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Conference, 12/04/1981 [and American Council on
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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name DRUG ABUSE POLICY OFFICE: RECORDS

Withdrawer

KDB 4/6/2010

File Folder AMERICAN COUNCIL ON MARIJUANA EDUCATION
12/04/1981 [AND AMERICAN COUNCIL ON DRUG
EDUCATION, DECEMBER 1985] (2)

FOIA

F09-0048/01

Box Number 15003

LASSITER

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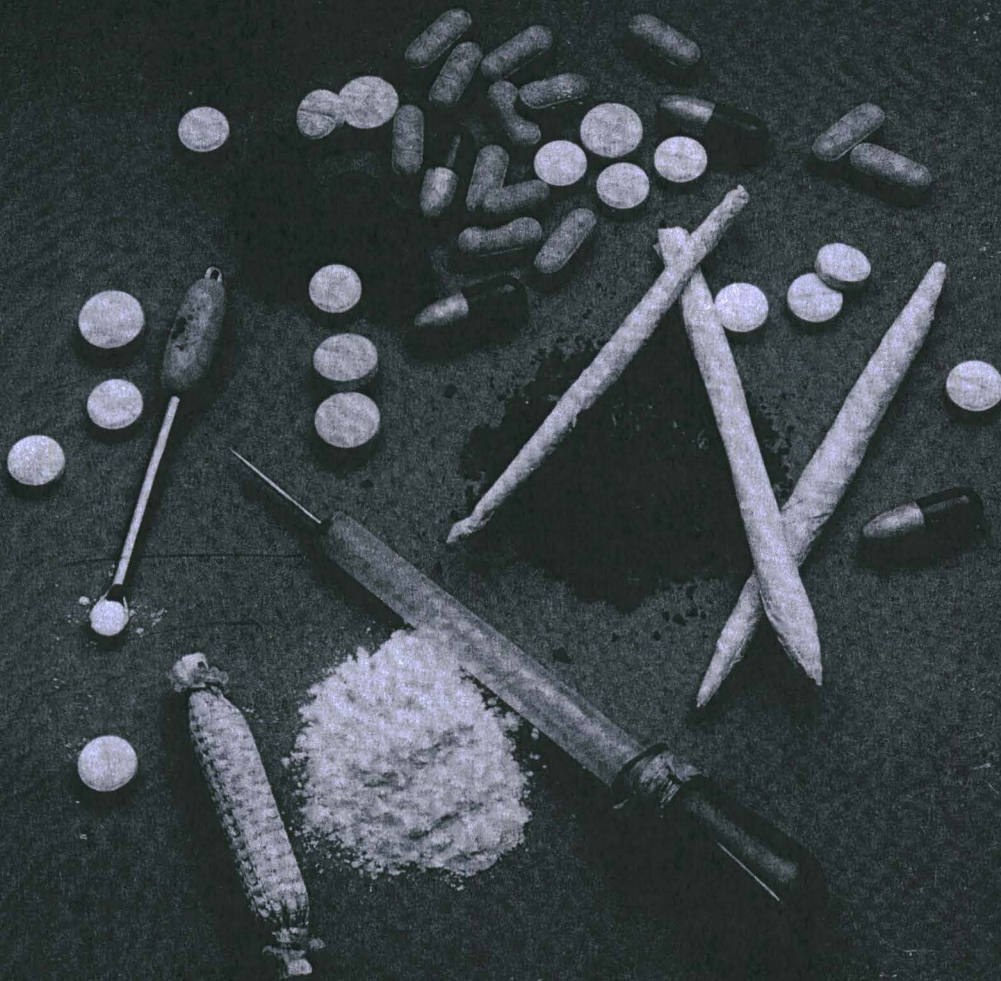
Doc No	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	SCHEDULE	RE AMERICAN COUNCIL ON MARIJUANA'S EDUCATIONAL CONFERENCE (PARTIAL OF COVER PAGE)	1	12/3/1981	B6 B7(C)

Freedom of Information Act - [5 U.S.C. 552(b)]

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- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

DRUG WATCH



WABC-TV  New York



GIL NOBLE
Producer/Host, WABC-TV's "Like It Is"
Correspondent, WABC-TV's "Eyewitness News"



WABC-TV

BIOGRAPHY

**GIL NOBLE PRODUCER AND HOST LIKE IT IS
CORRESPONDENT EYEWITNESS NEWS**

Gil Noble, producer and host of WABC-TV's weekly black public affairs series, "Like It Is," and co-anchor of the weekend late edition of "Eyewitness News," is recognized both locally and throughout the U.S. as a dedicated journalist whose work has been instrumental in advancing the cause of black people.

The recipient of over 200 community awards and numerous industry accolades, including six Emmys, Noble remarks that "although it is satisfying to be recognized by one's peers, I feel the awards from the community are even more important." Among his community awards are the 1979 New York Urban League's Frederick Douglas Award, the 1978 African Historical Society Award and the 1977 Community Service Award.

"Like It Is" has gained wide recognition for its original and sensitive documentaries on such outstanding figures and events in black history as Malcolm X, Martin Luther King, Jr., Paul Robeson, Fannie Lou Hamer, Duke Ellington and the civil rights era. In addition to interviews with leading black political figures, including Robert Mugabe, Prime Minister of Zimbabwe and Michael Manley, former Prime Minister of Jamaica, Noble has interviewed such luminaries as opera star Leontyne Price, the late reggae star Bob Marley, actor Sidney Poitier and singer Harry Belafonte.

Several "Like It Is" documentaries have been the recipient of Emmy Awards. Noble, who won his first Emmy in 1970 as host of "Like It Is," was honored in 1978 by the New York Academy of Television Arts and Sciences with a Special Governor's Citation of Merit for his series of visual biographies of black leaders. Other distinguished "Like It Is" documentaries include three nationally syndicated productions, "The Life and Times of Frederic Douglas," a 1979 dramatic portrayal of the renowned black abolitionist; "Jack Johnson...Black Power," a 1980 chronicle of boxing's first black heavyweight champion and "Ali...The Living Legend," a 1980 special on the life and career of Muhammad Ali.

Noble's powerful 1981 documentary "An Essay On Drugs," which vividly portrayed the destructiveness of drugs on individuals and our society, became the focal point and climax of the station's Sept. 1981 "Drug Watch" campaign.

Noble is the recipient of two Honorary Doctorates, one from Chicago's Malcolm X University in 1973 and another four years later from Seton Hall University in South Orange, N.J. As the teacher of two courses at Seton Hall, broadcast news and mass communication, he was the first black journalist to become involved in the University's Communications Department. Actively engaged in public speaking, Noble has addressed colleges in the tri-state area as well as schools in several East Coast and Mid-Western states. He authored his first book in 1981 entitled "Black is the Color of my TV Tube," a chronicle of his experiences.

Noble joined WABC-TV in 1967 as an "Eyewitness News" correspondent and co-host of "Like It Is." He was named managing editor and then producer of "Like It Is" in 1975. Born and raised in Harlem, Noble began his broadcast career there in 1962 as newscaster for New York's WLIB radio station.

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August 1981



BILL FYFFE
Vice President and General Manager of WABC-TV



WABC-TV

BIOGRAPHY

BILL FYFFE
VICE PRESIDENT AND GENERAL MANAGER OF WABC-TV

Bill Fyffe since Jan. 1981 has been vice president and general manager of WABC-TV and is responsible for the overall functioning of the station.

Fyffe served as vice president, news, ABC Owned Television Stations, from April 1977, to Nov. 1979. Prior to that since 1972, he had been news director at KABC-TV, the ABC owned television station in Los Angeles.

He first joined the ABC Owned Television Stations division in 1964, as news director at WXYZ-TV Detroit. In 1968, he transferred to WLS-TV, Chicago, where he served as news director for three years.

While Fyffe was news director at KABC-TV, the news department won a Peabody Award for investigative reporting and was awarded California Associated Press Awards for "best newscast," "best sportscast," "best news analysis" and "best spot news." Additionally, the Los Angeles Press Club gave its Grand Award for two consecutive years to KABC-TV's news. While he was at KABC-TV and WLS-TV, Fyffe's news departments won a number of local Emmy Awards. In 1968, while he was at WXYZ-TV, its news department was awarded the National Headliners Award for coverage of the Detroit riots.

His first broadcasting job was at WEAW Radio in Evanston, Ill. where he worked while at Northwestern University, he is a member of the Radio/Television News Directors Association and Sigma Delta Chi Honorary journalistic society. Fyffe and his wife, Nancy Callaway Fyffe, reside in Manhattan.

#

August 1981



JOHN S. BONANNI
Vice President and Station Manager of WABC-TV



WABC-TV**BIOGRAPHY**

JOHN S. (JACK) BONANNI
VICE PRESIDENT AND STATION MANAGER OF WABC-TV

John S. Bonanni, who has day-to-day operating responsibilities at the station, reports to Bill Fyffe, vice president and general manager of WABC-TV.

Assuming this position after 12 years in sales for the Owned TV Stations division, Bonanni served the last two as vice president, sales. In this position, he was in charge of all sales and marketing activities, and was responsible for long-range divisional sales and marketing strategies, the division's retail sales development program, the sales training program for new and current account executives and the sales compensation program for account executives.

Bonanni was general sales manager of WABC-TV, from May 1974 to July 1979. During his five years in that post, he oversaw all of the station's sales functions and brought several innovations to the sales operations, including a total computerization system.

Mr. Bonanni joined the company as an account executive at WABC-TV in Oct. 1969. Three years later, he moved to ABC Television Spot Sales in Chicago where he was an account executive from 1972-73. He returned to New York in 1973 as sales manager of WABC-TV and a year later became general sales manager.

Before joining ABC, Bonanni was a sales representative for Life Magazine. He began his career at Vick Chemical Company in New York, where he was an assistant product manager from 1963-65.

Born in Phila., Bonanni was raised in Yonkers, N.Y. He attended Fordham University's School of Business and graduated in 1963 with a B.S. degree in Marketing. He is a member of the International Radio and Television Society (IRTS) and the Sales Advisory Committee of the Television of Advertising.

He and his wife, Diane, have three children, Jon, Cynthia and Gregory, and reside in Chappaqua, N.Y.

#

August 1981

7 LINCOLN SQUARE, NEW YORK, NEW YORK, 10023

WABC-TV 7 New York

7 Lincoln Square, New York, NY 10023

Dear Viewers:

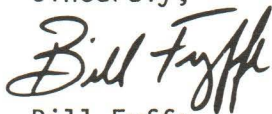
We at WABC-TV would like to insure our programming reflects the needs and concerns of the many communities in our diversified viewing area.

We can only keep up to date on local issues and events by input from you, our audience.

In an effort to help you gain access to the area of the station that can best meet your specific needs, we have prepared the attached booklet, "How to Get Your Story on Channel 7". A special listing of names and phone numbers is enclosed in the inside back page.

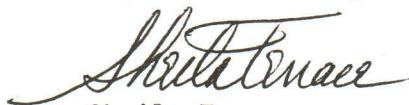
We'd like you to think of Channel 7 as your neighbors... please feel free to call on us.

Sincerely,



Bill Fyffe

Vice President and General Manager



Sheila Terrace

Director of Community Affairs

WABC-TV 7 New York

7 Lincoln Square, New York, NY 10023

WABC-TV CONTACTS

William Fyffe Vice President & General Manager	(212) 887-3333
John Bonanni Vice President & Station Manager	(212) 887-2971
Sheila Terrace Director of Community Affairs	(212) 887-3063
Sylvia Hueston Director of Community Relations	(212) 887-3065
Cliff Love Editorial Director	(212) 887-3068
Cliff Abromats Director of News	(212) 887-3107
Charles Larsen Director of Programming	(212) 887-3021
Eyewitness Newsroom	(212) 887-3100
Long Island News Bureau	(516) 535-4043
New Jersey News Bureau	(201) 488-4120

WABC-TV GUIDE

How to Get Your Story on Channel 7



EFF 2



EFF 3



SWR 9



AUX BUS



JEWISH GUILD FOR THE BLIND
15 West 40th Street
New York, New York 10023
Call for more info.

SWR 10



UTIL 1



SWR 11



UTIL 2



SWR 12

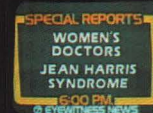


ELFAST
Via Satellite

SWR 16



SWR 17



WOMEN'S DOCTORS
JEAN HARRIS SYNDROME
6:00 PM
© EYEWITNESS NEWS

SWR 18



SWR 21



With GIL NOBLE

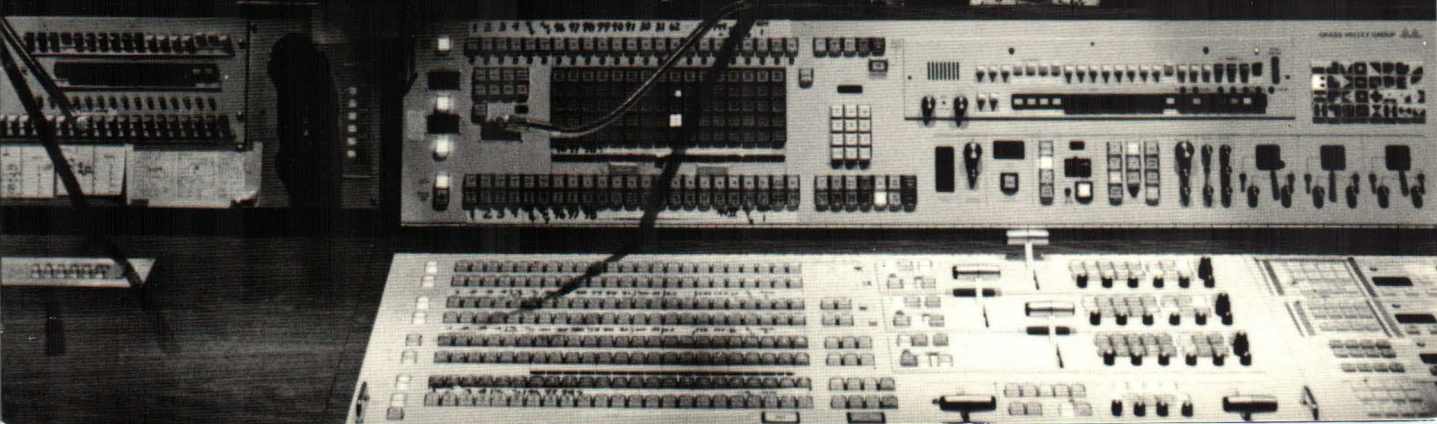
WVL (SWR 21)



LITERACY VOLUNTEERS
OF CONNECTICUT
(203) 884-4884



REPAIR
THOSE
LEAKS...





**EAST SIDE-WEST SIDE
ALL AROUND THE TOWN**

No matter how you look at New York, WABC-TV delivers the viewing audience.

AVERAGE % YOUR AUDIENCE DELIVERED - TV WOMEN

	WABC-TV	WABC-TV	WABC-TV
New York City	23,442	93,394	14,843
	54,419	43,428	24,824
Total Day	136,312	84,736	123,794
Prime Time	371,971	259,152	255,304
Suburban New York & Conn.	151,464	121,156	83,640
Total Day	347,202	284,749	814,568
Prime Time	523,188	431,566	353,278
Suburban New Jersey	1,178,188	796,162	1,041,455
Total Day	846,380	79,198	1,041,455
Prime Time	1,041,455	1,041,455	1,041,455

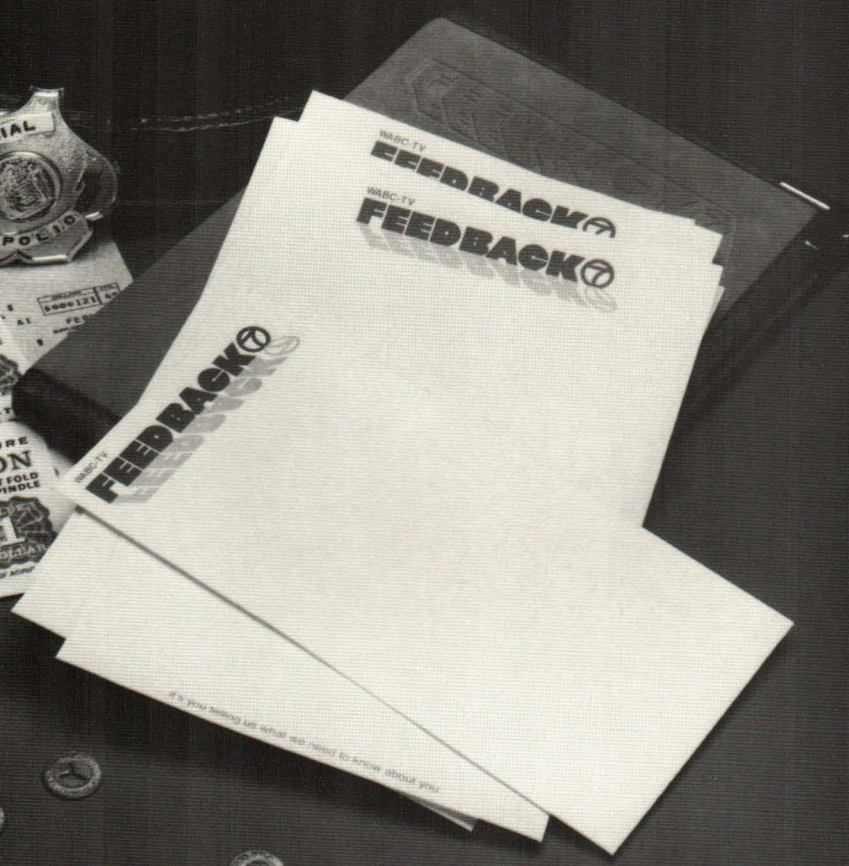
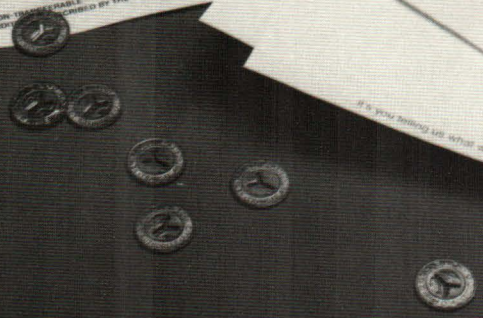
INTRODUCTION

A television station has a number of reasons for broadcasting programs that are of service to viewers. Principal among them is that a station can succeed only to the degree that people watch it, and people only watch what interests them. Thus, programming that addresses the issues and concerns of the community serves both the community and the station.

WABC-TV serves viewers in 17 counties in three states. We are aggressive in our efforts to stay in touch with our viewers . . . to understand community problems and individual concerns and to respond with appropriate programming.

Yet, in a service area as large and diversified as ours, no effort we could hope to make on our own would be enough to keep us fully informed and responsive. That is why we continue to encourage individuals and groups to join their interest in the community with ours and alert us to issues and concerns where there's a chance we might be of help. Obviously, time restricts how much information can go on the air. Nevertheless, we encourage viewers to consider WABC-TV *their* channel, *their* voice in the community.

The purpose of this brochure is to describe our efforts to serve community needs, and to show how individuals and groups can gain access to WABC-TV to serve their needs.



COMMUNITY RELATIONS

Community Relations and Community Affairs are WABC-TV's direct link to the community. Their purposes are to be sure our locally-produced programs reflect community concerns and interests and to help get public service messages on the air.

Community Relations maintains ongoing contact with the community to keep a finger on the pulse of problems and special interests in our broadcast area. The process—called ascertainment—helps us keep abreast of what viewers want to know and the issues that should be addressed by our public service programming. Everyone at Channel Seven who is a manager or who is responsible for on-air product, including producers, sales and business affairs staffers, takes part in the survey process, a total of about 50 people. The findings are analyzed and the information is given to the departments that actually produce programs, such as News, Editorials and Programming.

Community Relations also conducts seminars and workshops for groups with a specific interest in television, and arranges for WABC-TV people to serve as guest speakers.

While Community Relations is principally a clearing house of information, the department also produces "Seven Around Town," consisting of announcements of specific, scheduled events that are of interest to the community. "Seven Around Town" serves non-profit, tax-exempt organizations. Information about scheduled events that is sent to WABC-TV for inclusion in this format must arrive at the station two weeks in advance of the event, and should include the date, time and place of the event, and a phone number to be called for more information.



COMMUNITY AFFAIRS

Community Affairs is WABC-TV's active link with organizations that wish to publicize ongoing services or needs with Public Service Announcements. PSA's help organizations draw attention to the services they provide, and make viewers aware of resources available to them. Our job is to help organizations get appropriate messages on the air. We will consider requests for PSA's from any qualified organization. Your group must be dedicated to serving and improving the community, for example, in such areas as social services or health education, and must meet relevant legal requirements. Basically that means non-profit, tax-exempt groups. Also, PSA's must be non-partisan, and they may not lobby for legislation.

Discussion of controversial issues and religious doctrine is not permitted. PSA's generally run 10, 20, or 30 seconds, and occasionally as long as one minute. You may produce your own announcement on 16mm film or 2" high-band color videotape and submit it to WABC-TV (along with a 3/4" videotape cassette for pre-screening—

if you're submitting 2" tape) for approval. Or, you may simply submit your script and a color photo or slide and, if accepted, we'll produce the PSA for you. Material should include all pertinent information about your organization: annual reports, financial statements, brochures, or other materials, as well as a copy of your Internal Revenue Service "Tax-Exempt Status" letter and/or any other proof of your non-profit status, such as affidavits of affiliation with governmental agencies or established institutions. It should reach us at least six weeks before you want the message to begin running. Once accepted, PSA's run over an extended period of time. So if anything in your message changes that would affect the accuracy of the spot, be sure to let us know.

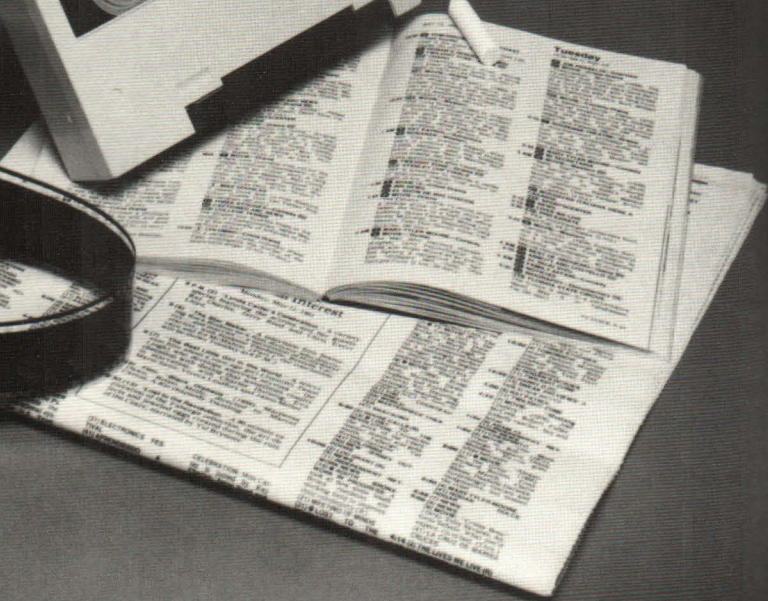
PSA's are scheduled by computer on a rotating basis according to available air time, so it isn't possible to let you know in advance when your announcement will run. We will, however, let you know when the spot has been approved and the date it will begin airing.

PROD.Nº
DIRECTOR
CAMERA

SCENE

TAKE

ROLL



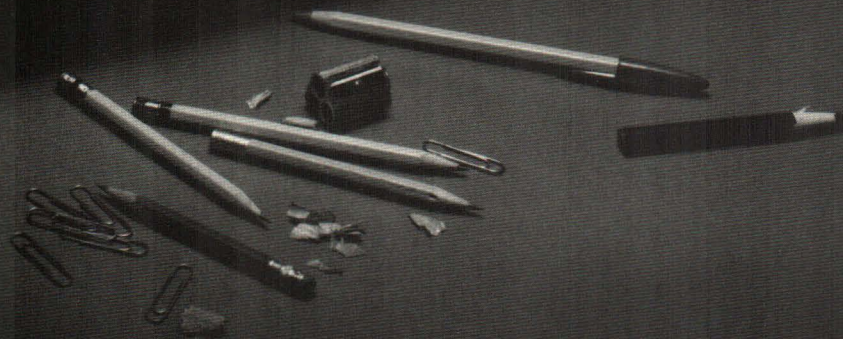
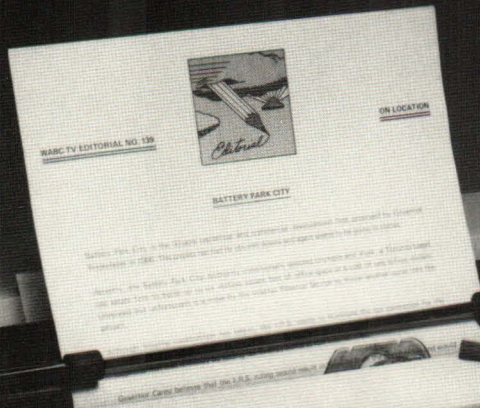
PROGRAMMING

The Programming Department is responsible for all of WABC-TV's locally-produced programs except news. Those programs include public affairs documentaries, a daily interview show and weekly audience response and community events programs. In addition, this department is responsible for airing syndicated programs . . . those that are not locally produced and not provided by the Network, such as afternoon films.

Programming, with the help of Community Relations and Community Affairs, is responsible for being in touch with the issues, concerns and needs in our 17-county viewing area and making sure that our programming is responsive. These programs are the second step in the ascertainment process: first find out what is of interest to the community, then program to those interests.

Public affairs documentaries allow us to deal with issues in some depth. Clearly, we cannot deal with all issues in an area as large as this, or even in exhaustive detail on many single issues. We can and do bring to viewers sharply-focused programs to help them understand some of the important events surrounding them in their daily lives. Each year, 13 half-hour documentaries explore topics that impact individuals and communities in the tri-state area, such as crime, housing, education, and transportation.

Regularly-scheduled programs, such as "Good Morning, New York," contain substantial segments which are issue-oriented, as are other weekly local programs in various time periods. If you have questions about our locally-produced programs, or ideas for a feature or a concern that you'd like to see addressed, we'd like to know. The best way to contact us is by writing the Program Director.



EDITORIALS

WABC-TV holds its broadcast license as a public trust, to present programming of interest and value to viewers. We are also citizens within the communities we serve and have the additional responsibility to express our opinions on issues affecting the community. Those opinions are expressed in editorials. We present about three editorial subjects each week, some of which are done on-location.

Subjects of our editorials are selected by the Editorial Director, who chairs the Editorial Board. The Board also determines what the Station's editorial position will be. Editorials are researched, written, and produced by the Editorial Director. Viewers who have ideas or background material on subjects they would like to see addressed in an editorial are invited to submit them to the Editorial Director.

We seek out and welcome response to our editorials by responsible spokespersons in the community who may disagree with the positions we've taken. If you'd like to reply to one of our editorials, simply contact the Editorial Director. You'll be asked to submit your rebuttal in writing, and it will be reviewed along with any others that may be submitted on the same topic. The best overall response will be selected. All editorials and all rebuttals are reviewed by the Station's legal staff for approval before being taped.

Viewers are invited to respond to editorials and let us know how they feel about the issues we've chosen to comment on . . . whether they agree or disagree with us. We read and respond to each letter. These letters are the basis of the program "Viewers' Voice," which is aired once each month. We ask permission of those who write to quote excerpts of their letters on the air. If given written permission, we mention the writers' names and where they live. This format allows viewers to make their positions known without going to the extent of a full comment or reply.



NEWS

WABC-TV's News Department provides viewers with up-to-the-minute coverage of issues and events of importance in our tri-state viewing area. News coverage includes early and late Eyewitness News and sign-on and sign-off reports every day, and three five-minute news segments each weekday. WABC-TV also produces a half-hour "Eyewitness News Conference" each week. Once each month, this program focuses on New Jersey.

The news is broadcast live, often on location. Live location reports are possible within 50 miles of our studio, and we occasionally use satellites to cover stories from around the world.

In addition to our extensive staff and facilities in New York City, WABC-TV maintains permanent news bureaus on Long Island and in New Jersey. Each of these bureaus has full-time reporters, camera crews, technical staffers, mobile units and broadcast facilities. They can cover all of Long Island and New Jersey, and broadcast live from large parts of those areas. In effect, these bureaus function as mini-television stations, and enable us to give Long Island and New Jersey complete news coverage.

News stories originate from many sources: the assignment desk, national wire services (AP, UPI), contacts made by government, business and labor organizations, police and fire department monitors, reports from stringers, and calls from viewers.

The process of scheduling the day's news stories starts at 6AM at the assignment desk. Beginning with between 200 and 300 potential stories, the Assignment Editor boils the list down to 25 or 30. Of these, crews are sent to cover about 20 on tape.

If you think WABC-TV should do a story about your event or organization, you should write to the Assignment Editor. The News Department receives

NEWS

hundreds of pieces of mail each day, and can devote, of necessity, only limited time to each. So, letters should be brief . . . a paragraph explaining *why* a story is interesting, *who* is involved, *where* it can be covered, and *when*. The letter should arrive a week before the event is to take place, and be followed up with a phone call to the Assignment Editor one day in advance of the event. We cannot promise that your event will be covered . . . the news line-up is subject to change up to the very last minute because of late-breaking stories. And, we cannot provide copies . . . tape, film, or transcript . . . of stories that are broadcast. If you want to notify the Station of a news event that is spontaneous . . . a rally, a fire . . . call the assignment desk.

If you have questions about a news story we have broadcast, or if you missed part of a story and want to know what happened, you may call the newsroom. Ask for the program's Executive Producer or for the News Director and they'll try

to help you. If you have information that may be interesting as a follow-up to a story we have broadcast, you might want to call the newsroom and ask for the assignment desk.

The news often has many facets, and is sometimes controversial. If you have a complaint about one of our stories, you may call the reporter, the Executive Producer or, if your concern is very serious, the News Director.

WABC-TV's tri-state viewing area is the largest television market in the world, and is the source of a great deal of national as well as local news. It is, therefore, a very desirable place for TV professionals to work, and we often receive inquiries about entrance-level jobs. We have very few to offer, but we are happy to talk with students and other qualified people about TV careers. Those who are interested should call the News Director. Schedules permitting, he'll arrange for you to spend some time on the phone with an Eyewitness News staffer.

WABC-TV DEPARTMENTS

Vice President & General Manager
Vice President & Station Manager
Community Affairs Department
Community Relations Department
Creative Services Department
Editorial Department
Engineering Department
Finance & Business Affairs Department
News Department
Programming Department
Research & Sales Development Department
Sales Department

7 Lincoln Square, New York, NY 10023
(212) 887-7777

WABC-TV 7 New York



WABC-TV

LIKE IT IS

FOR IMMEDIATE RELEASE

Contact: Diane Digit
(212) 887-3075
Mitchell Praver
(212) 887-3077

**WABC-TV CONTINUES ITS 'DRUG WATCH' CAMPAIGN WITH
'AN ESSAY ON DRUGS — FOLLOW-UP' ON SEPT. 13**

*A Special Presentation of 'An Essay on Drugs' Will Air Sept. 12 at 7:30 PM on Channel 7

NEW YORK, Sept. 9 -- What is in store for two heroin addicts after years of drug dependency? The paths taken by the two remaining drug addicts previously interviewed by producer/host Gil Noble on WABC-TV's presentation of "An Essay On Drugs," is focus of the **Sun., Sept. 13 edition of "Like It Is," airing 1-2 PM on WABC-TV.**

Noble talks with two of the addicts, Steven "Foots" Johnson and Charles "Jumel" Lawson, on a Harlem park bench. The third, Gary Moore, was recently found shot in a Harlem alleyway for unspecified reasons. Foots, nicknamed for his swollen, drug-infected foot, recently admitted himself into Harlem Hospital seeking care for a collapsed lung. After a premature release, Foots returned to the drug scene obtaining drugs by "touting," steering others into drugs in exchange for a fix. Conversely Jumel, in a courageous attempt to rid himself of drugs, entered Harlem's North General Hospital detoxification program. Efforts to break the drug dependence and heal his sores and abscess-ridden body isn't a path easily followed by fellow addicts, notes Jumel, because most addicts lack the self-pride and self-worth needed to withdraw from their habit.

(More)

'LIKE IT IS'/2

In the final segment, Nurse Sherma Svitzer and Assistant Administrator George Holfield of North General Hospital discuss why detoxified addicts return to the drug environment. Svitzer refers to the present treatment system as a "revolving door," noting that skills and new directions are not offered to those attempting to break the habit, forcing them to reenter the only way of life they know -- drugs. Further, Svitzer emphasizes her concern over the federal cutbacks in Harlem-based rehabilitation programs, noting their key role following detoxification.

A WABC-TV public affairs program, "Like It Is" airs Sundays on Channel 7. Producer/host is Gil Noble. Associate producer is Susan Robeson.

#

(090981)



WABC-TV

PRESS RELEASE

FOR RELEASE ON AUG. 24

Contact: Anna Carbonell
(212) 887-3076
Mitchell Praver
(212) 887-3077

**WABC-TV CONTINUES ITS 'DRUG WATCH' CAMPAIGN WITH SPECIAL PRESENTATION
OF 'AN ESSAY ON DRUGS' ON SEPT. 12, AT 7:30-8 PM**

NEW YORK, Aug. 21 — The focal point of WABC-TV's full station "Drug Watch" campaign will be a special presentation of "An Essay on Drugs" airing **Sat., Sept. 12 at 7:30-8 PM.**

Originally aired on "Like It Is," April of this year, this program, produced and hosted by Gil Noble, takes a sensitive look at the mental and physical abuse caused by drug addiction. The setting, a seedy New York City apartment building boiler room littered with drug paraphernalia. There, Noble talks with three confirmed addicts who candidly reveal the devastating impact drug abuse has had on their lives.

Commenting on the program, Noble notes: "While the program is not easy viewing, the message is a necessary one which must be absorbed and heeded by youngsters and adults alike. I hope parents will use this drug essay as a springboard to family discussion."

The featured addicts, identities concealed, explain how they first became hooked on drugs during the late 1960s and why there was such a heavy influx of cheap, pure drugs in the black ghetto at that time.

They discuss their initial curiosity about drugs, the need to achieve a better high, the increasing costs of maintaining the deadly habit, and the dependence on the needle. Noble witnesses the physical damage caused by the numerous injections that pierce into almost every part of their body. Also expressed, are fears of paralysis and death that can result from a "bad hit" from a "hit man," a specialist who injects others in the neck, groin, underarm, or forehead.

(more)

"AN ESSAY ON DRUGS"

At one point in the program, in an effort to make a final contribution to society, these three individuals direct their comments not only to Noble but to the innocent youths of our community. At one point, after reflecting on his initial contact with drugs, an addict stresses he would never have stuck a needle into his arm had he seen "the type of destruction...the way that the body can be deformed by using drugs."

This program concludes with a poignant message from the station's Vice President and Station Manager Bill Fyffe who emphasizes the need to further deglorify the image of drug addiction.

The producer and narrator of "An Essay on Drugs" was Gil Noble. Susan Robeson was associate producer. The program was directed by Arnie Nocks. Michele Hodges was the assistant producer and Mort Siegel the associate director. Film editor was Herb Aust. Executive producer was Glenn Giere.

#

(082181)



WABC-TV

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Anna Carbonell
(212) 887-3076
Mitchell Praver
(212) 887-3077

**WABC-TV LAUNCHES FULL STATION EFFORT, 'DRUG WATCH,' TO
ATTACK PROBLEM OF DRUG ABUSE IN THE TRI-STATE AREA**

* Campaign commences Sept. 1 and will climax with special presentation of "An Essay On Drugs," Sept. 12.

NEW YORK, Aug. 11 — Drug-related deaths have almost doubled over the past two years within the New York metropolitan area. According to the New York State Division of Substance Abuse Services, this figure is projected to reach epidemic levels by year end. Concerned about a proliferation in drug usage throughout the tri-state area, the management of WABC-TV will undertake a major station effort aimed at exposing the degenerative nature of drug addiction. The focal point of this project will be a **Channel 7** special airing of "**An Essay On Drugs**," which depicts these horrendous drugs as they really are: debilitating and destructive of individuals and society.

Beginning **September 1**, WABC-TV's "**Drug Watch**" will alert viewers to the gravity of this problem through public service announcements by key personalities, editorials and public speeches by station management, and special news reports highlighting the ever-present malignancy of drug abuse. Also featured will be "Like It Is" producer/host Gil Noble, who will make appearances on this station's "Good Morning New York" program, as well as on segments of "Eyewitness News."

Coinciding with the start of the fall school semester—when peer pressure appears to result in an increase in drug usage—the "**Drug Watch**" undertaking will climax with a special presentation, "**An Essay on Drugs**," to air **September 12, from 7:30-8PM, on Channel 7**. Originally produced for the station's "Like It Is" program series, "**An Essay on Drugs**" graphically illustrates the mental and physical effects caused by drugs as Gil

(more)

DRUG WATCH — 2

Noble interviews three confirmed drug abusers — one of whom has died since the original taping. Noble advises parental guidance in viewing the frightening scenes of this essay in the hope that the experience will be used as a springboard to family discussion.

"While the program is not easy viewing," stressed Noble, "the message is a necessary one which must be absorbed and heeded by youngsters and adults alike." "An Essay on Drugs" concludes with a poignant message from the station's Vice President and General Manager Bill Fyffe.

Assisting in spearheading the anti-drug effort at WABC-TV, Vice President and Station Manager Jack Bonanni notes the agonizing statistics surrounding the drug problem. According to the federal Drug Abuse Warning Network (D.A.W.N.), there are approximately 1100-1400 heroin/morphine-related deaths each year in the U.S., and the number is rising. "It's staggering statistics like these," cautions Bonanni, "that make such anti-drug efforts a necessity."

Commenting on the station's overall endeavor, Bill Fyffe said: "Drug abuse is not only senseless and dangerous...it's ugly. And it's this ugliness which Channel 7 will show its public. People who are now experimenting with drugs," added Fyffe "are, in effect, striking a bargain with death. It is evident words have lost their effectiveness. Our program, therefore," concluded Fyffe, "will take us out of the realm of verbal communication into harsh visual reality."

Highlight

WABC-TV's "DRUG WATCH", scheduled from Sept. 1 through Sept. 12, will climax with a special presentation of "An Essay On Drugs" aimed at exposing the real and increasing problem of drug abuse in the tri-state area.

(071181)



WABC-TV

EDITORIAL

No. 68 — 1981

DRUG WATCH I

Over the next two weeks, Channel 7 will devote a major part of its public service programming to one of the most urgent problems we face today . . . the heroin epidemic. Not since the late 60's has the influx of heroin been so great. Narcotics officials in the city, state and federal government recognize that the heroin entering the country is purer, easier to find and cheaper than it's been in the last several years. At the same time, enforcement, arrests and convictions have dramatically decreased.

We know that many of our inner city suburban viewers are aware of the dangers of drug abuse. Why . . . because of some startling statistics. In the last several years, heroin-related deaths rose 92 percent in New York City. Heroin emergency room visits increased 140 percent in 1980. A recent study revealed that the state's drug-related population tripled in the last year. That's why we have taken on this problem.

Our Editorials, Public Service Announcements, and Special Eyewitness News Reports will inform you of what's happening, why it's happening and what you can do to help. The highlight of our Drug Watch Campaign will be a special presentation called, "An Essay on Drugs." It will air on September 12th, at 7:30 p.m. It's a devastating look at the mental and physical effects of heroin. It's not easy to watch, but it's real.

We encourage you to watch this half-hour special and the programming that will surround it. It's a subject we can't afford to ignore.

* * * * *

TELECAST: SEPTEMBER 2, 3, 1981

CART NO. 9088

CLIFF LOVE — EDITORIAL DIRECTOR

BILL FYFFE VICE PRESIDENT AND GENERAL MANAGER
WABC-TV 7 LINCOLN SQUARE, NEW YORK, NEW YORK 10023 212 887-3068
WABC-TV broadcasts daily editorials on topics of vital community concern.
The station regularly presents responsible spokesmen for opposing views.
Your comments will be most welcome.



WABC-TV

EDITORIAL

No. 69 – 1981

DRUG WATCH II

We applaud the new effort by the New York City Police Department to drive drug pushers off the streets. The crackdown is called "Operation Pot Cleaner" and it means that a special police unit is sweeping through the city arresting every drug pusher seen doing business on our streets.

The first police sweep netted 286 arrests. On an average weekend, 200 arrests are the norm. This week the special unit will concentrate on the pot and pill peddlers around our schoolyards.

We think getting this filth off the streets is a good first step but we doubt how effective the campaign will be. We think even more is needed to rid our streets of drug dealers. The city would do us all a greater service by dealing with the major suppliers, especially the ones who bring in hard drugs like heroin and cocaine. That's where the war on drugs should be targeted.

We agree that arresting the nickel and dime pushers gives the impression of cleaning our streets of drugs, but that's all it is . . . an impression. The city's efforts should be on getting between the supply and the demand. The courts are to blame because they release the pushers just as fast as the cops haul them in.

If these issues aren't given priority, the war on drugs will go up in smoke!

* * * * *

TELECAST: SEPTEMBER 9, 10, 1981

CART NO. 9117

CLIFF LOVE – EDITORIAL DIRECTORAL



WABC-TV

EDITORIAL

No. 70 – 1981

DRUG WATCH III

For the last two weeks, Channel 7 has committed a major portion of its local programming to the problem of heroin addiction and drug abuse in general. If you watched "Essay on Drugs," our special program concerning the dangers of heroin addiction you might think it's a minority or ghetto problem. We want you to know that it's not. Heroin has no respect for race, age, social or economic class. The heroin epidemic affects us all.

New York State has more than half of the addicts in the country and that number is growing because of a bumper crop of heroin entering the country. The purity of the drug is now over 12% much higher than in the late 60's and early 70's when the addiction problem caused so much alarm. There's also a new breed of junkie . . . the weekend junkie. He holds a job from Monday to Friday and snorts or smokes heroin on the weekend. There are the ones who mix it with other drugs and these are middle class, well educated people. But no matter who they are, the dangers don't go away. The results are the same. The crime rate soars . . . more drug-related deaths are reported . . . more families and children suffer.

There is no question that we need more funds to combat this epidemic . . . we need stepped-up enforcement and we need your help. We urge you to write your local representatives. Tell them that we must attack this problem. If we don't stop the drug menace more lives will be wasted.

* * * * *

TELECAST: SEPTEMBER 16, 17, 1981

CART NO. 9202

CLIFF LOVE – EDITORIAL DIRECTOR

BILL FYFFE VICE PRESIDENT AND GENERAL MANAGER
WABC-TV 7 LINCOLN SQUARE, NEW YORK, NEW YORK 10023 212 887-3068
WABC-TV broadcasts daily editorials on topics of vital community concern.
The station regularly presents responsible spokesmen for opposing views.
Your comments will be most welcome.

NEW YORK TIMES

SAT., SEPT. 12, 1981

TV Weekend*The Gene Boom, Drugs and a Union*

By JOHN J. O'CONNOR

Locally, tomorrow at 7:30 P.M., WABC, Channel 7, is rerunning "An Essay on Drugs," first broadcast last April, as the close of a special "drug watch" series that has been woven into the station's programming over the last couple of weeks. The half-hour essay, produced and narrated by Gil Noble, is offered as a warning to young viewers. It is certainly not for the squeamish. As Bill Fyffe, the station's general manager, notes in a post-script, it is frightening and shocking, "but it's real and it's true."

Mr. Noble addresses himself to his "young brothers and sisters," who might be underestimating the dangers of taking drugs, even such supposedly harmless ones as alcohol or marijuana. In the boiler room of an abandoned tenement, he interviews three junkies who became addicted in the 1960's. They began with the supposedly harmless drugs and now need the stronger stuff "just to feel normal." Down and out, covered with ulcerated needle sores, they are finished (one has since died). The piece ends with the men looking for new injection points, in the armpit or groin. Watching is extremely difficult, but the warning will not be forgotten.

Ch. 7 special looks at living death

By MIKE BOTTA

Herald-News Staff Writer

Tune to Channel 7 Saturday at 7:30 p.m. and you'll meet three

men who are slowly being eaten alive — with leprosy-like sores gradually overtaking 90 percent of their bodies and destroying all remaining nerve tissue.

The scenes are explicit and ugly. If you're at all squeamish about watching horror films, this show may cause you to vomit. The program is that hard-hitting. In fact, during a press screen-

ing a few weeks ago, a well-dressed man seated in the audience fainted and fell to the floor.

Titled "An Essay on Drugs," it uncovers drug abuse at its worst.

WABC-TV reporter Gil Noble, long concerned with society's ills, took a camera crew to a basement boiler room at a secret location in Harlem. There, the men, faces hidden, agreed to show the world their needle-punctured bodies in hopes potential drug users would



Gil Noble of WABC-TV

get discouraged.

Segments were orig-

inally aired last April on Noble's Sunday afternoon "Like It Is" series and Channel 7 executives were so moved by it they decided to present an updated version in prime time as part of a two week "Drug Watch" campaign.

"I went to the addicts and told them I couldn't give them money, but wanted to show what drugs can do and frighten kids so it wouldn't happen to

them," Noble said at the screening. "I hold them (the addicts who cooperated) in very great esteem, very high esteem."

NOBLE, relying on a journalist's right to protect sources, declined to say how he located the three men

and would not reveal the location of the apartment building in which the filming took place.

He said one of the men was found dead in an alley a week after the interview. His body was riddled with bullets.

The most upsetting scenes occur as the addicts start removing portions of their clothing to reveal scores of crater-like sores. The men, who admitted they started taking drugs out of curiosity, now spend up to \$3,000 a day.

SEPT. 6, 1981

News focus

Newsman sees drug war as noble cause

By ANNE EATON
Contributing Writer

Because he lost many friends that way in his youth, it was Gil Noble's personal anger at seeing so many young people becoming involved in drug usage that prompted him to produce and host "An Essay on Drugs," which will be a special presentation of WABC/Channel 7 on Sept. 12 at 7:30 p.m. The program will climax "Drug Watch," a week of Drug Abuse warnings.

The program shows the debilitating and destructive consequences of drug usage. "I felt young people should have on the banquet table a full set of options before them," the newsman said, "The fullest possible array of all the possibilities that exist if you get involved with drugs and drug materials. And so I'm showing them very graphically what could happen to them once they get involved in the culture of getting high. And I decided to use very extreme tactics."

In the program, Noble interviews three addicts, one of whom has since died. The program contains a number of frightening scenes. "It is not easy viewing," he warns. "We have used extremely advanced examples."

Noble would not say how he got the addicts to participate in the show, only that they all appeared voluntarily. "They did it specifically for young people. They did it as a public service — their contribution because they feel that essentially, their own lives are ruined. They were not paid. The only thing they did it for was the hope of turning young people away from drugs. And they say so."



Gil Noble presses anti-drug crusade

The program defies the trend of minimizing the role of marijuana in causing addiction. "They make the connection between pot and heroin and cocaine," Noble explains. "There are many sophisticated arguments that say there is no connection. The connection is that once you're head is into getting high, once it is important to you to get high, then it's only a matter of time before you are going to seek out more efficient and quicker means of getting high, and devices and materials that will get you higher. So while pot does not physically guarantee that you are going to physically become a drug addict, there is a strong possibility that psychologically you are going to be tempted to fool with something stronger. It's like when you start drinking. If you started off with straight scotch it would

kill you, but you start off modestly and before you know it you find yourself drinking the stuff straight and not mixing it anymore."

Youths today don't take drugs seriously enough. The consequences of drug taking are known only in the abstract. "I think that many young people are only introduced to drugs at one level," Noble says, "which is the joy of getting high, the forbidden aura to it, the glamor, the macho and all of that."

According to Noble, "Kids are glib because they really don't understand. They fool around with drugs not knowing what it could possibly lead to." "An Essay on Drugs" shows them what the end of the 'high' road looks like. It's objective, says Noble is "to hit home and — hopefully — to scare the young know — what out of them."



HACKENSACK, N.J.
RECORD

—D. 149,977—

NEW YORK CITY METROPOLITAN AREA

SEP 11 1981

ABC's 'Drug Watch': grisly but real

By Dan Lewis

Entertainment Writer

Since the beginning of the month, WABC-TV has aired a series of brief spots throughout the day under the heading of "Drug Watch." The figures are depressing: An estimated 500,000 in the metropolitan area are users of hard drugs, and half of them are teen-agers or younger.

The public-service announcements have been leading up to a weekend of specials that include a rerun of Gil Noble's "An Essay On Drugs" tomorrow from 7:30-8 p.m. and a follow-up Sunday from 1-2 p.m., in which two of the three addicts interviewed are from the original program. The third addict is dead.

Gary Moore's bullet-riddled body was found in an alley in Harlem last month. His murder remains unsolved, although police suspect that it was drug related, an ABC spokesman said.

Both Channel 7 specials will be rerun the following weekend (Sept. 19 and 20) at the same times.

"An Essay On Drugs" is a grizzly half hour. Noble, a highly respected news-

man, takes the viewer into a dingy, abandoned basement where he sits with the three addicts. They freely discuss their problems with drugs, and they show revolting scars and widely ulcerated skin over their bodies, hands, and legs.

Not only do they discuss their habits with cocaine, but they also show Noble how they shoot up and find certain parts of the body to insert their devastating needles.

Actually showing the addicts injecting themselves is of questionable value. Why show people how to shoot?

Noble has defended these frightening scenes. "While the program is not easy viewing," he said in a press release, "the message is a necessary one which must be absorbed and heeded by youngsters and adults alike."

If it is any comfort, the same press release notes that Noble suggests parental guidance in viewing these scenes.

The entire half hour is devoted to the conversation and activities of Noble and the three addicts. Tomorrow's full-hour follow-up reveals that two have been able to start rehabilitation. The shooting

scenes will make you grimace, and the display of body sores can provoke nausea. One of the addicts offers advice to

unwary kids.

It doesn't take much to start the habit, he warns.

"You start drinking beer, then wine, and you move to smoking pot, and then the next step is the hard stuff," he declares.

It is harsh, but a reality. The drug prob-

lem has tripled in the New York area in recent years.

The going rental for an apartment in Moscow is \$8 to \$15 a month, but Russian newlyweds can wait as long as 10 years before they getting one.

It costs just 50 cents to go to a movie in

Moscow, and a top actress earns about \$50 a day.

These are some of the nuggets of information that emerge from an interesting series titled "Women of Russia," which will be aired — in part — on three consecutive nights beginning Monday on WPIX (Channel 11) from 8-8:30.

GIL NOBLE

"BRING ME WARRIORS. THAT'S WHAT I always say. Don't bring me good consumers. Don't bring me articulate people who have no spine. Bring me Warriors. That's what I want."

I, the interviewer, answer that I know very few warriors. A pause ruffles the air. This man sitting across from me replies, "That's why we're in the bad shape that we're in: we don't have any warriors any more."

His demeanor is calm, but his anger is hidden behind a soft-spoken voice, and it is real. He continues, "I am only trying to explain the concepts and innovations of certain great men and women. I am not an innovator myself. I am not a leader. I am not a conceptualizer . . . I am not an extraordinary person. I'm just folks." The phone rings. "Good evening, *Like It Is*," he answers.

Gil Noble is the speaker. He is the weekend anchor man at WABC news, a reporter, the author of the newly published book *Black Is The Color of My TV Tube*, and producer of one of the longest running television programs—*Like It Is*.

Like It Is has received more than two-hundred awards from the community of which it so highly speaks. It has received six Emmys from the New York chapter of the National Academy of Television Arts and Sciences, an Excellence in Broadcasting award, a Golden Mike award, and an Audelco, to name a few.

Like It Is is one of the few Black programs in the metropolitan area that directs itself to the Black issue. Its focus is the visual reality of Third World people in Africa, the Caribbean and America, in a political and historical context. Its purpose—to educate.

I sit slightly adjacent and almost opposite Gil Noble. There is a desk in front of me with a lamp. Directly to his right is a phone that rings intermittently throughout this interview. We are on the sixth floor of the WABC office building. Below us is a view of New York City's traffic, as it moves up and downtown at this rush hour. These office walls are covered with awards. On the left wall, filled with books, is a red mahogany bookshelf. Left of that, a picture of his hero Erroll Garner, whom he refers to as his "musical guide." Later, I'm to learn that one of his happiest moments as a reporter was to meet Garner. Above that is a picture of Frederick Douglass—the abolitionist; just to the right of it, framed in a green border, is a picture of Noble's father.

I ask Noble how he feels about being so roundly applauded. He says, "I feel good in one way: sad in another—sad that there is not more competition." He adds that he doesn't think he is really doing that much and it only seems like a lot because, "I don't think, with very few exceptions, there is any one Black that

by E. ERNEST

Like It Is, Gil Noble's award-winning news and public affairs program, is broadcast on WABC-TV in New York City. *Encore* believes that this important program—with its probing examinations of significant historical and social issues—is worthy of a nationwide audience. *Like It Is* represents the best use of the television medium, and should be available to viewers in every city in America.

The Editors

is doing what I'm doing. I'm sorry, but I've got to tell you the truth."

"The majority of Blacks in television journalism don't care," says Noble. "They're scared. They're selfish. They're out to advance themselves—not our people."

He believes they think there is no future in reporting on the injustices and struggle Black people have to endure and have endured. "I think they're in this business to make money, period," he says.

This all leads me to ask my third question: "What do you think is the purpose of the television journalist?" He tells me, "I think television journalists at best are appetite whetters . . . I don't think they are so profound. They essentially are superficial, and all because of the time constraints." Suddenly my mind pictures a television journalist with microphone in hand, with eyes forward and a background of trees, as he or she announces that "The juniper trees are being infested by something resembling termites," and later in the same newscast viewers learn about the Emu being one of the species of Australian birds. Gil Noble continues, "As Black men and women we have a responsibility to address ourselves to the deplorable condition of our people. I think it is obscene for us to run around here and accept trivial assignments to do trivial stories, while armies of young men are catching as much hell as they are."

He may be particularly harsh on his colleagues, but the role they play is a crucial one, and the stakes in the media business are high. The media is controlled by those in the television industry who wield the power—American Business. Next in the chain of command is the Executive Producer, an individual who dictates what visually comes into the viewer's home and what does not. His or her word is final because air time is like manna from heaven. It all takes place behind the

“The majority of Blacks in television journalism don’t care,” says Noble. “They’re scared. They’re selfish. They’re out to advance themselves—not our people.”

June Triesdale



scenes, but the financial rewards are enormous. Salaries earned per week are comparable to the average homeowner’s yearly take-home pay.

Noble contends that “the perspective of American Business, for some time now, has not been as parochial as the borders of the United States . . . They have a concept that is global. A concept of profit and of advantage and privilege.” “What does the media have to do with all of this?” I ask. “The media is the front-runner for oppression,” he responds. “The media is used to create a mind set. The media is used to train and make good consumers of us all. And it won’t be long before you see people in China and in East and West Africa who will be as devoted to [designer] jeans as Third World people here.”

It is frightening for any Black journalist to ignore such a realistic description of the American television broadcasting business. Especially when there are only two or three Black Executive Producers in the metropolitan area.

Gil Noble’s example of the bottle-formula controversy drives home his point with clarity. He recalls that a multi-billion-dollar ad campaign was waged globally to get Third World nations to use bottle-formula milk rather than breast-feed. So there now exist mothers in Third World countries who consider it beneath them to breast-feed. And, because of unsanitary conditions and other difficulties in the developing world that make the formula impractical, African babies are starving. Once again, he points out, the influence of the media disrupts tradition and culture.

Add similar campaigns for hamburgers and fried chicken to T.V. shows such as “Dallas” and “I Love Lucy,” mix well, and you have a globe, as Gil Noble says, “of human beings that have one ethic, one belief, who will be patronizing one kind of global shopping mall.” And all pushing the “on” button of a television set, which, in all probability, was beyond their purchasing capacity and bought on credit.

I ask him how you stop something like that. Noble responds, “You have to recognize the value of a diversity of cultures on this planet: that the American way

of life is not necessarily the only way of life; and that we should try to struggle against American Business interests that are trying to dominate the world by disrupting the cultures of the world. We need to fight and see that African nations preserve their cultures, and not have the same value system that white Americans in Queens have.”

Noble feels all this is verified by the existence of a President of the United States with an umbilical cord plugged into the media, whom Noble considers not to be running this country but instead to be merely “a surrogate for a consortium of wealthy people whose agenda is to make the world its meal.” Pretty perceptive stuff coming from a TV journalist.

It is known that some executives disagree strongly, not only with his politics but with the politics of *Like It Is*. It makes one wonder why this man has consistently been an irritant in the television industry. “Why do you do what you do?” I ask. “I just can’t help it,” he calmly replies, adding, “I can’t do anything else.”

It goes back to who Noble feels he must ultimately answer to: The people in the Black and Third World community who fought for his present position by simply saying “NO” to the American tradition of racism. He explains, “They put a fire in me that can never go out.”

Gil Noble wasn’t always this way. The fire began, as it does with most of us, by the example set by his elders—his parents. Gil Noble’s father was a teenager when he came to this country from Jamaica. Eventually he became an automobile mechanic and owner of a business. He married a schoolteacher who gave birth to two boys: Gil and Keith. Keith died in 1968 of an aneurysm, a fact painful for Noble to talk about. They raised the two boys in the New York City Harlem community around 156th and 149th Streets near Amsterdam Avenue. It was his parents, he says, “that put good stuff in me.”

My attention is directed to the picture in the green frame on the wall—his father. The features are strong but sensitive, the spirit powerful and dignified—attributes consistent with this bearer of the name Noble.

"If there is anything I remember about my father," he says, "it is that he had very powerful hands. Yes, I remember that." He also remembers how his father read a great deal, and that his father's friends would come by and talk. One of the many topics of conversation was Marcus Garvey, a Jamaican who was the leader in the 1920s of the back-to-Africa movement and died exiled in England. Noble also remembers "that at the time, I was in knickers. It was going in one ear and, *I thought*, out the other."

"It was like being inoculated... the germs were imbedded in my system. You know how it is when your parents give you things as a child and you reject them... and when you get older," he snaps his fingers twice for emphasis, and with a loud whisper says, "that's what they were talking about!" As he matured he found himself taking the same standards that they had. "They were uncompromising on my decorum, my sense of decency and respect. They molded all of that in me," he says.

Those germs imbedded in him as a child came alive one night when he was listening to a recording of a Malcolm X speech, a moment in time he candidly confesses was "a turning point in my life... It was like a door being opened. Here I was alive when Malcolm was alive, but I was asleep. Just like a lot of us. I slept him. I was scared of him. He was talking about violence—again as the media told it. He was talking about not eating pork—my beloved pig." We both laugh. "He didn't want you to smoke. You couldn't fornicate—that knocked him out of the water right there. So, I slept him as did millions of other Black people unless they were confronted with Malcolm un-edited. I stayed up all night listening to that man. I felt so bad that this man had *been in my community*. He was going down one block and I was going up the other. Man. I've never been able to live that down."

"I wouldn't be that hard on myself," I say. "Well," he answers, "it goes deeper than that. There's no excuse. God don't like ugly. And we as a people have to own up to the fact that we killed him. We pulled the trigger. If we had had the sense to recognize who he was and protect him, nobody would have messed with him. Not only did we not protect him, but many of us joined in persecuting him. Collectively, that is what we as a people have to live down. That is a very heavy tragic legacy he leaves on our shoulders."

Like *It Is* has been on television for the past thirteen years. It is in the public-service media time-slot, and is usually aired opposite football, basketball or entertainment. Its style and documentary format Noble considers to be a "critically important device for informing and shaping minds that have grown flabby through watching entertainment-only television programming."

Through documentaries he informs his viewers about the political or historical conditions in Africa, the Caribbean or America that forced an individual or people to say "NO" to the realities of injustice, poverty and racism. And it is solely the issue of race to which Gil Noble frequently addresses himself.

I ask why he does it, why he keeps focusing on race. He explains: "There has been such resentment on my part to being abused on the basis of race, resentment to what has been done to our people, that it has hampered my ability to function. It has hampered all of us.

It has taught us to hate ourselves and emulate others. And it has hampered the kind of relationships we have involved ourselves with. One has to wonder what kind of productivity I might have been involved in if racism were not a factor in this country. Might I have been able to do something of more value to all people? That might be. It might be that I wouldn't be what I am. You never know."

The *Like It Is* crew is shooting for the documentary titled "Essay on Drugs." A young man with a hypodermic needle in his hands sits with his pants pulled below his knees. Other Black men and women in the distance nod gently as if they were mannikins pulled by a puppeteer's strings. Gil Noble leans over as the young man searches for a non-collapsed vein. It is found and the needle enters. Gil Noble asks the question: "Why are you doing it man?" Particularly seamy. But the perspective is real.

Young Black men and women with arms full of consumer items, moved quickly and quietly through this night, when New York City had gone completely black. It was viewed across the nation on television and all devoid of any explanation. Unlike such media manipulation of the seventies' looting, the sixties' riots, and countless other examples depicted by either the news or entertainment, *Like It Is* tries to explain *why* people are doing what they do, "instead of presenting certain acts of frustration or violence as something anachronistic or rebellion-oriented," says Noble. He adds reflectively, "You know, the media has within their capacity an instrument that could make this world an equitable place to live. It could kill racism. It could kill imperialism and colonialism... and it could save families."

Noble knows he has an instrument, and he is trying to use it. Here are a few scenes from *Like It Is*:

- The Rev. Adam Clayton Powell, the first Black Congressman elected from the East, addresses a group of church members at the Abyssinian Baptist church in Harlem New York.
- El Hajj Malik El Shabazz (Malcolm X) falls to the ground as bullets ring and rattle his body.
- Michael Manley sits and, with humble lyricism in his voice, articulates about Jamaica's poverty and possible solutions.
- Paul Robeson, with thunder in his voice, chastises his inquisitors at the hearings before the House Un-American Activities Committee.
- The widow of Dr. Martin Luther King speaks of her late husband. And Betty Shabazz recalls El Hajj Malik El Shabazz.
- The documentary "A Decade of Struggle," wings across the TV screen with youthful energy at a sit-down demonstration. The store is F. W. Woolworth.

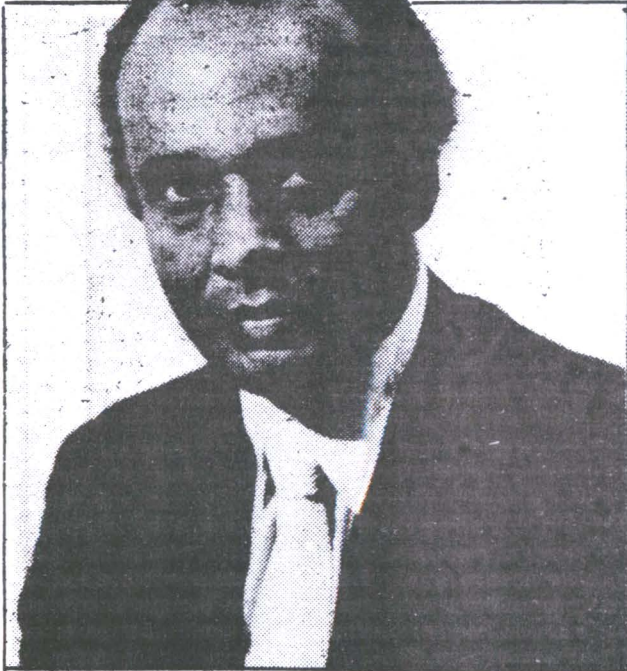
All these documentaries and more, tell it like it is.

The programs consist totally of facts. Facts that simply and clearly explain the political and historical condition of a people in a different, yet honest context. It is not so much what Gil Noble does, but what he tries to undo. As he emphasizes, "I am only trying to explain the concepts and innovations of certain great men and women... What is needed is for me to set an example in the way in which I am struggling for my people so that they will pick up a sword." □

AUG 29 1981

SPECIALS

3049



Gil Noble

WABC looks at drug culture

NEW YORK — Drug-related deaths have almost doubled over the past two years within the New York metropolitan area. According to the New York State Division of Substance Abuse Services, this figure is projected to reach epidemic levels by the years end.

Concerned about a proliferation in drug usage throughout the tri-state area, the management of WABC-TV will undertake a major station effort aimed at exposing the degenerative nature of drug addiction. The focal point of this project will be a Channel 7 special airing of "An Essay On Drugs," which depicts these horrendous drugs as they really are: debilitating and destructive of individuals and society.

Beginning TUESDAY, WABC-TV's "Drug Watch" will alert viewers to the gravity of this problem through public service announcements by key personalities, editorials and public speeches by station management, and special news reports highlighting the ever-present malignancy of drug abuse. Also featured will be "Like It Is" producer/host Gil Noble, who will make appearances on this station's "Good Morning New York" program, as well as on segments of "Eyewitness News."

Coinciding with the start of the fall school semester — when peer pressure appears to result in an increase in drug usage — the "Drug Watch" undertaking will climax with a special presentation, "An Essay on Drugs," to air SEPT. 12, from 7:30 to 8 p.m. on CHANNEL 7.

Originally produced for the station's "Like It Is" program series, "An Essay on Drugs" graphically illustrates the men-

tal and physical effects caused by drugs as Gil Noble interviews three confirmed drug abusers — one of whom has died since the original taping. Noble advises parental guidance in viewing the frightening scenes of this essay in the hope that the experience will be used as a springboard to family discussion.

"While the program is not easy viewing," stressed Noble, "the message is a necessary one which must be absorbed and heeded by youngsters and adults alike." "An Essay on Drugs" concludes with a poignant message from the station's Vice President and General Manager Bill Fyffe.

Assisting in spearheading the anti-drug effort at WABC-TV, Vice President and Station Manager Jack Bonanni notes the agonizing statistics surrounding the drug problem. According to the federal Drug Abuse Warning Network (D.A.W.N.), there are approximately 1,100-1,400 heroin/morphine-related deaths each year in the U.S., and the number is rising. "It's staggering statistics like these," cautions Bonanni, "that make such anti-drug efforts necessity."

Commenting on the station's overall endeavor, Bill Fyffe said: "Drug abuse is not only senseless and dangerous . . . it's ugly. And it's this ugliness which Channel 7 will show its public. People who are now experimenting with drugs," added Fyffe "are, in effect, striking a bargain with death. It is evident words have lost their effectiveness. Our program, therefore," concluded Fyffe, "will take us out of the realm of verbal communication into harsh visual reality."

NORWALK, CONN.
HOUR
DAILY 21,500

SEP 8 1981

Station Takes a Stand on Drug Abuse

WABC-TV this week launched "Drug Watch," a campaign featuring public service announcements, editorials and special news reports about the problem of drug abuse.

In addition to alerting viewers to the gravity of the situation on "Eyewitness News" and "Good Morning New York," the station will present "An Essay on Drugs," a program which illustrates the mental and physical effects caused by drugs on Sept. 12 at 7:30 p.m. on Channel 7. Gil Noble, producer-host of "Like It Is," interviews three confirmed drug users, one of whom has died since the taping of the program.

"While the program is not easy viewing, the message is a necessary

one which must be absorbed and heeded by youngsters and adults alike," Noble said.

•••

Weekend joggers and serious runners have been invited to participate in the Mini Marathon V being sponsored by Channel 3, Connecticut Bank and Trust, the Hartford YMCA, the Hartford Lions Club and WDRC Radio on Oct. 4 in Hartford.

The 10,000 meter (6.2 mile) foot race through downtown Hartford will begin at noon at Bushnell Park.

Entry forms are available at all CBT locations. Entry fees are \$4 per person until Sept. 26 and \$5 after that date. Registration will be accepted from 9 to 11 a.m. the day of the race. For additional information, call the YMCA at 522-4183 or write to Mini-Marathon V, 160 Jewell Street, Hartford, 06103.

•••

Ch. 7 starts 'Drug Watch'

By Janet Pierson
NEWS WORLD SPECIAL

He knew his own teens were "experimenting" with drugs. He was frightened that they might end up with swollen, ulcerated limbs like the three addicts he saw on a television documentary, "An Essay on Drugs."

This concerned parent, Bill Fyffe, vice president and general manager of WABC-TV, decided to alert viewers to the destructiveness of drugs. At a recent press conference, Fyffe announced that, beginning tonight, Channel 7's "Drug Watch" will

address the drug problem through public service announcements by key personalities, editorials and public speeches by station management and special news reports.

The focal point of this project will be a special airing Sat., Sept. 12 at 7:30-8 p.m. of "An Essay On Drugs," which depicts the total destruction and debilitation caused by drug dependency.

A seedy New York City apartment building boiler room littered with drug paraphernalia sets the scene.

The addicts, identities concealed, explained how they first became hooked on drugs during

the late 1960s and why there was such a heavy influx of cheap, pure drugs in the black ghetto at that time.

They discuss their initial curiosity about drugs, the need to achieve a better high, the increasing costs of maintaining the deadly habit, and dependence on the needle. The physical damage caused by numerous injections pierced into almost every part of their body are vividly depicted.

Also expressed are fears of paralysis and death that can result from a "bad hit" from a "hit man," a specialist who injects others in the neck, groin, underarm or forehead.

At one point in the program, in an effort to make a final contribution to society, these three individuals direct their comments to the innocent youths of the community. After reflecting on his initial contact with drugs, an addict stresses he would never have stuck a needle into his arm had he seen "the type of destruction... the way the body can be deformed by using drugs."

"Drug abuse is a disease that has reached epidemic proportions, effecting one of every 10 people in the tri-state area," Gil Noble, the special program's producer and host said at a recent press conference. According to statistics, there are approximately 1,100 to 1,400 heroin/morphine-related deaths each year in the United States. And the number is rising.

"While the program is not easy viewing," Noble notes, "the message is a necessary one which must be absorbed and heeded by youngsters and adults alike."

This time, ABC is not concerned about ratings.

"If we're lucky, one or two kids will see it (the program) and have enough courage to say 'no' to their friends (the next time they say 'Come on, just try it')," Fyffe concluded.

The Herald-News

Wednesday, August 26, 1981 • Section B

Ch. 7: Down with drugs

By MIKE BOTTA

Herald-News Staff Writer

WABC-TV Channel 7 intends to wage an all-out war on drugs with a two-week campaign designed to both educate

and frighten the public about the hazards of drug use.

Led by newscaster Gil Noble, the campaign, which gets under way next Tuesday,

will include on-air public service announcements, various public speaking engagements by station management, special news reports and a half-hour bone-chilling documentary, "Essay on Drugs," which will close the campaign on Sept. 12.

The issue of drug use is one which affects a staggering number of American homes today — particularly those with teen-age sons and daughters.

At the official unveiling of the "Drug Watch" effort Monday

night at Manhattan's Copacabana, WABC-TV's vice president and general manager Bill Fyffe emphasized that drug problems aren't confined to any one ethnic or economic group. To bolster his point, Fyffe, in a most difficult but commend-

able move, spoke of his youngest son who had a brief bout with drugs a few years ago, but managed to recover through both therapy and determination. His son, he said, has been living a healthy drug-free life for the past five years.

Star shorts

Funnyman Nipsy Russell dropped by the Copa last night to help WABC-TV kick off its "Drug Watch" drive starting early next month. The TV station's managers say they are committed to bringing attention to the problems of drug abuse in

the tri-state area. Gil Noble's "Essay on Drugs," a potent documentary, will be shown Sept. 12, as the grand finale to the Channel 7 drive.

Treat Williams is buckling his swash along with George Rose, Karla DeVito and Estelle Par-

sons in Joe Papp's "The Pirates of Penzance." Treat took over from Kevin Kline.

And Richard Simmons, the man giving Phil Donahue a run for the ratings, is scheduled to appear on the "Tonight Show" this p.m.

—CHRIS OLERT

AUG 19 1981

'Drug Watch' To Attack Problem Of Drug Abuse

NEW YORK - Drug-related deaths have almost doubled over the past two years within the New York metropolitan area. According to the New York State Division of Substance Abuse Services, this figure is projected to reach epidemic levels by year end.

Beginning Sept. 1, WABC-TV's "Drug Watch" will alert viewers to the gravity of this problem through public service announcements by key personalities, editorials and public speeches by station management, and special news reports highlighting the ever-present malignancy of drug abuse. Also featured will be "Like It Is" producer/host Gil Noble, who will make appearances on this station's "Good Morning New York" program, as well as on segments of "Eye-witness News."

Coinciding with the start of the fall school semester -- when peer pressure appears to result in an increase in drug usage - the "Drug Watch" undertaking will climax with a special presentation, "An Essay on Drugs," to air Sept. 12, from 7:30-8 p.m., on Channel 7. Originally produced for the station's "Like It Is" program series, "An Essay on Drugs" graphically illustrates the mental and physical effects caused by drugs as Gil Noble interviews three confirmed drug abusers -- one of whom has died since the original taping. Noble advises parental guidance in viewing the frightening scenes of this essay in the hope that the experience will be used as a springboard to family discussion.

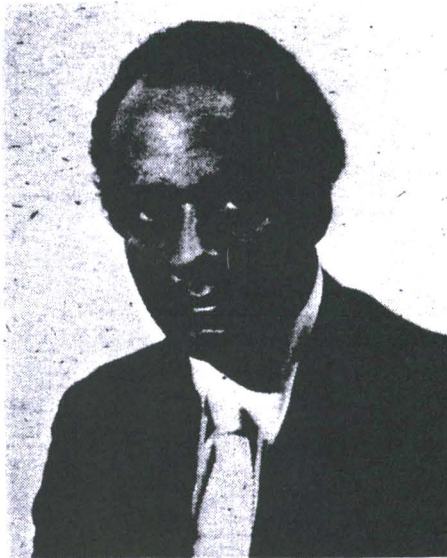
September 9, 1981

MANHATTAN EAST

DRUG DEATHS DOUBLE

Drug-related deaths have almost doubled over the past two years within the New York metropolitan area. According to the New York State Division of Substance Abuse Services, this figure is projected to reach epidemic levels by year end. Concerned about a proliferation in drug usage throughout the tri-state area, the management of WABC-TV will undertake a major station effort aimed at exposing the degenerative nature of drug addiction. The focal point of this project will be a Channel 7 special airing of "An Essay On Drugs," which depicts these horrendous drugs as they really are: debilitating and destructive of individuals and society.

Beginning September 1, WABC-TV'S "Drug Watch" will alert viewers to the gravity of this problem through public service announcements. Also featured will be "Like It Is" producer/host Gil Noble, who will make appearances on this station's "Good Morning New York" program, as well as segments of "Eyewitness News."



PAGE 26...BIG RED...SEPTEMBER 19, 1981

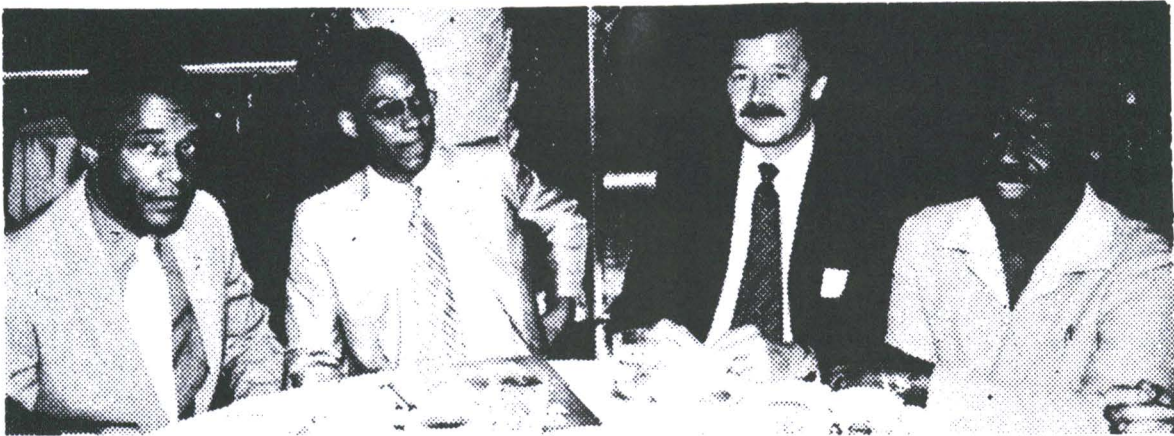


PHOTO BY ARTHUR CUFFEE

WABC-TV recently held a buffet to announce its crusade against drugs. The crusade comes at a time that New York City is experiencing serious drug abuse and growing heroin addiction epidemic. L-r: Gil Noble, who last weekend ran a gut-wrenching expose into the world of the junkie; Rev. Calvin Butts; Bill Fyffe, vice president and general manager of WABC-TV; and comedian Nipsey Russell.

AUG 14 1981

Channel chit chat

By MIKE BOTTA

Herald-News Staff Writer

WCBS-TV Channel 2: A new sports/talk series, titled "Weekend Heroes," will premiere in September. Syndicated by Gold Key Media, it'll air Sunday afternoons ... Boxer Sugar Ray Leonard interviewed on "SportsPeople," 11:45 p.m., Aug. 22 ... Shirley MacLaine and Sammy Davis Jr. star in "Sweet Charity," the Aug. 22 "Late Show" at midnight ... "The Joker's Wild" game show takes over weekday 4:30-5 p.m. slot starting Sept. 14 ... "Larry Freeman's Woman's Page," a half-hour health and beauty show, gets a one-week play Sept. 7-11, 9:30 a.m.

WNBC-TV Channel 4: Mikhail Baryshnikov has just finished taping a public affairs announcement on behalf of Save the Whales. It begins airing on station next week ... Gossip lady Liz Smith signed new contract with "Live at Five," quelling rumors she would jump to Channel 7 ... A 30-minute special on baseball star Pete Rose set for this Sunday at 2:30 p.m. ... Chuck Scarborough back from vacation in Ireland. His 6 p.m. newscast jumped 52 percent in Nielsens over last year ... New York mayoral primary previews to be aired Aug. 30 and Sept. 6 at noon ... Isaac Stern is the guest on Aug. 29 edition of "Prime of Your Life."

WNEW-TV Channel 5: "Charlie's Angels" will be stripped weekdays 6-7 p.m. starting Sept. 28. We know what you're thinking, but stripping is TV term for program running same hour each day. Aw shucks ... On Sept. 27, pilot 90-minute "Charlie's Angels" film airs at 6 p.m. followed by TV premiere of 1970 flick, "Boys in the Band" ... Next Jersey special tentatively scheduled for Sept. 20, 10 p.m. This one is called "Great American Circus" and is supposed to be "unusual and amusing" ... "Thunderhead, Son of Flicka" is next SFM Holiday Special, Aug. 29 at 4 p.m.

WABC-TV Channel 7: September "Drug Watch" campaign to be kicked off Aug. 24 with a dinner and screening at Copacabana. From Sept. 1-12, much of programming and announcements will be anti-drug ... Newsman Gil Noble named to speak at Columbia University commencement exercises Sept. 2 ... Roger

Grimsby, Storm Field and Ernie Anastos will all participate Aug. 30 in a Long Island cancer society tennis tourney ... It'll be "Medical Week" on the "4:30 Movie" starting Aug. 31. Among the features will be "UMC," starring Edward G. Robinson, which was the pilot for TV's "Medical Center" series.

WOR-TV Channel 9: Crews for "The New You Asked For It," which premieres next month, were in Montauk, Long Island, Wednesday taping segment with shark hunter Frank Mundos ... "Agronsky and Company" doing well gathering 5's in the ratings. The Mets games this week hit as high as 7 points on the rating scale a couple of times ... Leonard Bernstein conducts international orchestras six Mondays in a row starting Oct. 5 from 8-9 p.m. Series first ran in January 1980.

WPIX-TV Channel 11: Now that strike is over, Mel Allen's "This Week in Baseball" is back in its regular Sunday 1 p.m. spot ... Good News for "Dallas" fans: Cast of series will be guests all week on "Hollywood Squares" beginning Aug. 31. Bad News: Show airs 4:30 a.m. ... "Magic Garden," now on summer hiatus, returns in October for 2 p.m. weekday run ... Alec Roberts, 31, of Great Neck, newest staff reporter at "Action News." He comes via WRGB in Schenectady ... Tuesday night Yankee-Texas game copped a 9 rating and 17 percent audience share in Nielsens, slightly lower than usual Yankee casts ... Film, "Smile," gets a timely airing Sept. 10, two days before the Miss America Pageant. It's about a beauty pageant.

WNET-TV Channel 13: "Making Waves," a feature on the Jersey shore, to be repeated Sept. 21 ... Special on "The Making of the Wizard of Oz," about the old movie classic, set for Aug. 27. That same night, Victor Borge guests on "Soundstage ... "Starring Katharine Hepburn," a superb look at the actress' life, re-airs Aug. 26 ... New Jersey "Station Breaks," seen during telecast of 6:30 p.m. "Nightly News," spotlights Jerseyans from Cuba, Puerto Rico, Santo Domingo, Ecuador and Paraguay to celebrate National Hispanic Heritage Month.



GIL NOBLE of WABC-TV's "Like It Is" will lead a Black Music Association seminar at Leviticus, Sept. 29th, 7 p.m.

Friday, September 11, 1981

weekend scene

The Weekend Entertainment Magazine of The Herald-News

Living horror

Channel 7 presents a special report Saturday which is so graphic, it could make you ill. But it's a must see.

Page C11

THE NEW YORK TIMES, SATURDAY, SEPTEMBER 12, 1981

Television



Bette Davis stars in Movie Great's "Battling Bellhop," tonight at 8 P.M. on Channel 5.

Of Special Interest

Noon (2) U.S. Open Tennis. The men's and women's finals, live from Flushing Meadows.

7 P.M. (4) Prime of Your Life. Helen Hayes, a grandmother, and Mike Goldgar, founder of Grandparents' Day, salute grandparents everywhere.

7:30 P.M. (7) An Essay on Drugs. A special report on the mental and physical deterioration resulting from drug addiction, with a profile of three addicts and the effects of drug abuse on their lives. Gil Noble is the host and producer. (Follow-up program Sunday at 2 P.M.)

10 P.M. (4) Miss America Pageant. Live telecast of the 54th annual pageant from the Convention Hall in Atlantic City. Ron Ely is the host.

TV GUIDE

SEPT. 12-18, 1981

Saturday

7:30 PM to 8:30 PM

liards tournament, taped June 12 at Atlantic City, N.J.

7:30 **WORLD OF SURVIVAL**

Desert creatures in South West Africa are studied, including moles, Namib jerbils and geckos. The phenomenon of desert fog is shown.

AGRONSKY & COMPANY

PAGEANT FEVER

A behind-the-scenes look at the Miss America Pageant. Guests include area contestants and their parents; Skip Stephenson of "Real People"; pageant host Ron Ely; Katie Kelly.

ESSAY ON DRUGS

Special: Graphic—indeed gruesome—footage of three heroin addicts injecting the drug forms the centerpiece of a documentary that also features the men describing their habit's debilitating effects.

[Ch. 7 plans an announcement warning that this program may not be suitable for all family members.]

MUPPET SHOW—Variety

SOLID GOLD—Music

Andy Gibb takes over as host for this music-and-variety series, which begins its second season with Olivia Newton-John ("Physical"); Air Supply ("Here I Am, Just When I Thought I Was over You"); Sister Sledge ("He's Just a Runaway"); Ronnie Milsap ("There's No Getting over Me"). (60 min.)

LAWMAKERS

Return: This weekly analysis of Congressional activities begins its third season. Host: Paul Duke.

INSIDE ALBANY

NEW YORK UNIVERSITY BROADCAST LAB—Variety

Joseph Panasci of the New York City Department of Environmental Protection and Prof. Edward Cook of Columbia University discuss the effects of the local water shortage.

TOM COTTLE—Discussion

UP AND COMING (CC)

CFL FOOTBALL

The Hamilton Tiger-Cats vs. the Alouettes, taped earlier today at Montreal. (2 hrs., 30 min.)

COUNTDOWN TO THE SHOWDOWN

Preview of the Sept. 16 Ray Leonard-Thomas Hearns bout at Las Vegas.

USA SPORTS PROBE

TV SPECIALS GUIDE [®]

SATURDAY

Make a Joyful Noise 6 P.M. (31)

A woman searches for her identity.

Essay on Drugs 7:30 P.M. (7)

Bread and Roses 9 P.M. (13)

A look at a hospital-workers' union.

Billy Graham Crusade 9:30 P.M. (11)

With guest Charles Colson.

Miss America Pageant 10 P.M. (4)

Telecast from Atlantic City, N.J.

SUNDAY



Susan Powell, the reigning Miss America, will crown her successor in the ceremonies to be televised live from Atlantic City, beginning at 10 P.M. on Channel 4.

Of Special Interest

Saturday, September 12, 1981

Noon (2) "U.S. Open Tennis." Live coverage from Flushing Meadow's USTA National Tennis Center in Queens, N.Y., of the women's singles finals and the men's semifinals.

7:30 P.M. (7) "An Essay on Drugs." A look at drug abuse problems, featuring interviews with three confirmed addicts; Gil Noble is the producer and host. (A rebroadcast)

8 (13) "Harvest of Shame." Edward R. Murrow's 1960 documentary look at the plight of migrant field workers. (A rebroadcast)

9 (13) "Bread and Roses." A documentary on the Hospital Workers' Union District 1199's cultural program, featuring performances by Ossie Davis, Ruby Dee, Jane Fonda, Stephanie Mills, Pete Seeger and the late Sam Levenson.

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DRUG ABUSE POLICY OFFICE: RECORDS

Withdrawer

KDB 4/6/2010

File Folder

AMERICAN COUNCIL ON MARIJUANA EDUCATION
12/04/1981 [AND AMERICAN COUNCIL ON DRUG
EDUCATION, DECEMBER 1985] (2)

FOIA

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*DOC Document Type**No of**Doc Date**Restric-**NO Document Description**pages**tions*

1 SCHEDULE

1 12/3/1981 B6

RE AMERICAN COUNCIL ON MARIJUANA'S
EDUCATIONAL CONFERENCE (PARTIAL OF
COVER PAGE)

B7(C)

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

E.O. 13233

C. Closed in accordance with restrictions contained in donor's deed of gift.

File

THE WHITE HOUSE
WASHINGTON

SCHEDULE FOR THE FIRST LADY

FRIDAY, DECEMBER 4, 1981

EVENT:

American Council on Marijuana's Educational Conference

First trip F. Lady to
with full blown security
& escort, SWAT Teams
2 motorcycles, 1 car 2 S car
Mrs Redas - S.S. Car stat II,
stat II, SWAT. TAT Car

ADVANCE

WROBLESKI, Ann	Staff
COOK, Barbara	Press
[REDACTED]	USSS

CONTACT

Nina Wormser (202) 456-7910

WEATHER

Cloudy with possible rainshowers
Mid 30's to high 40's

DRESS

Ladies Afternoon Dress

THE WHITE HOUSE
WASHINGTON

MRS. REAGAN'S SCHEDULE

FRIDAY, DECEMBER 4, 1981

12:20 pm Mrs. Reagan departs Family Residence and proceeds through Diplomatic Entrance to motorcade

MOTORCADE ALIGNMENT

Lead

Limo Mrs. Reagan
Peter McCoy

Follow-up

CAT Car

Staff I Sheila Tate
WH Photographer
Carlton Turner

Staff II Landon Parvin
Dodie Kazanjian

12:25 pm Mrs. Reagan boards motorcade and departs White House en route Sheraton Washington

(Drive Time: 30 minutes)

12:35 pm Mrs. Reagan arrives Sheraton Washington Hotel and is greeted curbside by:

John Alden,
Manager of the Sheraton Washington

Mrs. Reagan escorted by Mr. Alden proceeds inside and via elevator to holding room (Suite 8201)

STAFF INSTRUCTIONS

Only essential staff to accompany Mrs. Reagan, all others proceed to Virginia Suite for Conference. Staff area provided.

FRIDAY, DECEMBER 4, 1981

12:40 pm Mrs. Reagan arrives in holding room and is greeted by:

Lee Dogoloff,
Executive Director of the American
Council on Marijuana

(Note: Lee Dogoloff will provide briefing
on Educational Conference.)

12:45 pm Mrs. Reagan, escorted by Lee Dogoloff, departs
holding room and proceeds to Virginia Suite

Mrs. Reagan arrives Virginia Suite for Educational
Conference and escorted by Lee Dogoloff proceeds
to head table on dais

OPEN PRESS COVERAGE

Upon arrival at dais, Lee Dogoloff will introduce
Mrs. Reagan to:

Marion Gilliam,
Chairman of American Council on Marijuana

Mrs. Reagan will be escorted to her seat by Mr. Gilliam

See Tab A for Head Table Guest List and
Seating Configuration

12:50 pm Program begins

Dr. Robert L. DuPont, President of
American Council on Marijuana, opening
remarks and presents award to Bob Rogers

Bob Rogers, Associate Producer of NBC,
accepts award and returns to seat

(Note: Bob Rogers is being awarded for
his production of "Reading, Writing
and Reefer" documentary.)

12:55 pm Dr. DuPont introduces Dr. Sidney Cohen

Dr. Sidney Cohen, Clinical Professor of
Psychiatry at UCLA, delivers address

1:25 pm Dr. Cohen concludes speech and returns to
to seat

FRIDAY, DECEMBER 4, 1981

1:30 pm Mrs. Reagan is introduced by Mr. Gilliam and proceeds to podium

Mrs. Reagan makes remarks

(Note: At the conclusion of remarks, Mrs. Reagan will return to seat.)

1:35 pm Mr. Gilliam proceeds to podium and thanks Mrs. Reagan for attending conference

Mrs. Reagan shakes hands with head table guests on exit and is escorted from room by Dr. DuPont

1:40 pm Mrs. Reagan departs Virginia Suite and proceeds to motorcade

MOTORCADE ALIGNMENT

Lead

Limo Mrs. Reagan
Peter McCoy

Follow-up

SWAT Car

Staff I Sheila Tate
Ann Wrobleski
Carlton Turner
WH Photographer

Staff II Barbara Cook
Landon Parvin
Dodie Kazanjian

1:45 pm Mrs. Reagan boards motorcade and departs Sheraton Washington en route White House

(Drive Time: 10 minutes)

1:55 pm Mrs. Reagan arrives White House, Diplomatic Entrance, and proceeds to Family Residence

TAB A
HEAD TABLE GUEST LIST AND
SEATING CONFIGURATION

Listed from stage right to stage left:

MRS. MARION GILLIAM (Olivia)

Actively involved with the American Council on Marijuana on a voluntary basis.

MR. BOB ROGERS

Associate producer from NBC, produced documentary entitled, "Reading, Writing and Reefer."

DR. SIDNEY COHEN

Psychiatrist at UCLA, on scientific advisory board of the American Council on Marijuana

Podium

DR. ROBERT L. DuPONT

President of the American Council on Marijuana

MRS. REAGAN

MR. MARION GILLIAM

Chairman of the American Council on Marijuana

MR. LEE DOGOLOFF

Executive Director of the American Council on Marijuana

1. Sid Talked about

Learning - memory - Recall

2. Motivation - Desire to know

3. Reinforcement - Reward