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THE WHITE HOUSE

WASHINGTON

May 17, 1983

Dear Mrs. Bayless:

Thank you for your letter of May 13, 1983 regarding the Teen Titans comic book on drug awareness.

I regret that copies of the comic book are no longer available. The development of the comic book by DC Comics was made possible through a grant from the Keebler Company. One million copies were printed and distributed through the Department of Education to 35,000 elementary schools. This office received several hundred copies to distribute, however, since the official release on April 25, 1983, we have depleted our supply.

The Keebler Company is now considering a reprint. If you are interested in the reprint, please contact Mr. Stephen Jacobs, care of the U.S. Customs Service, 1301 Constitution Avenue, N.W., Washington, D.C. 20229.

For your information, similar comic book packets are being developed by DC Comics, and funded by IBM and the National Federation of Parents for Drug Free Youth for the fifth grade and by the National Soft Drink Association for the sixth grade. These packages will be ready for distribution when school resumes in the fall.

Thanks again for your interest and please do not hesitate to contact this office if we may be of any assistance in the future.

Sincerely,



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

Mrs. Ralph L. Bayless
4192 E. Arrieta Avenue
La Mesa, CA 92041

file
CB

THE WHITE HOUSE

July 13, 1983

Dear Friends:

I believe all of you know how I feel about drug use among our school-age children and know of the heartbreak I have witnessed in talking with young people in drug rehabilitation centers and prevention programs across the country.

All of us can and must work together to give future generations the kind of start they need, a start that is free of drugs. The efforts of Keebler Company demonstrate the good that can be done by a corporate citizen genuinely concerned about drug abuse. I regret not being with you, but I wanted to let you know I appreciate what you are accomplishing for the children and families in our country.

Sincerely,

Ronald Reagan

Teen Titans Comic
Book Kick-Off
Los Angeles, California

THE WHITE HOUSE

WASHINGTON

November 30, 1983

Dear Doug:

As discussed briefly by telephone this morning, we both recognize the need to have a mechanism whereby a "third party" evaluates the fourth grade drug awareness package that was shipped to 35,000 schools last spring.

Since many of those schools also were to receive shipments of the recent sixth grade package, perhaps those could be asked in the survey process if the sixth grade package has been received and, if so, if it is going to be used in a classroom.

We liked your suggestion that the association of elementary school principals might be enlisted to track the receipt, use and preliminary results of children and teachers using the packages.

Some of the questions we believe should be answered in any survey include:

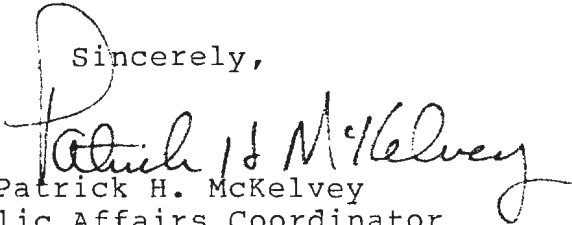
- o Did you receive the New Teen Titans fourth grade drug awareness package of 30 comic books, 30 certificates of participation signed by Mrs. Reagan, one teacher's guide, and one Teen Titans classroom poster? (If answer is "no," no further questions.)
- o If one or more of the parts of this four-part package were not received, which part(s) were missing and what did you do about it?
(Sample Answers: used it anyway, or didn't use it for that reason.)
- o If you received all four parts of the package, did you use them in a classroom? (Yes or no; why or why not?)
- o Has the teacher in whose classroom the package was used made any comment about the package's value or lack of merit?
- o Did the teacher "go by the book," so to speak, and use the classroom exercises in the back of the comic book?
- o Did the teacher permit students to read the comic book in class and then discuss what they had read?
- o Did the teacher permit students to read the comic book in class without subsequent discussion?

- o Has the teacher communicated to you any comments received from students?
- o Have you sought, or received voluntarily, from students their reaction to the comic book?
- o Have you sought, or received voluntarily, from students their thinking about drugs since receiving the comic book?
- o Would you like to receive future shipments of a drug awareness package featuring comic books? (Yes or no; why or why not?)
- o (Only for schools also getting the sixth grade package) Have you received your shipment? If "yes," are the four parts intact? If "yes," do you intend to use it and why?

Please understand, Doug, that these are initial questions and are not meant to be all-inclusive. They reflect the information we would like to have to know if we are doing an effective job.

I have not discussed this with Carlton, who is out of the country until December 8, at which time he will know of our discussion and this letter.

Sincerely,


Patrick H. McKelvey
Public Affairs Coordinator
Drug Abuse Policy Office

Mr. Douglas Holladay
U. S. Department of Education
400 Maryland Avenue, S. W.
Room 4079
Washington, D. C. 20202

THE WHITE HOUSE

WASHINGTON

January 19, 1984

Dear Alvin:

Enclosed are some pictures from the November press conference to release the 6th Grade Teen Titans comic book. In addition, I have also enclosed a picture of President Reagan that I thought you might enjoy.

I appreciate your contribution to the success of the press conference. People around here are still talking about meeting "Batman!"

Thank you for your help.

Sincerely,



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

Mr. Alvin Railey
220 West 98th Street
Apartment 8D
New York, NY 10025

THE WHITE HOUSE

WASHINGTON

January 19, 1984

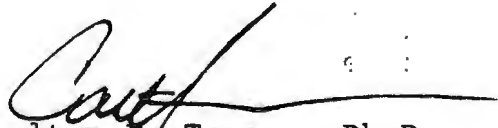
Dear Debra:

Thank you for your help in making the November press conference to release the 6th Grade Teen Titans comic book a success.

Everyone was entralled with meeting "Wonder Woman" and are still talking about it. Enclosed are some pictures that were taken during the press conference and a picture of President Reagan that I though you might enjoy.

Again, thanks for your help.

Sincerely,



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

Ms. Debra Arch
238 Park Avenue South
New York, NY 10025

THE WHITE HOUSE

WASHINGTON

February 29, 1984

Dear Mr. ^{Frank} Monastero:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for the second printing. DEA's support of this project is sincerely appreciated.

Best wishes,

Sincerely,



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

Mr. Frank Monastero
Drug Enforcement Administration
1405 I Street, N.W.
Washington, D.C. 20537

cc: Francis Mullen

THE WHITE HOUSE

WASHINGTON

February 29, 1984

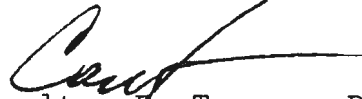

Dear *Doug* ~~Mr.~~ Holliday:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for the second printing. Education's support of this project is sincerely appreciated.

Best wishes,

Sincerely,



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


Mr. Doug Holliday
Executive Assistant
Department of Education
400 Maryland Ave., S.W.
Washington, D.C. 20202

THE WHITE HOUSE

WASHINGTON

February 29, 1984

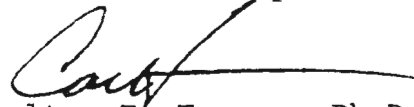
Dear  Mr. Delauter:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento. We appreciate the contribution the National Soft Drink Association has made in helping the Nation's youth.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for your planned second printing.

Best wishes,

Sincerely,



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

Mr. Bob W. Delauter
Chief Executive Officer
Coca-Cola Bottling Company of
Portland, Indiana
P.O. Box 1007
Portland, IN 47371

THE WHITE HOUSE

WASHINGTON

February 29, 1984

Dear Mr. ^{Dennis} Murphy:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for the second printing. Customs' support of this project is sincerely appreciated.

Best wishes,

Sincerely,



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

Mr. Dennis Murphy
U.S. Customs Service
1301 Constitution Ave., N.W.
Washington, D.C. 20229

cc: William vonRaab

THE WHITE HOUSE

WASHINGTON

February 29, 1984

Dear Mr. ^{Floyd}Clarke:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for the second printing. The Bureau's support of this project is sincerely appreciated.

Best wishes,

Sincerely,

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

Mr. Floyd Clarke
Federal Bureau of Investigation
9th & Pennsylvania Avenue, N.W.
Washington, D.C. 20530

cc: Judge William Webster

THE WHITE HOUSE

WASHINGTON

February 29, 1984

Dear Jenette:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce the 6th Grade Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

All the comic books have been a great success and we continue to receive favorable comments and requests for copies. In fact, we have depleted our supply of the 6th Grade and have requests for thousands awaiting the second printing.

I appreciate all the support you and DC Comics have provided. Together we are making a difference with the nation's youth. Best wishes,

Sincerely,



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

Ms. Jenette Kahn
President, DC Comics, Inc.
Warner Communications Building
666 5th Avenue
New York, NY 10103

THE WHITE HOUSE

WASHINGTON

February 29, 1984


Dear Mr. Dailey:

Enclosed are some pictures taken at the November 16, 1983 Press Conference to announce your Teen Titans drug awareness comic book. I thought you might enjoy having copies as a memento.

The comic book is a great success. In fact, we have depleted our initial supply and have requests for thousands waiting for the second printing. Customs's support of this project is sincerely appreciated.

Best wishes,

Sincerely,



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

Mr. Thomas Dailey
Office of Juvenile Justice and
Delinquency Prevention
633 Indiana Avenue, N.W.
Washington, D.C. 20531

cc: Alfred Regnery



FOR RELEASE:
IMMEDIATE

FROM: IBM Corporation
Old Orchard Road
Armonk, NY 10504

IBM Contact:
Brian Ditzler
914/765-6614

DC Comics Contact:
Karin Lippert
212/484-2820

A team of seven teenage heroes fights against the evil of drug abuse in an educational comic book being distributed to a million fifth grade students in 35,000 public schools. The comic book, underwritten by IBM in cooperation with DC Comics, is part of a Federal Government and private sector national campaign against drug abuse.

#

THE NEW TEEN **TITANS**



**PRESENTED BY THE IBM CORPORATION IN COOPERATION WITH
THE NATIONAL FEDERATION OF PARENTS FOR DRUG-FREE YOUTH AND
THE PRESIDENT'S DRUG AWARENESS CAMPAIGN**

FOR RELEASE:
IMMEDIATE

FROM: IBM Corporation
Old Orchard Road
Armonk, NY 10504

IBM Contact:
Brian Ditzler
914/765-6614

DC Comics Contact:
Karin Lippert
212/484-2820

An educational comic book on drug abuse is being distributed this week to a million fifth grade students in 35,000 public schools. The comic book, "Problem Child," tells about a young boy and his older brother overcoming involvement with drugs. The comic book, underwritten by IBM in cooperation with DC Comics, is part of a Federal Government and private sector national campaign against drug abuse.

#

“JOIN THE PRESIDENT’S DRUG AWARENESS CAMPAIGN”

Teacher’s Guide





A Message from Dr. Carlton Turner, Director Drug Abuse Policy Office, The White House

We have a unique opportunity at this time to eliminate drug abuse in future generations of Americans. That goal is not as farfetched as it may seem. Over one fourth of our youngsters between the ages of 12 and 17 are currently using drugs or alcohol. As a nation, and as families and individuals across the country, we can no longer accept the price of drug abuse and we are doing something about it. As teachers, you may hold the very future of America in your hands in ways that you did not anticipate.

One of the most effective weapons we have against drug abuse is communicating the truth about drugs to the user and potential user. The artificial glamorization of mind-altering and mood-changing drugs, including alcohol, confuses young people. Many of them are not aware of the profound dangers posed to their health and their futures. Our experience has shown that adults and children alike, if well-informed about the effects of drugs and how to deal with the situation, will say "no" to drug abuse. Adults can play a critical leadership role in this decision for children, and teachers have a special importance.

Frankly, we had little success with so-called prevention programs during the past decade. The Federal prevention programs were little more than education efforts which were criticized as "teaching the young people how to identify drugs" and as tending to encourage experimentation. In

the past two years, peer pressure has had some very positive impact and young people are receptive to learning how to say "no" to things they do not really want to do. The need for social acceptance is especially important to young people and a negative view of drug-oriented behavior is strong prevention.

With accurate and credible information available and in the hands of parents and community groups, peers, school officials, and health professionals, prevention efforts are taking hold. The number of Americans who use various illicit drugs has dropped significantly between 1979 and 1982. We still have an unacceptable level of drug abuse in the United States, and we are making a difference. If we can achieve a single generation free of drug abuse, it would set the pattern for the future.

The Teen Titans program, developed by the Keebler Company and DC Comics, in cooperation with the President's Drug Awareness Campaign, is an excellent demonstration of an educational program for your school. The program is intended to help youngsters become aware of the problems associated with drug and alcohol abuse. We hope that, as a result of the classroom activities, the student will take a stand on his or her well-being, declare that he or she will be drug free, and commit to putting his or her vision for the future above any temporary fascination drugs may hold.

We appreciate the support

of writers and artists of Warner Communications/DC Comics; and our editorial input and control. I can say with confidence that here is the first of a series of programs which will make a positive and lasting contribution to your students, their families and our communities. Please join in this important effort.

The three exercises in this activity ask students to choose what is important to them. The first deals with *material possessions*, the second with an *idea* and the third a *personal goal*. Together, they should stimulate a discussion of *values*.

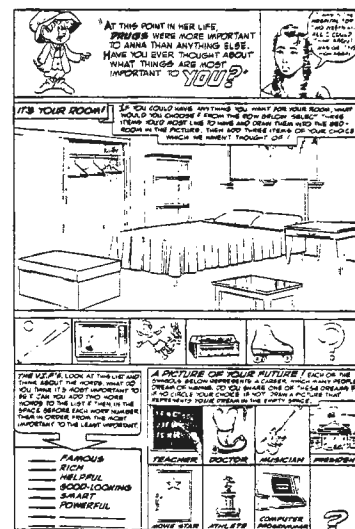
- 1.** What new items did you add to the picture? Make a list on the blackboard of all the additional items the class came up with.
- 2.** If you were stranded on a desert island, what three things would you most want with you? Are they different from the things you chose for your room? How?

1. Which characteristics did

2. Think about a person you like very much: your best friend, a parent, a relative... What is it about this person that makes you like him or her?

1. Which careers did the class choose? For what reasons did students choose the occupations they did? What could students be doing now toward achieving their ambitions?

2. Who is the person you admire most in the whole world? Imagine you are a reporter for a national magazine and write an article about him or her, mentioning why you admire this person.



The Choice is Yours!

This activity requires the students to consider their own particular set of values further, and how they would apply them to a real-life situation. Would they go their own way in the face of peer pressure? Would they take “the easy way out” even though they know another course is right?

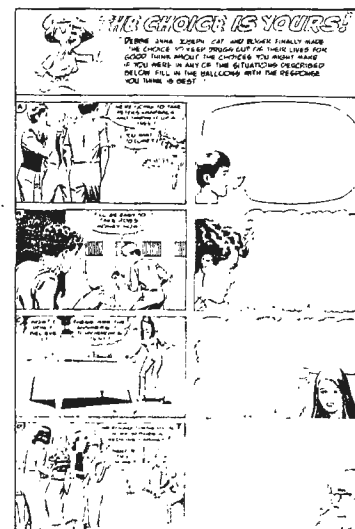
Discuss the different responses the class gave for each of the four panels. Identify the most popular solutions. Why was this the best one?

A. If the boy decided not to go along with the gang, what could happen?

B. If this boy tries to stop the thieves, what could happen? Is there a better way to help the situation?

C. It would be easy for this girl to take the answers to the test while the teacher's not around. Can you think of a reason why she shouldn't?

D. What do you think the girl's friends would say if she says "no"? What could happen to a person who takes strange pills?



Declaration

SIGNATURE *DATE*

**Be a Hero...
Stay Drug Free!
The President's Drug
Awareness Campaign
The White House
Washington, DC**

KIDS, DRUGS & ALCOHOL

Pressure starts in 4th grade, study of 500,000 says today

By Brenda Eady
USA TODAY

Children feel pressure to use drugs and drink alcohol as early as the fourth grade, says a survey of half a million students to be released today.

About 25 percent of fourth-graders who answered said they feel "some to a lot of peer pressure to try beer, wine, liquor or marijuana."

"We have to get the message out to the younger kids ... it looks like it's too late if you don't get to them by the fourth grade," said Pat McKelvey, White House Drug Abuse Policy Office spokesman.

Almost 500,000 students in grades 4 through 12 responded to the survey, conducted by the *Weekly Reader* with the White House drug abuse office.

Its findings:

- Fourth and fifth graders learn about drug dangers mainly from parents, TV and movies. In sixth grade, children say they learn from school as well.

- 75 percent of fourth graders saw "some or great risk" from one drink or one marijuana cigarette a day.

- More than 25 percent of sixth graders said alcohol is a big problem with hometown peers. More than a third said marijuana is a big problem.

- The motivation in lower grades to use drugs or drink was to feel older; in middle grades, to fit in; and in grades 9 to 12, to have a good time.

The Drug Abuse Policy Office will announce today a drug awareness campaign using comic-book characters that will reach a million fourth-graders in 35,000 schools.

FORT LAUDERDALE NEWS

SUN-SENTINEL

WILLIAM E. GIBSON
WASHINGTON BUREAU CHIEF



News and Sun-Sentinel Company

P.O. BOX 14430
101 NORTH NEW RIVER DRIVE EAST
FORT LAUDERDALE, FLORIDA 33302

1707 H. STREET N.W. # 910
WASHINGTON, D. C. 20006
(202) 293-9037

Dear John,

Sorry it took so long to get this to you.

I have to wait for it to come by mail from Fort Lauderdale,
and I've been gone for a few days.

Please let me know about further developments.

Thanks again,

A handwritten signature in blue ink that reads "Bill". The signature is stylized with a long horizontal stroke at the beginning and a loop at the end.

Bill Gibson

FORT LAUDERDALE AREA
SIGNATURE

Fort Lauderdale News

Home
Final
25 CENTS

No laughing matter

Comic-book heroes battle drug abuse

By William E. Gibson

Washington Bureau Chief

WASHINGTON — The new Teen Titans, those super-human adventurers with wondrous ways of stamping out evil, swept across America Monday, heading for fourth-grade classrooms with many a "Krak!" and a "Blam!" and a "Spa-boooooomm!"

They're caring. They're angry. They're violent. They're part of a comic-book attack on the villany of drug abuse, with a combative strategy designed by their sponsors, the Reagan administration.

With the aide of volunteer corporations, these heroes traveled to classrooms within the technicolor pages of *The New Teen Titans*, a comic book dedicated to deter young children from drug abuse.

Amid much fanfare Monday, sponsors announced their new White House-private sector strategy and launched a million copies to 35,000 schools in drug problem zones like South Florida. The creators think they are sending the most persuasive anti-drug devices ever assembled.

"Picture yourself in a battle," Nancy Reagan, the first lady of anti-druggies, tells the young readers in a preamble. "In fact, it is one of the most important battles our nation has ever fought. You are right in the center of



Mrs. Reagan

combat. Sound incredible? It is all part of being a hero."

A hero stays drug-free, she says, and even gets a certificate with the comic to prove it.

The current administration's message via Wonder Woman and fellow heroes represents a significant shift from the educational tack of the 1970s.

Some drug educators, beset by past naive and oversimplified drug messages, try to make distinctions between soft and hard drugs.

James Hall, director of the Upfront drug-information office in Miami, said he advises open discussion with children about all drug use, including smoking cigarettes and drinking alcohol, and he thinks parents should spend more time dealing with problems at home rather than holding anti-drug meetings.

The parent-group approach, however, is the coming anti-drug trend. Inspired by a plethora of alarmed parents groups, including innovators in Florida, the President's Drug Awareness Campaign brands all drugs as evil with virtually no difference in degree.

And it depicts drug abuse as more of an outside force of peers and pushers who invade the home rather than a symptom of neglect within the home.

The new Teen Titans, whose adventures are interspersed with testimonials from children with tears streaming from their eyes, make no fine distinctions in attacking the "PLAGUE!"

"Y'know somethin', punks — I watched two of my FRIENDS overdose on the kind of drugs you filth peddle," Speedy, the fastest hero, tells some punks while smashing them. "Man, you

deserve being ripped apart."

Later, Cyborg tries to cool the vengeance, but Speedy wipes out some more smugglers because "nothin' says I can't enjoy beatin' their heads in," and Cyborg decides, "I'm not holding back either."

The parents, meanwhile, are all depicted as innocent victims rather than part of the problem. They are consistently loving, caring and bewildered by the sudden transformation of straight-A "good kids" into foul-mouthed haters in weird dress who drop out of schools and into hospital beds.

With a real-life child in tow, Marv Wolfman, the kindly looking writer for DC Comics Inc., told reporters at a news briefing, "The violence is all against the outside evil people. We tried to keep the kids' experiences learning ones. The Teen Titans did not tell them, 'Be violent.' The use of violence was specifically to couch it in terms of an adventure story."

The obstacle to this approach is the perception among young readers that the message is "corny" or melodramatic, said Jenette Kahn, publisher of DC Comics. She said the stories were actually toned-down samples of horror stories told to Wolfman and others in a series of interviews.

She said comics are an effective device for probing children's minds, because they offer a fun diversion in the classroom. Research indicates that each comic book, on the average, is passed on to 7.5 children, she said, and each child will read it an average of six times.

COMICS DRAFTED FOR DRUG WARS



Sample from comic book.

Teen Titans combating drug abuse

By William E. Gibson
Washington Bureau Chief

WASHINGTON — The new Teen Titans, those super-human adventurers with wondrous ways of stamping out evil, swept across America Monday, heading for fourth-grade classrooms with many a "Krak!" and a "Blam!" and a "Spa-boooooomm!"

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Please see COMICS, 6A

Comics

Continued from page 1A

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in terms of an adventure story."

The obstacle to this approach is the perception among young readers that the message is "corny" or melodramatic, said Jenette Kahn, publisher of DC Comics. She said the stories were actually toned-down samples of horror stories told to Wolfman and others in a series of interviews.

"The idea of somebody getting stoned in the street and being run over by a car may have seemed corny to you while you were in high school, but that has happened," she said. "The comic book certainly deals with death and with the kind of terrible feelings that can tear your heart out."

She said comics are an effective device for probing children's minds, because they offer a fun diversion in the classroom. Research indicates that each comic book, on the average, is passed on to 7.5 chil-

dren, she said, and each child will read it an average of six times.

White House staffers and corporate volunteers are planning more comics for fifth- and sixth-graders — all part of an educational anti-drug barrage that ranges from public-service announcements at hockey games to nationwide "Don't-be-a-dope" advertisements.

Fourth-graders were selected for the first batch of comics, because polls indicated they are "the most vulnerable group" who can still be dissuaded from drugs before peer pressure sets in.

The U.S. Department of Education is distributing the books to an estimated 40 percent of fourth-graders in mostly urban and suburban areas that seem inclined to have drug problems. South Florida elementary schools are well represented on the list of recipients.

THE WHITE HOUSE

Dear Friend:

Don't let anyone tell you that you can't be a hero. You can--and you are about to learn how.

Picture yourself in a battle. In fact, it is one of the most important battles our nation has ever fought. You are right in the center of combat. Sound incredible? It is all part of being a hero.

Is this an imaginary battle? Not at all. Many young people are already in it and they would do anything to be on the winning side. But they've learned about it too late.

The battle is against drug abuse. Declare that you will stay drug-free. At any cost. You're guaranteed to win. And you'll be a hero--to your mother and father, family and friends, but most of all, to yourself.

There's a lot more to it and you'll learn about it as you go along. The President feels as strongly as I do about winning this battle. His Drug Awareness Campaign put this material together and generous corporations paid for it. It was done especially for you. We hope you will give being a hero your very best effort.

Sincerely,

Ronald Reagan