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Last Updated: 10/16/2026

[WHORM: Alpha File
Just Say No [4/18]]

THE JUST SAY NO FOUNDATION

The governing organization for the Just Say No Clubs

"A symbol of commitment for young people everywhere"

OVERVIEW
&
SPONSORSHIP OPPORTUNITIES
1986 - 1987

Palmer, Sharrit & Co.
Fundraising—Corporate Sponsorships—Public Relations—Communications
940 C Street San Diego, CA 92101 (619) 239-8826

Just Say No Clubs. . . A Program That Works

Ask young children if they use drugs, or plan to use them when they grow older, and the answer is almost always a resounding no. However, after the age of 10, statistics show that children begin responding primarily to peer pressure. Acceptance by peers becomes especially important, making young people vulnerable to pressure to conform and afraid of being rejected if they do not. By the time students reach their senior year of high school, the majority of American youth drink regularly and have used illicit drugs. The Just Say No Foundation, through its support of "Just Say No" Clubs and the use of positive group and peer pressure, is now doing something about it.

"Just Say No" Clubs are a celebration of the natural inclination of children to say no to drugs and alcohol. Members participate in rallies, parades, and the annual national Walk Against Drugs. They write and perform Just Say No songs, cheers, and skits. They learn about peer pressure and practice saying no to the kinds of situations in which most members will someday find themselves. They take part in fun activities with peers and families. Service projects, often developed in cooperation with community organizations, help teach responsibility and allow members to make meaningful contributions to the neighborhoods in which they live.

"Just Say No" Clubs use positive peer pressure to reinforce the message that drug use is wrong. Members learn that it isn't necessary to use mind-altering chemicals to make friends and have fun. The clubs reinforce and make young people feel good about their commitment to reject drug and alcohol use.

Drug and alcohol abuse cast their shadow into every corner of American society. Drug use rates are higher in this country than in any other industrialized nation. We can change that. We must. By supporting The Just Say No Foundation, corporate America is supporting youth who have the wisdom and courage to stand up for what they know is right--to say no to drugs and alcohol.

The Beginning of a National Phenomenon. . .

The first "Just Say No" Club was started in January 1985, when a group of grade-school children in inner-city Oakland, California were discussing ways to counter peer pressure to use drugs. The students had just viewed a videotape of a visit to their school by First Lady Nancy Reagan the summer before, in which she had told children to "just say no" to offers of drugs. One of the students suggested, "Why don't we start a 'Just Say No' Club?"

Tom Adams, long a prominent national figure in drug abuse prevention, heard about the club and informed Mrs. Reagan of its existence. Scarcely a month after the first club was formed, three members were on their way to the White House to take part in a ceremony honoring youth who had made contributions to prevention. Adams began spreading the word about the clubs, and soon chapters began forming across the country.

A letter about the club from an Oakland member appeared in Dear Abby's column in September, 1985, generating an estimated 10,000 letters and phone calls from every state in the Union. Just Say No: Stopping Drug Abuse Before It Starts, a small book describing the club and how to start one, was published in August, 1985. Two national toll-free phone lines were installed in December 1985 and continue to ring day and night, seven days a week.

Orchestrated by Tom Adams, communities in all 50 states began starting clubs in the fall of 1985 and making plans for Just Say No rallies in May 1986. Consequently, a National Just Say No Week was proclaimed by President Reagan and a Just Say No Foundation was born in response to the rapid growth and momentum of the grass-roots efforts of Just Say No Clubs.

The Just Say No Foundation

The Foundation was established to give guidance and support to individual clubs, and national leadership to the Just Say No movement. The Just Say No Foundation is a national organizational center that provides information, official club handbooks and training material to all Just Say No Clubs throughout the country as well as orchestrates national promotions, special events and corporate sponsorships. The Foundation's staff of professionals, trained in drug abuse prevention, youth education and public health, monitors the national hotline, assists local club activities, develops program resource materials and coordinates fundraising efforts.

The Just Say No Foundation, formally established in July 1986, is a non-profit California corporation which has filed for tax exempt status under the 501 C 3 code of the Internal Revenue Service (Tax Identification #68-0101073). The Just Say No Foundation's headquarters are at 1777 N. California Blvd., Suite 200, Walnut Creek, CA 94596, (415) 939-6666. Tom Adams is President of the corporation and serves as Executive Director of the Foundation.

Palmer, Sharrit, & Co., the marketing comunications firm retained by the Foundation to develop corporate sponsorships, licensing programs, other fundraising activities, and handle all public relations activities is located at: 940 C Street, San Diego, CA 92101, (619) 239-8826.

National Just Say No Week

President Reagan signed a joint congressional proclamation designating May 18-24, 1986 as National Just Say No to Drugs Week, saying, "What we must do now is to make certain that we continue to give our young people the support and backing they need to 'just say no' to drugs." The resolution was introduced by Florida Senator Paula Hawkins, and was co-sponsored by 34 of her Senate colleagues. Congressman Ed Hutto sponsored the House resolution which was unanimously passed by its members. Twenty-one governors and more than 200 mayors participated in Just Say No Week events:

• The biggest statement by children against drugs was the May 22, 1986 National Just Say No Walk Against Drugs. (The idea for a walk was suggested by CASCADE, an Atlanta inner city program.) An estimated 3 million people, most of them youngsters, took part in walks in 700 cities and towns in 48 states. Mrs. Reagan was honorary chairman of the 1986 Just Say No Walk Against Drugs, and greeted 2300 elementary students at the White House--as she had a year before during the first national walk. Across the country, march participants were linked in a nation-wide NBC radio broadcast that featured a message from Mrs. Reagan.

• During a celebrity tennis tournament at the White House on May 24, Mrs. Reagan officially launched The Just Say No Foundation by presenting a check for $50,000 to its founder and Executive Director, Tom Adams.

• The Just Say No Foundation was officially recognized on May 18, 1986, at the first Just Say No fundraiser at the Swedish Embassy in Washington, D.C. Swedish Ambassador Wilhelm Wachmeister's family has been a prime force behind the spread of the Just Say No movement to other countries, and the family dog, a Lhasa apso named Chloe, is the movement's international mascot.

• Just Say No pre-game ceremonies were held in major league baseball stadiums in New York City, St. Louis, Houston, Chicago, Pittsburgh, Atlanta and Oakland.

• 1987 National Just Say No Week is May 10-16, 1987. The Just Say No to Drugs Walk is scheduled for May 15 and 16, 1987 with 10 million children expected to March.

Just Say No Supporters

- The inspiration for the first "Just Say No" Club, and the Foundation's most famous supporter, is First Lady Nancy Reagan. Asked by a Washington Post reporter last year what she wanted most for Christmas, she replied, "That every youngster in the world would join a 'Just Say No to Drugs' Club." The First Lady has starred in Just Say No PSAs for NBC and the National Institute on Drug Abuse, and has made numerous appearances on behalf of the Foundation. She wrote the preface to the Just Say No Story book, and a letter for inclusion in NBC's Just Say No educational packet. In October, 1985, she presented the Just Say No message to a gathering of 30 first ladies at the United Nations.
- Just Say No has received interim financial support from the federal Alcohol, Drug Abuse, and Mental Health Administration. The swelling ranks of high-level supporters includes Attorney General Edwin Meese, Education Secretary William Bennett, Health and Human Services Secretary Otis Bowen, Administrator of Alcohol, Drug Abuse, and Mental Health Administration, Dr. Ian MacDonald and Director of White House Office of Drug Policy, Carlton Turner.
- A number of national service organizations have pledged their support--Optimist International, Kiwanis, Elks, WLKC, the League of United Latin American Citizens, LINKS (an organization of black women), and Delta Sigma Theta, a black sorority with a membership of 153,000. The Just Say No Clubs have been endorsed by state and local PTAs and the National Federation of Parents for Drug-Free Youth who participated in planning some of the walks against drugs.
- NBC's support of the movement has been extensive. In the October 27 episode of the "Punky Brewster" TV show, Punky, faced with pressure from friends to use drugs, responded by forming a "Just Say No" Club. At the end of the program, the network aired news footage of the series' star, Soleil Moon Frye, Just Say No's national chairkid, participating in the Just Say No Atlanta walk and rally. So popular was that episode that the network released it on videotape the following year. NBC also produced and aired a series of Just Say No PSAs that featured, among others, Nancy Reagan, Michael J. Fox, Don Johnson and Philip Michael Thomas. In December, the network developed a six-page four-color Just Say No educational packet, which it distributed nationwide.

Beginning in May of 1986. . .

- Pepsi Co. underwrote the official Just Say No Foundation salute and fundraiser at the Swedish Embassy on May 18, 1986.
- May Co. of Southern California is printing over 80,000 Back to School Declaration brochures which will be mailed to over 75,000 elementary and middle schools in the United States. May Co. is also conducting Just Say No in-store promotions and celebrity autograph sessions in 34 of its stores in October as both a publicity and fundraising drive for the Foundation.
- Pet Dairy, based in Johnson City, Tennessee has a Just Say No message on one panel of its milk cartons that are distributed to elementary schools in 8 southeastern states. In addition to making a contribution to the Foundation, Pet Dairy will distribute Back to School Declaration materials to schools in the Southeast as well as underwrite the cost of start-up kits for many Just Say No Clubs.

- King Features Entertainment is sponsoring the 1986 Whistletot Tour for the Prevention of Drug Abuse. The Tour features the Just Say No Foundation and its clubs as the drug prevention program that the Defenders of the Earth' animated cartoon characters will support on their train tour across the country in September.
- Imperial Promotions of Nashville, Tennessee has organized a tour of country music concerts to benefit the national Just Say No Foundation as well as the local communities where the concerts take place. T. G. Sheppard and Shelly West are the artists performing in the first set of benefit concerts.

From the proceeds of the concerts, local communities will receive a Just Say No Community Message System, a customized toll-free hotline complete with over 15 hours of Just Say No messages. The message units are available to corporate sponsors and will serve as an additional fundraising source to the Foundation.

- A growing number of sports luminaries have lent their support to Just Say No--football stars Eric Dickerson, Dan Fouts, Steve Young, Ken O'Brien, Delvin Williams, Mike Lansford, and Tyrone Young, basketball notables Jeff Malone, Terry Cummings, and Meadowlark Lemon, soccer's Jim Gorsek, heavyweight boxing champ Michael Spinks and 1984 Olympic gold medalist Steve Lundquist. Baseball commissioner Peter Ueberroth sent a message to the owners of all 26 franchises endorsing "Just Say No" Clubs and encouraging them to support the clubs in major league cities. The National Basketball Association has endorsed a Just Say No benefit game in August of 1986.
- Entertainment figures have joined the Just Say No bandwagon. "Punky Brewster" co-stars Cherie Johnson and Casey Allison, child stars Danny Cooksey ("Different Strokes", ABC), Kirk Cameron ("Growing Pains", ABC), and Fran Robinson ("Charlie and Company", ABC) have taken part in Just Say No events.
- ABC has produced a Just Say No PSA featuring Kirk Cameron of "Growing Pains".
- Montana's Sheriff Johnny France, author of Incident at Big Sky (the story of his capture of the two mountain men who kidnapped and shot Olympic star Kari Swenson) has become a national "Just Say No" spokesman for law enforcement.
- The Advertising Council, working with the Department of Health and Human Services and the National Institute on Drug Abuse, produced a three-minute "Just Say No" rock video.
- Cast members of Britain's top-rated children's show, "Grange Hill", recently released their own version of the Just Say No song as a rock video and single record, which quickly climbed to No. 5 in the English charts. BBC produced a television documentary on the "Grange Hill" cast's visit to the United States during Just Say No Week.
- Cynthia Gregory, prima ballerina of the American Ballet Theater, will support local Just Say No Clubs through a 32-city fall tour to raise money for drug abuse prevention.
- Denise Austin, "Fitness Tips" host on NBC's Today show, conducted a nine-city "rockaerobics" tour with the theme "Get Fit to Fight Drugs--Just Say No", co-sponsored by the President's Council on Physical Fitness and the Department of Education.
- Media coverage of the Just Say No movement continues to stimulate interest.
  - Articles on the clubs and walks have appeared in Newsweek, Time, McCall's, USA Today, Women's Wear Daily, Advertising Age, Jet, Essence, Washington Post, New York Times, and the Los Angeles Times among others.

- A number of youth-oriented publications have featured Just Say No including Jack and Jill, Child Life, Children's Digest, Stickers 'n' Stuff and Pennywhistle Press.
- Tom Adams appeared on NBC's "Today Show" in August to discuss the cocaine epidemic and how the Just Say No Clubs help combat the problem.
- Articles are scheduled to appear this fall in Variety, Reader's Digest, New York Times, Los Angeles Times, Good Housekeeping, Parents, Cause Celeb and Scholastic Week.
- The three major television networks have featured information about the clubs and walks, as have hundreds of local television and radio stations.
- The Just Say No Foundation Media Scrapbook currently contains more than 3500 clippings from national, regional and local print and electronic media.

The Need for Financial Resources

The Just Say No Foundation's primary purpose is to develop and produce unilateral educational and training materials and a communications network to be utilized by Just Say No Clubs across the country. Adequate research in drug abuse prevention, child psychology, sociology, and public health is the critical factor in the development of these materials and messages. Additionally, the clubs engage in continuous activities that promote drug-free healthy lifestyles.

If the Just Say No program is to succeed, it requires considerable on-going financial resources. The Just Say No Foundation is seeking these resources from the private sector in an effort to insure program longevity, continuity and maintenance of its non-partisan status.

Listed below are specific product needs and estimated costs that the Foundation requires for the 1986-87 school year if it is to satisfactorily service its constituency, the Just Say No Clubs. A corporation may "purchase" a specific program or product and be acknowledged accordingly, or it may contribute to a pool of funds which will be appropriated to the itemized programs below as well as research, special event costs, operations, computer systems, legal fees, staffing and other miscellaneous costs that the Foundation must be able to underwrite.

ITEM 1: **Adult Leader's Handbook**

Quantity: 10,000 - 1st printing

Purpose: To provide rational and philosophy of the "Just Say No" program; activity ideas and structured learning opportunities for members; guidelines for starting and maintaining "Just Say No" Clubs for adult leaders

Target Audience: Adult organizers and leaders of "Just Say No" Clubs

Distribution: To existing "Just Say No" Clubs and new Clubs as they register with the Just Say No Foundation

Preferred Distribution Date: Immediate

Longevity of Product: On-going

Contribution: $135,000

ITEM 2: General Brochure

Quantity: 100,000

Purpose: Comprehensive overview of "Just Say No" program and The Just Say No Foundation

Target Audience: General--parents, teachers, children, concerned citizens, service organizations, counselors, youth workers, health workers

Distribution: To all inquiries made to The Just Say No Foundation, the White House, government agencies, etc.

Preferred Distribution Date: Immediate

Contribution: $75,000

ITEM 3: "Just Say No" Magazine

Quantity: 30,000 first printing, quarterly production

Purpose: To provide a national news and information update and link between "Just Say No" Clubs, interested individuals and organizations; a vehicle for direct input by club members

Target Audience: "Just Say No" Clubs, adult leaders and club organizers, concerned citizens. Geared to a youthful audience.

Distribution: National Directory mailing list
If underwritten - larger distribution possibly to libraries, magazines outlets, schools, organizations, etc.

Preferred Distribution Date: 1st issue - late winter 1987

Longevity of Product: on-going; for sponsorship purposes, however, 4 issues, through spring 1988

Contribution: $250,000

ITEM 4: Poster - National Walk Against Drugs
May 1987

Quantity: 500,000

Purpose: To inform the public of the dates of the Walk as well as provide specific information of how to organize a Just Say No march, or rally.

Target Audience: Just Say No Clubs, schools, community service organizations, local businesses, community drug prevention and health organizations nationwide.

Distribution: Direct mail to all elementary/middle schools in U.S., all Just Say No Clubs, community service organizations, etc.

Preferred Distribution Date: February/March 1987

Longevity of Product: Through May 1987

Contribution: $150,000

ITEM 5: Poster: 1987 Back to School Declaration

Quantity: 100,000

Purpose: To provide information regarding purpose of Declaration and how to participate. Every October will be official Just Say No Back to School Declaration month when schools, clubs and communites declare that they "Just Say No to Drugs".

Target audience: All elementary/middle schools and clubs in U. S.

Distribution: Direct mail to all schools and clubs

Preferred Distribution Date: late August/September 1987

Longevity of Product: August-October 1987

Contribution: $75,000

ITEM 6: **Membership Cards**

Quantity: 1 million

Purpose: Identification for each club member complete with Just Say No pledge as constant reinforcement of Just Say No purpose.

Target Audience: All Just Say No Club members worldwide

Distribution: With Club registration

Preferred Distribution Date: Immediate

Longevity of Product: On-going

Contribution: $250,000

ITEM 7: **Just Say No Community Messenger**

Quantity: Unlimited (each school district in the country can use this)

Purpose: A local telephone 'hotline' educational system offering up to 15 hours of key information on drug abuse and prevention techniques, advice from celebrity peers to kids, guidelines for parents, concerned citizens and timely messages to the community on local Just Say No club activities, and from key community leaders to constituents.

Target Audience: Schools, Just Say No club members, parents and families, community leaders.

Distribution: A message unit with one phoneline can be installed very easily in a school and serve an entire school district. For major metropolitan areas, a master system with multiple phone lines can be installed.

Preferred Distribution Date: Immediate

Longevity of Product: On-going; messages can be continually updated

Contribution: Approximately $6,000.00 per message unit or $3,000.00 per phone line on a master multi-line system.

Telephone line costs may be absorbed by the school systems or be underwritten by the sponsor (approximately $15.00 per month per phone line).

Equipment maintenance is provided by the manufacturer through the first year; service contracts are subsequently available for purchase by either the school district or the sponsor.

ITEM 8: **Poster: Club Activities Menu**

Quantity: 75,000

Purpose: To offer club members ideas for club activities as well as be a colorful poster for kids to take home.

Target Audience: Just Say No Club members, adult leaders, and teachers

Distribution: Through club directory and direct mail to elementary/middle schools and clubs

Preferred Distribution Date: January 1987

Longevity of Product: On-going

Contribution: $75,000

ITEM 9: **Club Directory**

Quantity: 100

Purpose: To document and register on an on-going basis all existing and new clubs: location, leaders, members, and sponsors.

Target Audience: Internal Foundation staff, government agencies, corporate sponsors (when appropriate)

Distribution: Upon request

Preferred Completion Date: Update by December 1986

Contribution: This project requires computer support, hardware and software. The Foundation is seeking a sponsor to provide equipment or underwrite the cost of securing necessary equipment (3 main terminals). (Dollar value to be determined.)

ITEM 10: **Official Club Registration Certificate**

Quantity: 50,000

Purpose: To identify existing and new clubs as official members of The Just Say No Clubs of America.

Target Audience: Existing and new Just Say No Clubs

Distribution: Upon registration with The Just Say No Foundation

Preferred Distribution Date: Immediate

Longevity of Product: On-going

Contribution: $25,000

ITEM 11: **1986 Special Christmas Message from Just Say No Foundation and Mrs. Reagan**

Quantity: 20,000

Purpose: To acknowledge and thank all Just Say No program supporters for their dedication and effort.

Target Audience: Club leaders, program supporters, i.e. corporate sponsors government officials, celebrities, etc.

Distribution: Direct mail

Preferred Distribution Date: December 1, 1986

Contribution: $35,000

ITEM 12: **Overhead/Operating Expenses/Research/Staffing/ Specialized Counsel/Consultation/Industry Conferences/ Contingency Fund/Local Clubs Assistance Fund**

Purpose: To be able to offer continuous state of the art information and training materials, and to be able to maintain a high public profile.

Target Beneficiaries: Citizens of the U.S.

Contribution: All contributions, in whatever amount, will be appreciated.

ITEM 13: **Licensing Programs**

Quantity: To be determined.

Purpose: To provide customized Just Say No products to club members, school children, and families across the country.

Target Audience: Children ages 5-14, parents.

Distribution: Retail/franchise outlets; direct mail.

Preferred Distribution Date: Immediate.

Longevity of Product: On-going

Contribution: To be determined.

Footnote

The Just Say No program is by far the most successful grass-roots oriented program today in America's difficult war against drugs. Only eighteen months after the first club was formed, there are an estimated one million members in 5000 clubs in 50 states and an unknown additional number in ten foreign countries.

The Just Say No Clubs are a critical answer to a devastating situation. Peer pressure got us into this problem; it will take peer pressure to get us out. We encourage you to join us in the fight and support America's youth.

Thanks for your help.

William T. Adams
Executive Director
The Just Say No Foundation



"a symbol of commitment
for young people everywhere"

THE JUST SAY NO FOUNDATION

The governing organization for the Just Say No Clubs

file

MEMORANDUM

TO: Kenneth Barun

FROM: Tom Adams TA

DATE: August 28, 1986

RE: Shooting Stars

The Shooting Stars are a pro basketball team lead by Meadowlark Lemon, the famous former player for the Harlem Globetrotters. His son George manages the team. They perform at elementary and middle-schools across the country. Attached is a list of cities they will play in at these schools. The Stars will hold a "Just Say No" ceremony (reading the pledge) at each school. "Just Say No" contacts have been provided to them for assistance in arranging the ceremony.

Enclosure: Shooting Stars Schedule

A [illegible] for Prevention and Evaluation
A [illegible] Corporation
[illegible] Headquarters [illegible] Oakland, CA 94596 · U.S.A.
[illegible] (415) [illegible]

Nancy Reagan, Honorary Chairman

THE JUST SAY NO FOUNDATION

The National "Just Say No" Organization

February 25, 1988

Mr. Jim Manning
Dir. Office of Special
Projects/The First Lady
The Whitehouse
Washington D.C. 20500

Dear Mr. Manning:

Enclosed please find the video tape containing news footage of the February 23, 1988 press conference with Mr. H. Ross Perot, in Dallas, Texas. This tape contains (4) news pieces by all three local network affiliates (ABC, CBS, NBC).

I am sending this tape to you at the request of Mr. Tom Adams, President of The Just Say No Foundation.

I hope that you find the tape both interesting and informative.

Sincerely,

Robyn Roseman

Robyn Roseman
Event Coordinator

RSR/rr

Enclosure

Enclosures filed in Oversize Attachments #15281

A nonprofit, tax-exempt corporation
1777 North California Boulevard, Suite 210 Walnut Creek, CA 94596-4112
1(800) 258-2766 In California (415) 939-6666

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VHS VIDEO CASSETTE (T-120):

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OVERSIZE ATTACHMENT #15821

SERIES	BOX NO.
JUST SAY NO	1
FILE FOLDER TITLE: JUST SAY NO [4 of 18] (ALA. - DIST. OF COL. [1 of 3])	
TRANSFERRED BY: KELLY D. BARTON	DATE OF TRANSFER: 10/13/93

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OVERVIEW
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SPONSORSHIP OPPORTUNITIES
1986 - 1987

~~ENCLOSURES FILED OVERSIZE ATTACHMENTS~~ 13969

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"A symbol of commitment for young people everywhere"

National "Just Say No To Drugs" Week

Media Response--Sampling

May 1986

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Fundraising Corporate Sponsorships - Public Relations - Communications
940 C Street San Diego, CA 92101 (619) 239 8826

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"As prepared for delivery"

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Purveyors of Corporate Sponsorships, Public Relations, Communications
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[WHORM: Alpha File
Just Say No [4/187]]

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May 1986

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THE NATION'S NEWSPAPER

USA TODAY

PUBLISHED BY GANNETT

CAPITAL LINE

Saying no to drugs



By Vince Mannino, UPI

PROCLAMATION: President Reagan, the first lady at his side, proclaims "Just Say No Week" as part of Nancy Reagan's campaign against drugs. Attending the ceremony are Washington, D.C., area youngsters and, behind the Reagans from left, Transportation Secretary Elizabeth Dole, Health and Human Services Secretary Otis Bowen and Education Secretary William Bennett.

Celebrating saying 'no'

USA kids rally against using drugs

By Karen De Witt
and Beverly Canerdy
USA TODAY

Anti-drug slogans were on balloons and T-shirts across the USA Thursday as students met for "Just Say No to Drugs" rallys and marches.

"What should you do when someone offers you drugs?" first lady Nancy Reagan asked about 2,000 Washington, D.C., youngsters at the White House.

"Just say no," the children shouted back.

Her speech was broadcast on NBC Radio.

From California to New York, the word was the same in the windup to "Just Say No To Drugs" week across the USA. The first lady was national chairwoman.

■ More than 8,000 Pasadena, Calif., area youngsters gathered in the Rose Bowl to read in unison their "Just Say No To Drugs" pledge and to free 6,000 red, white and blue balloons with the anti-drug slogan.

■ Students in Boise, Idaho, were shown a rattlesnake and told that being asked to use drugs is like being asked to pick up the rattler.

■ Hundreds of New Jersey school children took to the streets, waving rainbow-colored, anti-drug placards.

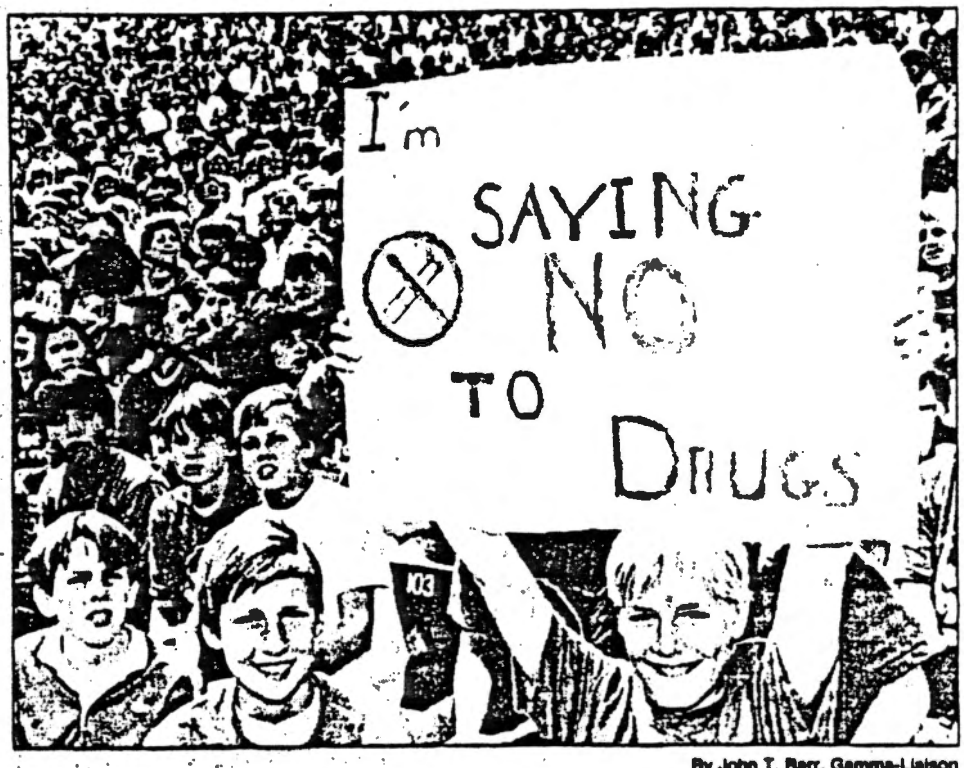
■ In New York, more than 5,000 students marched from Brooklyn's Empire Boulevard to Prospect Park, where speakers condemned drugs.

Rallies are the Just Say No Foundation's attention-getter, said spokeswoman Beth Schecter. Future months will be spent adding to the estimated 2,000 Just Say No To Drugs clubs in the USA.

Other anti-drug moves:

■ The National Federation of Parents is promoting drug-free proms across the USA.

■ The American Association of Advertising Agencies will launch a $1.5 billion, three-year media blitz to discourage drug use.



By John T. Barr, Gamma-Liaison

IN PASADENA, CALIF.: Chris Anderson, 12, of La Canada, Calif., holds up an anti-drug sign Thursday in the Rose Bowl. About 8,000 students attended the event.



By Barbara Ries, USA TODAY

IN WASHINGTON, D.C.: Nancy Reagan greets some of the 2,300 children who marched to the White House.

Smokable cocaine cracks U.S. drug market

By Wayne Beissert
USA TODAY

"Crack," a new darling of drug users, has spread "from coast to coast and border to border," says the federal Drug Enforcement Administration.

cording to Mayor Ed Koch, it's an epidemic.

Crack — a cheaper, smokable form of cocaine — produces a quicker, more intense and shorter high. It's made by mixing cocaine and baking soda or ether into a paste that's

A glut of cocaine — up to 75 tons entered the USA in 1984 vs. 59 tons in 1981 — "makes it convenient for dealers to convert to crack," said Bill Deac of the DEA. He said the danger of addiction to crack is greater.

Dallas Police Lt. David

is still most popular, but "we're seeing more and more crack."

Today, about 57 percent of the cocaine sales in New York City involve crack, said Police Commissioner Benjamin Ward.

THE NATION'S NEWSPAPER

USA TODAY

PUBLISHED BY GANNETT

USA TODAY Life

TUESDAY, MAY 20, 1986

LIFELINE

A QUICK READ ON WHAT PEOPLE ARE TALKING ABOUT

BEST FEET FORWARD: About 5 million children and parents will Walk Against Drugs on Thursday. The Just Say No Foundation, whose anti-drug message is aimed at children ages 7-12, is organizing walks in 500 USA communities. Walk chairwoman Nancy Reagan holds a White House rally Thursday with more than 2,000 children.

TEA TIME FOR COKE: Atlanta-based Coca-Cola USA announced Monday that it's tapping the tea market. Refresh tea concentrate hits Texas, Louisiana and Oklahoma soda fountains this July.

EASYLINK 9098063A149 20May86 10:90/10:24 EST

REMARKS BY PRESIDENT REAGAN
(AND FIRST LADY NANCY REAGAN)
AT "JUST SAY NO" CEREMONY

TUESDAY, MAY 20, 1986
10:15 A.M., EDT

PRESIDENT REAGAN: How do you do? Well, I appreciate all of you joining us here today to kick off "Just Say No" Week. And before I begin, I want to give a long-distance "Hello" to Senator Paula Hawkins. Senator Hawkins has been a loyal warrior in the battle against drug abuse. So, long distance, Senator thank you for all you've done and best wishes for a speedy recovery.

When our team got to Washington nearly five and a half years ago, we pledged to put America's house in order. Well that rquired more than economic reform and bolstering our national defense. Our country was threatened by an epidemic of drug abuse that's been growing in intensity since the 1960s. By 1980, illegal drugs were every bit as much a threat to the United States as enemy planes and missiles. The plague was fueled by an attitude of permissiveness, both public and private. America was losing its future by default.

Early in our administration I issued a challenge: Americans in and out of government, I said, should do all we can to defeat the drug menace threatening our country. And I'm pleased that many of you who were there when I issued that challenge are with us today. I'm also grateful for all the hard work and long hours that you've committed to this truly noble endeavor.

The first thing we did was take down the surrender flag and raise the battle flag. Together we beefed up our enforcement arm, and today, more arrests are being made and more narcotics are being seized than ever before. Today there's also more communication and effective coordination between the levels of government and department and agencies that many believed was possible. We are indeed trying to do everything government can do to combat drug traffikers.

But just as important, I have to think more important, we've enlisted the American people in this battle. Parents, service clubs, youth organizations responded to our call. We found.prominent citizens, captains of industry, singers, actors and atheletes--individuals who young people look up to were more than willing to do their part. Why? Because they love people and they love this country. What we've got to do now is make certain that we continue to give our young people, like the ones with us here today, the support and backing they need to just say no to drugs.

There's someone else here who shares these sentiments. She was a favorite of mine even before she got involved in this issue. However, I will have to confess that she's made me such a proud husband in these last few years. Nancy was and still is the motivational force behind the "Just Say No" movement. It all started in an elementary school in Oakland, California during the summer of 1984. She was

talking to a class about drug abuse, and out of her discussion with the youngsters came the idea of "Just Say No" clubs. And from that very day the idea snowballed. Clubs came into being first in California, then they started up in towns and cities all across the country and overseas.

On Thursday of this week Nancy will participate in the international "Just Say No" walk, with hundreds of thousands of young people around the globe. Because of these grassroots efforts, all of us, inside government and out,

CONTINUED ON PAGE 2-1

are seeing the change of attitude about drug abuse. Public awareness has increased dramatically in the past several years, and our children are more aware of the dangers of drugs now than ever before.

By educating our children about the dangers of drugs, we're going to dry up the drug market and kick the dope peddlers right out of this country. Every time Nancy and I meet this country's wonderful young people, we feel more confident we are going to win this battle.

Young people, I say we're so proud of each of you who have overcome drug problems. Your courage and commitment have not gone unnoticed. You have a special place in our hearts. And now, before I sign the proclamation, I'd like to introduce the champ who's been leading this battle. Nancy? (Applause)

MRS. REAGAN: Someone asked me if I wanted to make a New Year's wish, and I said yes, and it was that I'd like to see every young person in the world join the "Just Say No to Drugs" club.

Well, just the fact that Congress has proclaimed "Just Say No" week, and in light of all the activities taking place, it seems that my wish is well on its way to coming true. I'm so proud of all the young people, the parents, the citizens in cities and towns across the nation, the government and everyone else who is helping to create what I believe is a final solution to this problem--and that's a way to teach every one of our children to just say no to drugs.

The future of the world lies in their hands, and we must all come together in their name to end drug and alcohol abuse once and for all. Again, thank you so much for what you're doing and for joining us here today. Thank you. (Applause)

PRESIDENT REAGAN: And now I'll sign the proclamantion. It is "Just Say No" week. (Applause)

Q Mr. President, you used the "Just Say No" slogan in your fight against lobbyists on the tax bill.

PRESIDENT REAGAN: I think I'll find a different way of phrasing it, because I think it's too important that "Just Say No" stays with these young people and what they have--

Q Do you want to take the Stinger missiles out of the Saudi package, Mr. President?

PRESIDENT REAGAN: This is the only news I want to make this morning--right here and about this. (Applause)

END

ORRIN G. HATCH, UTAH, CHAIRMAN
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United States Senate

COMMITTEE ON LABOR AND
HUMAN RESOURCES
WASHINGTON, DC 20510

April 30, 1986

Mr. President:

I ask unanimous consent that this legislative measure be introduced and that the following colleagues be added as original cosponsors of this legislation.

Hatch	Dole
Abdnor	Murkowski
Humphrey	Domenici
Roth	Weicker
Grassley	Thurmond
Lugar	Hecht
Denton	McClure
Mattingly	Trible
Dodd	DeConcini
Stennis	Rockefeller
Nunn	Kerry
Pryor	Inouye
Zorinsky	Mitchell

Thank you for your kind assistance in this regard.

Sincerely,

Paula Hawkins

PH:naf

dent of the United States is authorized and requested to issue a proclamation calling upon the citizens of the United States to observe the week with appropriate programs, ceremonies, and activities.

JUST SAY NO TO DRUGS WEEK

The Senate proceeded to consider the joint resolution (S.J. Res. 337) designating May 18-24, 1986, as "Just Say No To Drugs Week."

JUST SAY NO TO DRUGS WEEK

By request of Mr. DOLE, the following statement was ordered to be printed in the RECORD.

● Mrs. HAWKINS. Mr. President, today the Senate is considering my resolution, Senate Joint Resolution 337 designating the week of May 18-24 as "National Just Say No To Drugs Week".

We all remember what it was like to be a teenager, try though we might to forget. We recall an awkward time—a time of high on stress and low on self-esteem. It was a time of mental and physical growth. A scary time when fitting in seemed to take precedence over everything else. There was nothing our parents could say or do that did not strike us as inappropriate, embarrassing or an infringement on our freedom.

Those of us who are parents of grown children, and to a greater extent, those of us with younger children know that today's children are not much different. Though they may dress and talk with shocking sophistication, they are still children, just as we were. But unlike us, the young people of today are growing up in a vastly more complicated era. In addition to those doubts and temptations we struggled with, today's teens must cope with a host of frightening, modern realities.

The most distressing of these is the temptation to get involved with illegal drugs.

The latest figures from the Alcohol, Drug Abuse and Mental Health Administration are shocking.

Approximately 6.2 million young Americans between the ages of 12-17 have used marijuana at some time during their lives.

Nearly two-thirds—61 percent—of all American high school seniors use an illicit drug at least once before they finish high school.

Cocaine has been tried by at least 17 percent of seniors in the class of 1985—the highest rate so observed so far in the National High School Senior Survey.

One out of every 20 high school seniors smokes marijuana on a daily basis.

And most disturbingly, motor vehicle accidents involving chemical impairment are the leading cause of death for Americans aged 15 to 19.

What will become of the minds—the leaders of tomorrow?

Well, Mr. President, there is good news.

Later this month, millions of young people—primarily elementary school children—all over America will send the message that this situation is not hopeless. On May 22 the drug-free youth of America will take a stand. They will declare that they are publicly and privately resisting peer pressure to take drugs by forming clubs which help them to just-say-no. That day they will also participate in a series of "Walk Against Drugs" events nationwide.

I am offering this resolution, designating the week of May 18-24 as "Just-Say-No-To-Drugs Month" to honor these brave children. To let them know that we support and applaud those young people who are tired of having drugs considered a part of growing up—who are tired of having drugs sold in their schools and communities, and who are finding the inner strength and courage to say no to drugs.

Mr. President, it seems to be the case in this country that we never put a stop light on the corner until after someone has been hurt. For years, this has been our approach to drug abuse. We always seem to be offering too little, too late. It is tough to sell prevention. It is difficult to convince people that early detection of drug use works. But this is what we must do.

The children who will join together for the "Walk Against Drugs" know this to be true and they are taking positive action to make their world and all our lives better and richer by keeping them drug-free.●

The joint resolution (S.J. Res. 337), was considered, ordered to be engrossed for a third reading, read the third time and passed.

The preamble was agreed to.

The joint resolution, and the preamble, are as follows:

S.J. RES. 337

Whereas America's youth are our Nation's most precious resource;

Whereas young people are contributing to drug abuse prevention by starting "Just Say No" clubs and saying "no" to drugs;

Whereas children across America will participate in a Walk Against Drugs on May 22;

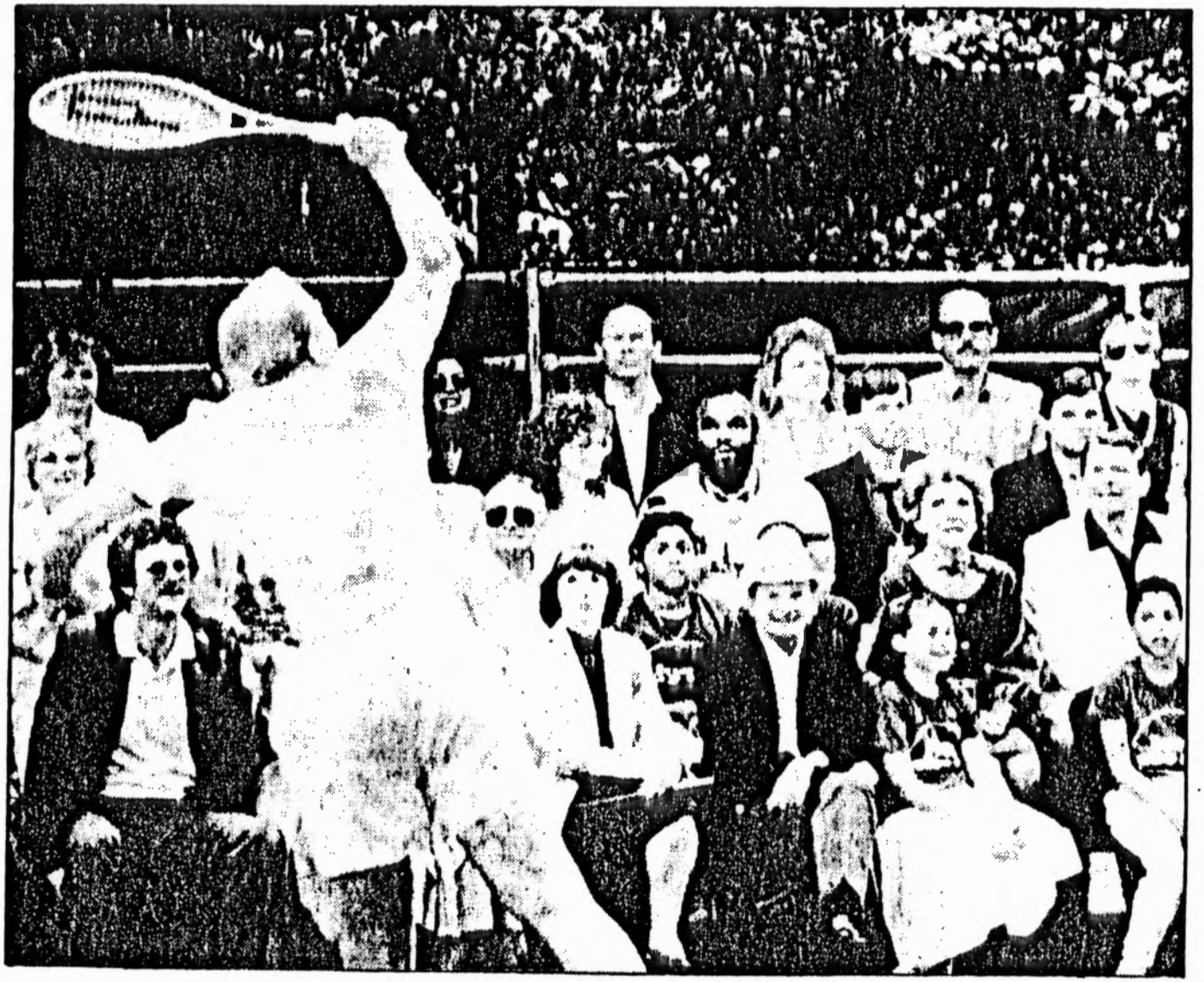
Whereas America's youth should be recognized and encouraged for their efforts in the fight against drug abuse: Now, therefore, be it

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That in recognition of this Nation's young people to publically fight drug abuse by just saying "no" to drugs and thereby contributing to the end of drug abuse in America, the President is directed to issue a proclamation designating the week of May 18-24, 1986 as "Just Say No to Drugs Week," and calling on the people of the United States to observe this week with appropriate programs, ceremonies, and activities.

Mr. DOLE. Mr. President, I move to reconsider the votes by which the resolutions were passed or agreed to.

Mr. BYRD. I move to lay that motion on the table.

The motion to lay on the table was agreed to.



ASSOCIATED PRESS

George Shultz swings as the audience—with Mr. T, center, and the Reagans, right—looks on during the celebrity match on Saturday.

Volley Follies at the White House

Stars Team Up for Tennis At Antidrug Tournament

By Victoria Dawson
Special to The Washington Post

18-All?

When the score in a tennis game reaches a baffling 18-All, you know you're not at Wimbledon.

Boing. Boing. Boing.

When Tom Selleck, perched in courtside highchair, says to the audience, "You know, people's heads really do go back and forth. I thought that was just a film trick"—you know you're not on a Hollywood film set.

Grrrrrrrr.

When the mohawked Mr. T, in tight Hawaiian shorts and glittery hightop sneakers with day-glo laces, is the "umpire" in the fourth match; when he warns he's "just calling it like I see it"; when he growls, "Double dribble!"; when he barks, "No more clashing of rackets"; when he muses, "Boy. God. Who woulda believed it? The White House. This is all right" . . . you know where you are.

You're at the White House for the second

See TENNIS, C8, Col. 1

White House Tennis

TENNIS, From C1

annual Nancy Reagan Drug Abuse Fund tennis tournament.

Or, as Mr. T put it, "If I was president, I would tell people to reeeaxxxx."

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Behind the White House, enclosed by holly trees and greenery and approached by a narrow row of cool flagstones, the tennis court was transformed Saturday afternoon from a serene pocket of presidential privacy to a laughing, 250-person swarm of stars and spectators. Reeboks, pleated linen skirts, straw hats and polo shirts spread across the sunny bleachers. In the shade of a red-and-white tent, men in tuxedos presided over the refreshments: iced tea, lemonade, fruit, chips and little foil airplane packets of Eagle's honey-roasted cashews.

With WDVM's Glenn Brenner as master of ceremonies, the tournament was a four-hour parade of celebrities: tennis stars such as Stan Smith and the Amritraj brothers, Vijay and Ashok; television stars such as "Hill Street Blues' " Veronica Hamel and "Remington Steele's" Stephanie Zimbalist; Reagan Cabinet members such as Secretary of State George Shultz and Secretary of Energy John Herrington; and sports figures such as Julius Erving and Herschel Walker.

The tone for the afternoon was not imposed by the formal informality of a country club setting. Nor was it set by the substantial corporate patronage of Eagle Snacks, General Motors, Occidental Petroleum, Prince Manufacturing, Rapid-American, Reebok International, Stephens Inc. or United Technologies—each of which, having donated $60,000 to the drug abuse fund, was allowed to invite 12 guests.

The tone was epitomized by Mr. T: "What do they mean when they spin that racket? . . . Why don't they just flip a coin? . . . Let's not do all this patty cake stuff. I know it's for charity, but let's make it interesting."

"Laughing is allowed at the White House," Brenner told the audience, though they needed no encouragement to chortle or cheer from the sidelines.

Mr. T, alternately keeping and not keeping track of the score, growled, "I run a tight ship." Hamel, partnered with James Baker, and playing against tennis neophyte Chuck Norris and former CIA director Richard Helms, quipped to the audience, "I wish you'd run a quieter one."

30-Love.

"What does this 'love' mean?" Mr. T demanded of Brenner. "Zero," explained Brenner. Mr. T shouted out "double-fault" and urged the team of Baker and Hamel that they should "work on that other guy" (Helms), because Norris had only three weeks of tennis lessons under his black belt.

40-30.

"40-30, all right! All right! I'm gonna know this game by the end of the day . . . I know deuce. I know love. I'm learnin'," Mr. T said. "If you have any questions during the break," Brenner said to the audience, "Mr. T has a booth set up right over here"—and he waived toward the refreshments area.

=

It was an afternoon of semi-lawless tennis (four points to a game, 20 minutes to a match, six matches to the event) and unrelenting one-liners. No second serves would be allowed "because of Gramm-Rudman," explained the "hey-just-joking" Brenner. And in desperate circumstances, serves could be done by proxy. So when it came time for Dorothy Hamill to serve, she let tennis pro Pam Shriver take a try. "I knew that I couldn't serve before I got here," Hamill laughed. Until invited to participate in the benefit tennis tournament, she had never played the game. "I'm humiliating myself," she giggled.

"I'll be glad when the First Family comes out," Mr. T said. "They're gonna straighten things up."

President and Mrs. Reagan arrived to catch the last and, by chance, most competitive match: George Shultz and Pam Shriver playing Dina Merrill and Stan Smith. "GO!" Shriver shouted to her partner; and Shultz, quiet and tenacious, charged after the lime green ball. "This is one of the few places you can yell at the secretary of state," Brenner quipped. In a tie-breaking game, Shultz and Shriver won.

The match over, Mrs. Reagan presented two checks of $50,000 each to the "Just Say No" club and the new Washington Fund for the Prevention of Substance Abuse. She thanked the corporate sponsors, whose contributions to the Nancy Reagan Drug Abuse Fund approached half a million dollars.

"This money will go a very long way in helping kids in their efforts to make a better life for themselves," she said and then invited the audience to "come up to the White House for some refreshments."

They did. And the postmatch afternoon, with a gentle breeze and a retreating sun, with plates full of roast beef and with cameras clicking at every and any photo opportunity, drew to a relaxed close on the South Portico of the White House.

The Reagans settled into some lawn chairs and chatted for an ample 45 minutes with a small tableful of celebrities, including Stefanie Powers, Merrill and Selleck. A few brave guests broke the inner circle and collected the Reagans' autographs. Shultz talked tennis shoes, not politics. Veronica Hamel, looking across the South Lawn, pointed out the Washington Monument and the Jefferson Memorial to Ashok Amritraj.

SHOWTIMES

KENNEDY CENTER

AFI—"The Flying Fleet," 6:30; "High Noon" and "The Front," 8:30.
CONCERT HALL—National Symphony Orchestra, 7.
OPERA HOUSE—The Stuttgart Ballet, 8.

ARENA STAGE

ARENA—"The Taming of the Shrew," 8.
KREEGER—"Old Times," 8.

SMITHSONIAN

AIR AND SPACE MUSEUM—Country Current (country and bluegrass concert), noon.
CARMICHAEL AUDITORIUM—"Balkan Express" (film), 7:30.
DISCOVERY THEATRE—"The Fisherman and His Wife" and "The Golden Touch," 10, 11:30.
FREER—"A Persian Tale," a lecture by Glenn Lowry, 6.

STAGE

D.C. SPACE—"Red Peppers," 7:30.
FOLGER—"Twelfth Night," 8.
FORD'S—"Hot Mikado," 7:30.
NATIONAL—"Dreamgirls," 8.
NEW PLAYWRIGHTS'—"Something Blue," 8.
OLD POST OFFICE—Strings 'n' Things, noon; Tom Nichols (guitar/vocals), 6.
OLNEY—"Deathtrap," 8:30.

DINNER THEATER

BURN BRAE—"The King and I," dinner 6:15, show 8.
HARLEQUIN—"Guys and Dolls," dinner 6:30, show 8:30.
HAYLOFT—"Evita," dinner 7, show 8:30.
LAZY SUSAN—"George M!," dinner 7, show 8:30.
TOBY'S—"A Chorus Line," dinner 6:15, show 8:15.
WEST END—"1776," dinner 6, show 8.

San Diego County

Los Angeles Times

Wednesday, May 21, 1986

Newsmakers

First Family Stresses Three Little Words: Just Say No

—**President Reagan**, vowing to "kick the dope peddlers right out of this country," teamed with his wife, **Nancy**, to boost her campaign for young people to "just say no" to drugs. During a White House ceremony after Congress proclaimed "Just Say No Week," Reagan praised the First Lady as "the champ who's been leading this battle" and her cause as one that has helped turn around a problem that six years ago was "every bit as much a threat to the United States as enemy planes and missiles." Reagan, flanked by eight Washington-area schoolchildren, said, "Every time Nancy and I meet this country's wonderful young people, we feel more confident that we're going to win this battle." The "just say no" program, which asks children to take a pledge against drugs, began in Oakland in 1984.



Associated Press

President Reagan shaking hands with Shawn Yarborough, with Secretary of Education William Bennett in the background.

—**Bernadette Peters** was named by the Drama Desk as best actress in a New York musical for "Song & Dance," and **Lily Tomlin** won the best actress award for her one-woman play "The Search for Signs of Intelligent Life in the Universe." **Sam Shepard's** "A Lie of the Mind" was honored as the outstanding new play of the 1985-86 New York season, and "The Mystery of Edwin Drood" won eight awards, including best musical. **Ed Harris** was named outstanding actor for his role in "Precious Sons," and **Joanna Gleason** of "Social Security" was named best featured actress. **Sweezie Kurtz** won an Obie, awarded by The Village Voice, for her portrayal of a demented housewife in John Guare's "The House of Blue Leaves," and playwright **Wallace Shawn** was honored for his play "Aunt Dan and Lemon."

—**RoseAnn Aldi's** wedding was highlighted by police sirens instead of wedding bells, and it all began when a forgetful chauffeur locked the keys inside the limousine that was to take her to Immaculate Conception Church in Southington, Conn. The family called police, and two officers tried for 15 minutes to pry open the Lincoln Continental's lock. When the driver refused to allow the window to be broken, officer **Joseph Nadea** loaded the bride in his squad car and turned on the siren. He got her to the church almost on time. With bridegroom **Paul Rogala** waiting at the altar, Aldi pulled up in a swirl of noise and flashing lights. **Cynthia Aldi**, mother of the bride, said the rest of the wedding went off without a hitch. "We had a video made of the wedding," she said. "They got her getting out of the car. You couldn't ask for a better picture."

—JENNINGS PARROTT

Nancy Reagan

The Need for Intolerance

Like everyone else, I, too, felt the loss of Len Bias. Here was a young man, full of talent and potential, from a good, loving family, and suddenly he's gone because of drugs. What he meant to so many people is obvious by the stunned sorrow that has poured forth.

While those wounds were still raw, we learned of the death of Don Rogers, another gifted athlete sacrificed to cocaine. He was to be married the next day. I cannot imagine the inconsolable grief his bride-to-be must be enduring.

As painful as these two cruel shocks have been to us, I've been receiving similar stories of grief for many years now. Most people have no idea of the incredible pain and price drugs are exacting on our country.

I have been pursuing this goal for the last five years and believe that progress has been made. In the beginning, I felt the main task was to raise the level of awareness of the problem and make people more knowledgeable. I think that's been accomplished. Most Americans today do recognize the problem. We've made great progress educating the nation to the extent and nature of drug abuse. The opinion surveys prove it. There's also been tremendous encouraging growth in the number of parents' groups and service clubs working to increase drug awareness. Kids themselves have been getting involved in Just Say No clubs.

The problem is this—most people don't feel that combating drugs has anything to do with them. It's for others to do—those who work in treatment centers or who have children on drugs or who live where drugs are openly traded on the street.

I believe it's time to let people know that they have a personal, moral responsibility to fight drug abuse. Each of us has an obligation to take an individual stand against drugs. Each of us has a responsibility to be intolerant of drug use anywhere, anytime, by anybody.

As I recently told the Los Angeles World Affairs Council, every one of us has an obligation to force the drug issue to the point it may make others uncomfortable and ourselves unpopular.

Not long ago, I was interviewed by a magazine reporter who told me of a dinner she'd attended where cocaine was passed around. She felt uneasy, but she didn't do anything. Well, she should have. She should have gotten up from the table, told the people what she thought, and left.

"You cannot separate so-called polite drug use at a chic party from drug use in a back alley."

I know it takes courage to speak up, but there comes a point when you have to put your conscience and your principles on the line. By accepting drug use, you are accepting a practice that is destroying life—lives like that of Len Bias and of countless kids next door.

You cannot separate so-called polite drug use at a chic party from drug use in a back alley. They are morally equal. You cannot separate drug use that "doesn't hurt anybody" from drug use that kills. They are ethically identical—the only difference is time and luck.

Those who don't take an active, hostile position against drugs are giving their tacit approval. People have turned their backs long enough. For too long our nation denied a problem even existed. And just the other day, I heard the chancellor of a major university deny that students could get any kind of drug they wanted on campus. The man was incredibly naive.

Up until a few years ago there was almost a stigma in trying to speak out against drugs. It was unfashionable. It was illiberal and narrow-minded in our live-and-let-live society. Movies and television portrayed drugs as glamorous and cool. We heard about the "recreational" use of drugs as if drugs were as harmless as Trivial Pursuit. Even law enforcement was weakened by the moral confusion surrounding drug abuse. It was as if all the people who sought to fight drugs had to justify their actions.

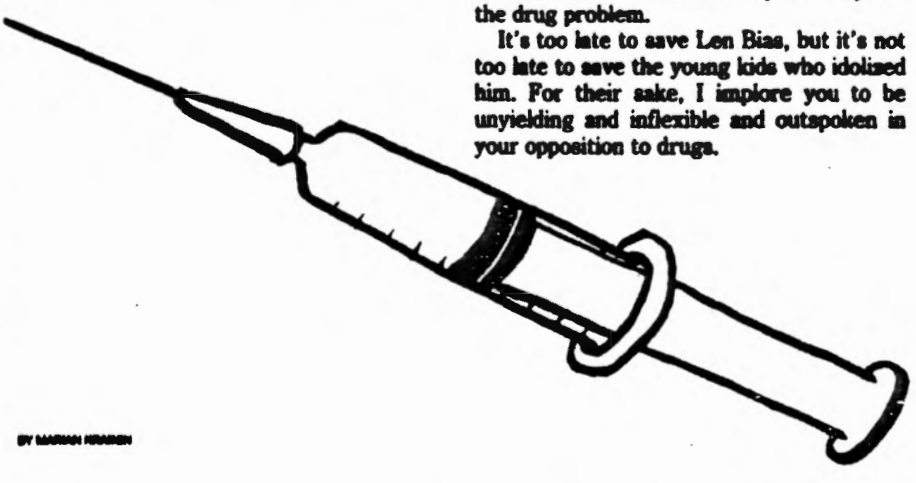
Well, today those of us fighting against drugs don't have to justify our actions. Those who would do nothing or ignore drug use must justify theirs.

And I'm not just talking about individuals here. Schools owe our children a drug-free environment in which to grow and learn. There are schools that haven't made this commitment, because they believe that drug abuse is society's problem. Yet, schools can be made clean with a no-nonsense approach that simply says drugs will not be tolerated.

Corporations have to take a greater responsibility too. Workers who are on drugs are a danger to fellow employees and to the public. Too many companies don't know how to deal with drug abuse, so, like certain parents, they pretend it's not a problem. Corporations need to set up their own tough, no-drug policies.

We must create an atmosphere of intolerance for drug use in this country. We must educate our children to the dangers of drugs. We must reach those addicts who need help so that they can save themselves. We must stop the trafficking of drugs. And we must take individual responsibility for the drug problem.

It's too late to save Len Bias, but it's not too late to save the young kids who idolized him. For their sake, I implore you to be unyielding and inflexible and outspoken in your opposition to drugs.



BY MARIAN HEARON

BURRELLE'S

75 EAST NORTHFIELD AVENUE / LIVINGSTON / NEW JERSEY 07039
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RADIO CLIPS

DATE May 22, 1986
TIME 7:00-7:05 PM MT
NETWORK United Press International
PROGRAM News

ACCOUNT NUMBER 18/3566 A

Sharon Gawkin reporting:

First lady Nancy Reagan hosted an anti-drug rally today.

Bill Small:

Music, balloons, sports figures, and more, all for the White House part of the second annual Walk Against Drugs put on by the Just Say No Foundation to give children a chance to express their concerns over drug abuse and here, some two thousand children joined first lady Nancy Reagan to practice their pledge.

Reagan: What should you do when someone offers you drugs?

Kids: Just say no!

Reagan: What will you do when someone offers you drugs?

Kids: Just say no!

Reagan: I can't hear you, louder!

Kids: Just say no!

Small: Walk against drug events were also planned for more than five hundred communities and towns across America. Bill Small at the White House.

131 Words
11 Clips

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RADIO CLIPS

DATE May 20, 1986
TIME 9:00-9:05 AM MT
NETWORK NBC
PROGRAM News

ACCOUNT NUMBER 18/3566 A

Bill Grudy reporting:

President Reagan has put the weight of his office behind the war on drugs, making this officially 'Just Say No' Week. As he signed the proclamation doing that, the president said, 'Do not underestimate the impact of something like this.'

Reagan: By educating our children about the drugs, we're going to dry up the drug market and kick the dope peddlers right out of this country.

Grudy: Mrs. Reagan says, simply, it's...

Reagan: A way to teach every one of our children to just say no to drugs.

92 Words
8 Clips

BURRELLE'S

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TV CLIPS

DATE May 23, 1986
TIME 6:00-7:00 AM
NETWORK ABC
PROGRAM World News This Morning

ACCOUNT NUMBER 18/3566A
NIELSEN AUDIENCE 2,834,940

Kathleen Sullivan, host:

Across the country yesterday, schoolchildren held pep rallies. And, as Lark McCarthy now reports, they were all promising to just say no.

Lark McCarthy reporting:

The rallying cry of Nancy Reagan's anti-drug crusade echoed across the White House lawn from about two thousand Washington schoolchildren. They are members of Just Say No Clubs, who marched in the first international walk against drugs.

Nancy Reagan: Children everywhere are learning about drug abuse at an early age and that's a good thing.

McCarthy: Just Say No activities were organized in hundreds of cities from coast to coast. In Pasadena, they gathered at the Rose Bowl to say no. At Columbus, Ohio, they marched with a message. Data from the National Institute on Drug Abuse indicates that nearly two-thirds of all young people used an illicit drug, at least once, before they finished high school. About six million teen-agers have used marijuana. Fighting drug abuse is the cornerstone of Mrs. Reagan's activities as first lady. And the message is apparently getting through.

Girl: Everyone should listen to what she says and take her advice.

Girl #2: It is good that all the people should know that drugs are bad for your health.

McCarthy: The kids will tell you it's easy to get drugs and there's pressure to use them.

Nancy Reagan: What should you do when someone offers you drugs?

Children: Just say no!!

Reagan: I can't hear you--louder!

Children: Just say no!!

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VIDEO MONITORING SERVICES OF AMERICA, INC. (212)736-2010

BURRELLE'S

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(201) 992-6600 (800) 631-1160

TV CLIPS

DATE May 20, 1986
TIME 5:30-6:00 PM
NETWORK CNN Headline News
PROGRAM Cable News Network Headline News

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE N/A
Just Say No Foundation

Chuck Roberts, anchor:

The president is vowing to take down the surrender flag and raise the battle flag in the war on drugs. The president teamed up with his wife Nancy today to boost a campaign against drug abuse by young people. The motto: Just Say No. The president says drugs among the nation's teens are every bit as much danger as enemy planes and missiles are, and he is vowing to clean out the drug pushers.

77 Words
6 Clips

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RADIO CLIPS

DATE May 22, 1986
TIME 9:05-3:00 AM MT
NETWORK Mutual Broadcasting System
PROGRAM Larry King Show

ACCOUNT NUMBER 18/3566 A

Mike McClusky reporting:

There was a big gathering on the White House lawn Thursday to promote the first lady's anti-drug campaign. Mutual correspondent Peter Maher was there.

Nancy Reagan: I can't hear you, louder!

Kids: Just say, 'No!'

Maher:

These schoolchildren are saying no to Nancy Reagan's question of what will you do if someone offers you drugs. The green and white Just Say No banner hangs from the Truman balcony overlooking the White House south lawn. Dozens of Washington schoolchildren wearing T-shirts with the same slogan are on the balcony. Hundreds of others are sitting on the lawn itself. They're here to listen to the first lady's anti-drug campaign. Peter Maher, Mutual News on the White House south lawn.

123 Words
10 Clips

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TV CLIPS

DATE May 25, 1986 ACCOUNT NUMBER 18/3566 A
TIME 11:00-11:30 AM NIELSEN AUDIENCE N/A
NETWORK CNN Headline News
PROGRAM Cable News Network Headline News

Lyn Vaughn, anchor:

Well, this was an occasion for those at the White House to put on their tennis whites. Stars and politicians mixed and played doubles for another good cause. Carole Wiik reports.

Carole Wiik reporting:

It was celebrity time at the White House, as the big guns from TV, professional sports and government teamed up to raise money for first lady Nancy Reagan's fight against drug abuse.

Tom Selleck: It's important that people, and especially kids, see that there are people in our business who don't use drugs and don't think they are right. And if the adults can say no, maybe the kids will say no next time.

Wiik: It was the second year the celebrity tennis tournament was backed by corporate sponsors. Eight companies anted up sixty thousand dollars each for the Nancy Reagan Drug Abuse Fund.

Nancy Reagan: I'm sure you all know how much it means to me--not only to me but to thousands and thousands of parents and children all over--for your participation in what you are doing. So I do thank you from the bottom of my heart.

Wiik: Although the matches were played mostly for fun, the tournament kept a week of serious anti-drug activity by the first family. More than two thousand members of the Just Say No Clubs from across the country met at the White House Thursday and President Reagan gave the clubs a plug in his weekly radio address.

President Reagan: As you might expect, these clubs require school officials, teachers and especially parents to give a great deal of time. Nancy told me everyone she spoke to at the White House rally was absolutely convinced that it is truly vital.

Wiik: After the finals, the first lady presented checks for fifty thousand dollars to two anti-drug groups. And just for the record, the winning tennis team was Secretary of State George Shultz and Pam Shriver over Stan Smith and actress Dina Merrill in a tiebreaker. Carole Wiik, CNN, the White House.

336 Words
28 Clips

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TV
CLIPS

DATE May 22, 1986
TIME 3:00-4:30 PM MT
NETWORK Cable News Network
PROGRAM Newswatch

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE N/A

Lou Waters, anchor:

Thousands of schoolchildren joined first lady Nancy Reagan for an anti-drug rally today on the south lawn of the White House. Mrs. Reagan coached the youngsters on how to lead a drug-free life.

Reagan: What should you do if (unintelligible due to technical difficulties).

Children: Just say no!

Waters: Just say no. The first lady praised the balloon-toting school-children for standing up against drug abuse. She told them, 'Drugs can change your life and take away all the fun you could have. You can be proud you are living a happy, healthy life.' Today's gathering is part of the second annual Walk Against Drugs sponsored by the Just Say No Foundation. (Footage from the celebration is shown.)

121 Words
10 Clips

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TV CLIPS

DATE May 22, 1986
TIME 12:00-1:00 PM MT
NETWORK Cable News Network
PROGRAM Newsday

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE N/A

Mark Walton, anchor:

The nation's first lady addressed over two thousand students on the south lawn of the White House this afternoon. The schoolchildren were members of Just Say No clubs all over the Washington area. Nancy Reagan, of course, has made the battle against drug abuse one of her top priorities since she's been in the White House. She is honorary chairperson of the 1986 Walk Against Drugs.

70 Words
6 Clips

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RADIO CLIPS

DATE May 22, 1986 ACCOUNT NUMBER 18/3566 A
TIME 11:00-11:05 PM MT
NETWORK ABC Information
PROGRAM News

Ralph Howard reporting:

It was a big turnout all across the country, just what the sponsors wanted. In Pasadena, a march against drug abuse and there for ABC News was Jane Flatch.

Flatch:

Thousands of kids are gathered here in the Rose Bowl. They've been brought in by a caravan of yellow school buses, the kids in all sizes and shapes. They have just released brightly-colored balloons into the sky, the balloons reading Just Say No, some of the kids wearing green Just Say No T-shirts and some are holding signs, listening to bands playing. They've got a whole line up of speakers here from law enforcement to--the event is emceed by actor Casey Ellison, the twenty-year-old co-star of "Punky Brewster." It's a noisy gathering, as you might expect with thousands of kids in one place. A very festive mood, but all for a very serious cause. Jane Flatch, ABC News, Pasadena, California.

Howard: And Mrs. Reagan was host at an anti-drug rally at the White House as well.

171 Words
14 Clips

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RADIO CLIPS

DATE May 22, 1986
TIME 6:00-6:05 PM MT
NETWORK ABC Information
PROGRAM News

ACCOUNT NUMBER 18/3566 A

John Grimes reporting:

From the Rose Garden to the Rose Bowl, kids took the pledge during the day, saying no to drugs. At the White House, first lady Mrs. Nancy Reagan lead the cheering section against drugs.

Reagan: What should you do when someone offers you drugs?

Kids: Just say no!

Reagan: What will you do when someone offers you drugs?

Kids: Just say no!

Reagan: I can't hear you, louder!

Kids: Just say no!

Grimes: At the Rose Bowl in Pasadena, California, thousands of kids took the Just Say No pledge. One ten year old named Sam was asked what he'd do if he ran into a real pushy pusher.

Sam: I would ignore him and if he kept on staying I would just say, 'No,' real loud and then just run away.

Grimes: That's the way, Sam.

140 Words
12 Clips

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TV CLIPS

DATE May 23, 19886
TIME 7:00-9:00 AM
NETWORK ABC
PROGRAM Good Morning America

ACCOUNT NUMBER 18/3566A
NIELSEN AUDIENCE 5,351,880

Steve Bell, anchor:

First lady Nancy Reagan's anti-drug campaign has gotten an enthusiastic boost. Some two thousand children joined Mrs. Reagan at the White House yesterday to pledge their opposition to drug use.

Nancy Reagan: What should you do when someone offers you drugs?

Children: Just say no!!

Reagan: What will you do when someone offers you drugs?

Children: Just say no!!

Reagan: I can't hear you, louder!

Children: Just say no!!

Bell: Just say no. Mrs. Reagan is also hosting a celebrity tennis tournament this weekend to raise funds for drug abuse programs.

94 Words
8 Clips

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RADIO CLIPS

DATE May 20, 1986
TIME 9:00-9:05 PM MT
NETWORK United Press International
PROGRAM News

ACCOUNT NUMBER 18/3566 A

Sharon Gawkin reporting:

President Reagan teamed up with first lady Nancy Reagan today in a White House ceremony urging young people to 'just say no' to drugs. Eight Washington-area schoolchildren were on hand.

Ronald Reagan: What we've got to do now is make certain that we continue to give your young people, like the ones here with us today, the support and backing they need to just say no to drugs.

Gawkin: The Just Say No Program asks schoolchildren to take a pledge against drug use.

89 Words
7 Clips

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TV CLIPS

DATE May 25, 1986
TIME 6:00-6:30 AM MT
NETWORK Cable News Network
PROGRAM Daybreak Sunday

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE N/A

Steve Schatz, anchor:

Well, the war on drug abuse got some high-powered recruits at the White House yesterday as CNN's Carol Wiik reports now.

* * *

(Wiik reports on Nancy Reagan's celebrity tennis tournament against drug abuse.)

* * *

Wiik:

More than two thousand members of the Just Say No Clubs from across the country met at the White House Thursday. President Reagan gave the club a plug in his weekly radio address.

Reagan: As you might expect, these clubs require school officials, teachers, and especially parents to give a great deal of time. Nancy told me everyone she spoke to at the White House rally was absolutely convinced that it's truly vital.

Wiik: After the finals, the first lady presented checks for fifty thousand dollars to two anti-drug groups. Carol Wiik, CNN, the White House.

139 Words
12 Clips

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RADIO CLIPS

DATE May 20, 1986
TIME 5:00-5:05 PM MT
NETWORK NBC
PROGRAM News

ACCOUNT NUMBER 18/3566 A

Mike Maus reporting:

President Reagan signed a proclamation today making this Just Say No Week. He said getting rid of drugs has been one of his goals from the start.

Reagan: The first thing we did was take down the surrender flag and raise the battle flag. Together we beefed up our enforcement arm, today, more arrests are being made and more narcotics are being seized than ever before.

Maus: The special week is to honor first lady Nancy Reagan's program to get young people to Just Say No to drugs.

92 Words
8 Clips

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RADIO CLIPS

DATE May 20, 1986
TIME 11:00-11:05 PM MT
NETWORK NBC
PROGRAM News

ACCOUNT NUMBER 18/3566 A

Ann Taylor reporting:

With the drug scene having a major role in today's society, a campaign to get teenagers to say no. As NBC correspondent Steve Porter says, it's reached all the way to President Reagan.

Porter:

Just before the president signed the Just Say No Week proclamation, he told a small group gathered in the White House Roosevelt room that while more narcotics arrests are being made now than ever before, the key remains taking the customers away from the pushers.

Reagan: By educating our children about the dangers of drugs, we're going to dry up the drug market and kick the dope peddlers right out of this country.

Porter; And, he said he and Mrs. Reagan feel more confident than ever that the battle against drugs will be won. Steve Porter, NBC News, the White House.

139 Words
12 Clips

GADSDEN, AL
TIMES
D 22,010 SUN

MAY 18 1986
BURRELLE'S

Reverse peer pressure idea behind new club

Just Say No Club organized at elementary school in Boaz

By KATIE SMITH
Times Staff Writer

BOAZ - Reverse peer pressure is the idea behind the recently formed Just Say No Club at Corley Elementary School here.

Pat McCamy of the Boaz Police Department, who helped organize the club, explained club members are drug and alcohol free and are hoping to convince others to take their abstaining attitude.

In other words, members do not use either drugs or alchohol and they are hoping to influence their schoolmates against the use of these substances.

Misty Ridgeway, the student who organized the club, said she was motivated by her friends. She said she has seen the problems drugs and alcohol have caused in her friends and others close to her.

"I hope it stops the drugs (and alcohol) in the high school," she said of her goal for the club. She added the response to the club has been good at her school. "The whole sixth grade is in it," she noted.

The club is open to sixth graders at the school and Ms. McCamy said she hopes to carry the work begun here on to the high school next year when this year's members transfer to the seventh grade at Boaz High School next fall.

"You all are going to be the ones to have an impact at the high school," she recently told a gathering of Just Say No officers at Corley.

She said there are currently drug and alcohol problems in the high school. A recent survey showed some 70 percent of the students surveyed use or have used drugs or alcohol.

Ms. McCamy explained, by starting in the sixth grade, by the time these students are seniors that percentage could be greatly reduced.

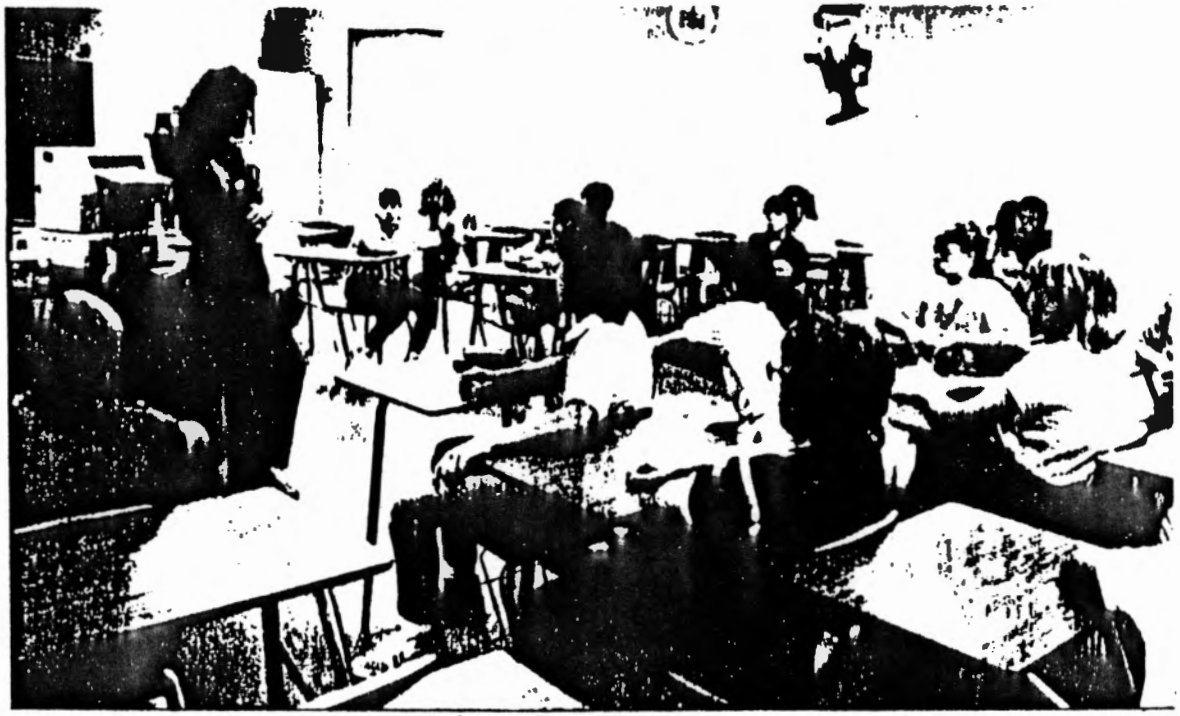
"It is kind of switching around the peer pressure," she noted.

As these sixth graders move to the high school next fall, Ms. McCamy explained, this year's fifth graders will take over the club at Corley.

According to Ms. McCamy, the members of the Just Say No Club will learn how to help their peers who have drug and alcohol problems. She said the members will have training in this area and will serve as a support group for other students.

"It is kind of like an Alcoholics Anonymous," she explained.

May 22 is National Just Say No Day and Ms. McCamy said the club will hold some sort of activity that day to celebrate the event.



Just Say No Club

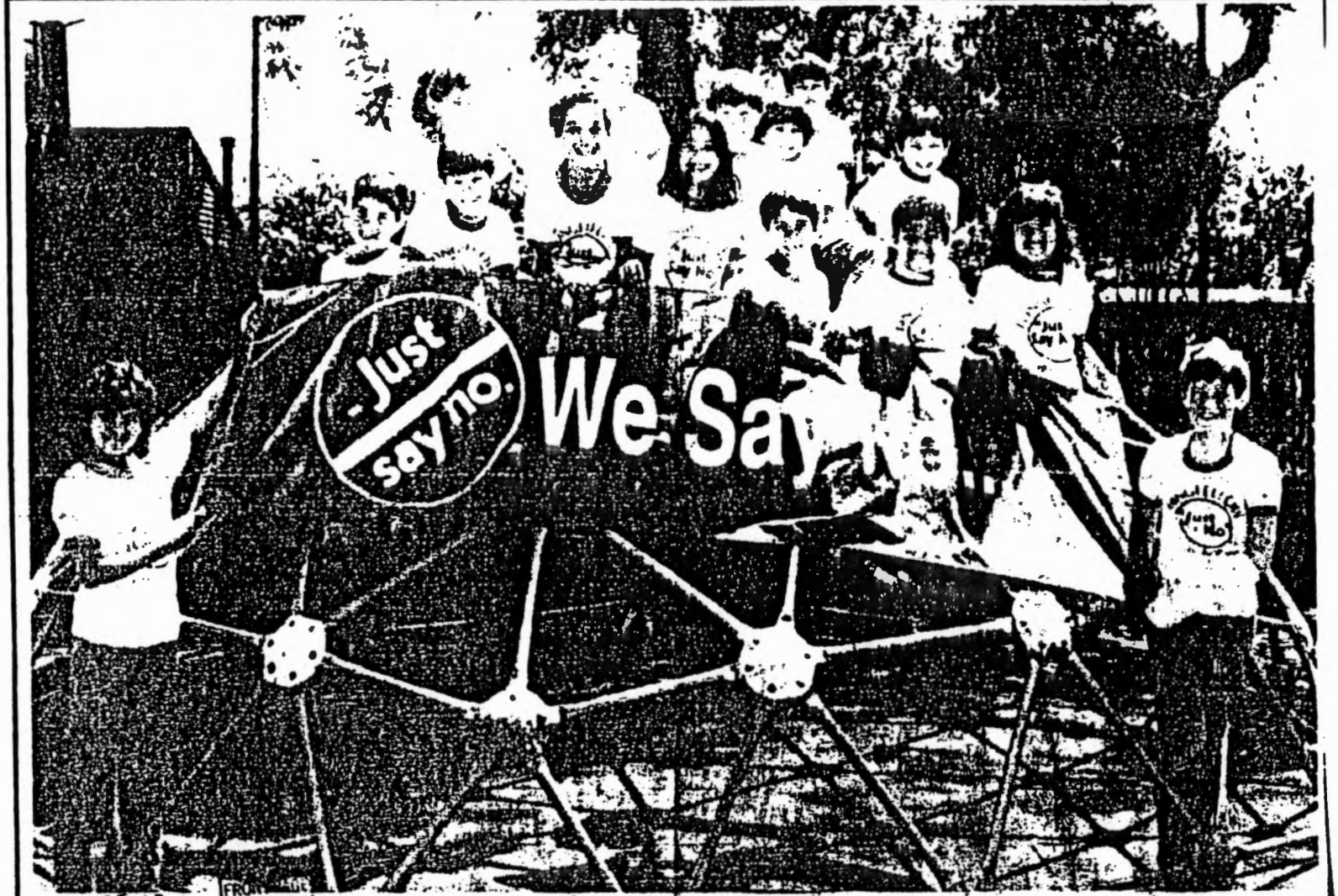
Times photo by Katie Smith

Pat McCamy of the Boaz Police Department talks with members of the Just Say No Club at Corley Elementary School.

TIMES STAR
D. 8,825

MAY 20 1986
BURRELLE'S

Alameda joins in war against drugs



Students at Longfellow Elementary School prepare to join a Just Say No march through town on May 22 to declare war against drugs. Participatingin the nationwide event, estimated to include 5 million children, they will join Washington Elementary School students in lower Washington Park about noon. There civic and school leaders will address the crowd and launch a set of helium-filled balloons. Alameda Unified School District organized the event jointly with the Alameda Elks Lodge No. 1015. On May 21, about 400 Otis Elementary School students will hold their own Just Say No rally on their school playground. (Times-Star/Margot)

SANTA ANA, CA
ORANGE CO. REGISTER
D. 284,951 SAT. 278,942

MAY 21 1986
BURRELLE'S



3566A

Associated Press

No to drugs

President Reagan greets Shawn Yarborough of Hillcrest Elementary School in Maryland at a meeting with members of the Just Say No organization at the White House on Tuesday. The organization urges youths to lead drug-free lives. In the background is Education Secretary William Bennett, applauding. Bennett proposed Tuesday before a House committee that Congress give him authority to withhold aid from any school or university that lacks "a serious commitment" to ridding itself of drugs.

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Page A-2

STAR-NEWS

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PASADENA, CALIFORNIA, FRIDAY, MAY 23, 1986

Schoolchildren pledge to 'Just Say No'



Walt Mancini / Star-News

Brian Dowdy, right, and Matt Lievre say 'no' with sign Thursday at Rose Bowl

Thousands rally against drugs

By STEVEN MARK
Staff Writer

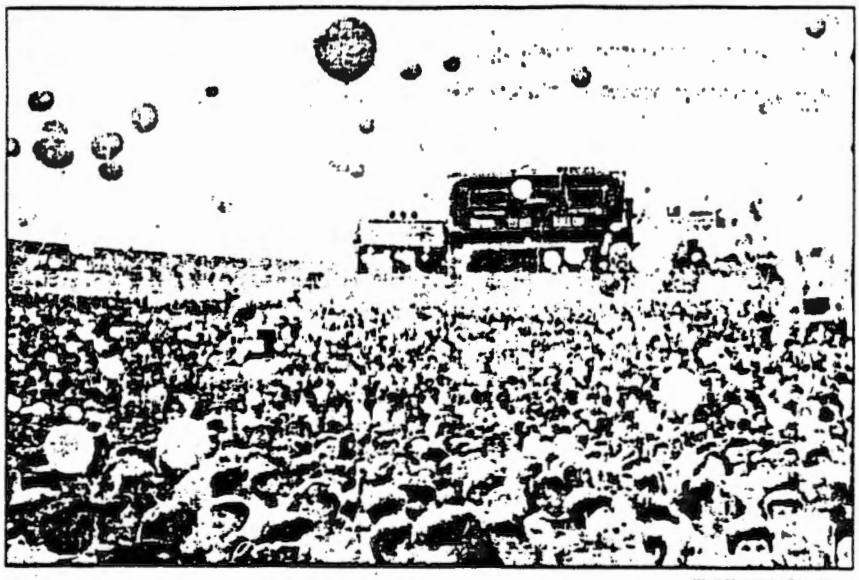
With spirits soaring as high as the helium balloons they released into the air, more than 8,000 elementary schoolchildren pledged to "Just Say No" to drugs and alcohol Thursday at the Rose Bowl.

"Casey Allison of the 'Punky Brewster' television show read the pledge in unison with the kids," said police Cmdr. Bruce Philpott of the Pasadena city manager's office. "After the pledge they released all of their balloons."

"I want you to help me in my job and help yourselves," state attorney general and Pasadena resident John Van de Kamp said. "And you can do that by saying no to drugs."

The event was one of several nationwide to

Please see DRUGS, Page A-8



Walt Mancini / Star-News

About 8,000 students launch balloons during anti-drug program at the Rose Bowl

Drugs: Schoolchildren rally at Bowl

Continued from Page A-1

bring schoolchildren together to reject drugs and alcohol. Millions of children participated in similar rallies across the country, and joined "Just Say No" clubs that schools have established to discourage drug use.

The Rose Bowl event brought children in grades three through six from schools in Pasadena, South Pasadena, Alhambra, Arcadia, Sierra Madre, La Canada Flintridge, San Marino and Glendale. They were supposed to be linked to the White House, where first lady Nancy Reagan met with students, but the link-up never materialized.

No matter. The children celebrated anyway, their enthusiasm coming through as expressions of school pride. Students wore T-shirts and carried banners proclaiming the names of their school and its contribution to drug prevention.

Their cheers were bolstered by drumbeats from the Blair High School Drum Corp and loud balloon squeaking, a use perhaps not envisioned by the Pasadena Optimist Club, which donated the balloons.

Los Angeles Rams placekicker Mike Lansford, former Dodger pitcher Dock Ellis, and Olympic sprint Gold Medalist Alice Brown and others warned the the children about drugs.

Many of the schools have been holding classes about drug awareness this week in preparation for the event.

"We took a survey in our class, and the students know a lot more about drugs than I thought," said Chuck O'Brien, a fifth-grade teacher at Longfellow Elementary School in Pasadena. "So it's important to get the message out to them early."

The programs featured star athletes and celebrities as drug-free role models for the children, as well as local leaders and police. But more important was that students saw their classmates rejecting drugs.

"This will help a lot with the peer pressure," said Kathryn Peoples, a fifth-grader at Jackson Elementary School in Pasadena.

SAN PEDRO, CA
NEWS-PILOT
D. 14,632

MAY 12 1986

BURRELLE'S



Photo by Bill Gribble

35,160A

Just say no

Los Angeles Rams running back Eric Dickerson is surrounded by youthful autograph seekers at Saturday's "Just Say No" anti-drug program at Harbor Regional Park in Harbor City. Dickerson is chairman of the program sponsored by the Los Angeles Department of Recreation and Parks. The Dickerson Rangers Fun Faire included fishing, exhibits, canoe rides, games, a poster contest, speeches by city officials, including harbor district City Coucilwoman Joan Milke Flores, lunch, music, a rap session with Dickerson and a football clinic.

CORONA, CA
INDEPENDENT
D. 7,269

MAY 23 1986
BURRELLE'S

Anti-drug crusade launched

PASADENA—About 6,000 elementary school children pledged to "Just Say No to Drugs" during a Rose Bowl anti-drug rally featuring politicians, show business and sports figures.

"Casey Allison of the 'Punky Brewster' television show read the pledge Thursday in unison with the 6,000 kids," said Bruce Philpott of the Pasadena city manager's office. "After the pledge they released all of their balloons."

The helium-filled balloons carried the "Just Say No to Drugs" message out of the stadium. Inside, Attorney General John Van de Kamp, Los Angeles Rams placekicker Mike Lansford, former Dodger pitcher Dock Ellis, and Olympic sprint gold medalist Alice Brown and others warned them about drugs.

"The undertone of the event was from the old adage: 'You never have a second chance to make a first impression," Philpott said. "By junior high they are introduced to drugs by their peers. We wanted to develop an introduction that is anti-drug."

OAKLAND TRIBUNE
OAKLAND, CA
D. 148,088 SUN. 153,220
SAT. 137,740

MAY 23 1986
BURRELLE'S

3566A



By Ron Riesterer/The Tribune

Anti-drug crusaders

In a massive message to their communities, thousands of Oakland children from 'Just Say No' clubs marched along Oakland's Lake Merritt yesterday as students from Alameda's Longfellow, Washington, and Woodstock schools held a rally and released helium balloons with the anti-drug message. It was all part of the National Youth Against Drugs March.

REDDING, CA
RECORD SEARCHLIGHT
D. 34,810

MAY 24 1986
BURRELLE'S

Shasta Sam's news notebook



To Mary Steinberg:

3264

My hat's off to you, to the folks in Bella Vista and to all those youngsters who made Thursday's "Just Say No" march such a success. After all the whoop-de-doo all these years about what to do about drugs, it's a breath of fresh air to see someone advancing the notion that a pretty effective tactic may be convincing kids to tell other kids that they can "Just Say No," and on top of that, that just doing so is just fine. Congratulations. Here's one program I hope to see grow and grow and grow.

To Hardy Vestal and Renee Cunningham:

SANTA CRUZ, CA
SENTINEL
D. 27,983 SUN. 30,920

MAY 23 1986
BURRELLE'S

First Lady hosts anti-drug rally

3264

WASHINGTON (AP) — Nearly 2,300 children from 96 District of Columbia schools yelled, "Just Say No!" as Nancy Reagan cheered them on during a White House rally against drug abuse.

"What should you do when someone offers you drugs?" the first lady asked the group Thursday.

"Just Say No!" came the reply, in the form of a deafening roar.

After repeating the exercise several times, the children released hundreds of green balloons, which drifted away from the White House.

During the event, the normally staid Marine Band pumped out rock music as a young, local rock singer belted out a song and the first lady clapped in time to the tune.

The children were participating in the Just Say No Foundation's annual walk against drugs and had marched several blocks to the White House through the city center.

BURRELLE'S

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TV
CLIPS

DATE May 22, 1986
TIME 10:00-11:00 PM
STATION KTVU-TV(Ind.) Channel Two
LOCATION San Francisco
PROGRAM The Ten O'Clock News

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE :247,000

Dennis Simpson, anchor:

A year ago, Oakland school children were the first to join an anti-drug campaign called 'Just Say No.' Today the children joined in a nationwide series of marches to proclaim the major power of that very small word. Vern Hawkins has a report.

Hawkins:

A message echoed across Lake Barrett and across many cities today, a simple one, to say 'no' to drugs. Several hundred grade schoolers walked about a mile from the lake to Laney College.

Woman: We began here in Oakland, and we've spread out all over the country. We have Just Say No clubs in every major city in the United States.

Hawkins: Nancy Reagan was the symbolic leader of today's nationwide walks.

Reagan: I've talked to a lot of young people all around the world who've used drugs, and they're very unhappy. They said they wish they had never started taking drugs. They told me how hard it was to get off of them.

Hawkins: Officials say youngsters are introduced to drugs early. Dealers are often teenagers, and Oakland's heroin addict population alone is estimated at some twenty thousand. U.S. attorney Joseph Russoniello, who has prosecuted major drug cases, also marched.

Russoniello: It's not just the experience that they have personally have, but it's what they see in their neighborhoods, what they see among their peer group, what they see in their families. They're saying 'no' to drugs, to alcohol, to smoking cigarettes.

Hawkins: Just Say No Clubs are found in elementary schools with activities from bowling, to biking activities, to counter exposure to drugs.

Angel Wiltz (Fourth grader): They're in the neighborhood, at the corner store.

Hawkins: Youngsters are shown in school why drugs are a bad idea.

Wiltz: Because they mess up your mind, your brain, and your lungs.

Hawkins: Well, how do you go about just saying 'no' to drugs and to somebody who might want to introduce them to you?

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TV
CLIPS

Wiltz: Just say 'no.'

Hawkins: Program directors say it's just the beginning of many more clubs who want to reach youngsters as early as possible. In Oakland, Vern Hawkins, KTVU Channel Two News.

354 Words
30 Clips

BURRELLE'S

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TV
CLIPS

DATE May 22, 1986 ACCOUNT NUMBER 18/3566 A
TIME 10:00-11:00 PM NIELSEN AUDIENCE 190,000
STATION KCOP-TV(Ind.) Channel Thirteen
LOCATION Los Angeles
PROGRAM News Thirteen

Wendy Rutledge, anchor:

Tim, the problem of drug abuse was the focus of demonstrations from coast to coast today. In Washington, thousands of schoolchildren met with first lady Nancy Reagan at the White House. It was the second annual march; Just Say No, that's the theme--to reinforce the theme that youngsters can resist peer pressure and say no to drugs. There were five hundred similar gatherings in other communities. News Thirteen's Wanda Starke reports on one here in the southland.

Starke:

They marched into the Rose Bowl to a catchy beat and along the way, some of the students chanted an anti-drug song their teachers hope will stick for the rest of their lives. The idea behind the march is to get children to say no to peer pressure to try illegal drugs. That message preached by Casey Ellison of TV's "Punky Brewster," former baseball Pirate Doc Ellis and LA Ram, Mike Lansbert.

Sergeant Aaron William ("Deputy Freddie," ventriloquist): Suppose someone offered you drugs and you're a dummy.

Dummy: I'm a dummy, I'm no fool. Say nope to dope and ugh to drugs. Let me hear you.

Crowd (In unison): Nope to dope and ugh to drugs.

Young boy: I learned it's best to say no and just turn around and say, forget you. I don't want to ruin my life.

Girl #1: I learned more things about drugs.

Starke: What did you learn?

Girl #1: That they're bad for you and your health.

Starke: What if somebody were to offer you drugs when you leave here? What would you say to them?

Girl #2: No.

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TV
CLIPS

Starke: State and local officials have long contended if we are to make a dent in the drug problem, we must first reach our children. If today's response is any indication, we may be well on our way. In Pasadena, Wanda Starke, News Thirteen.

313 Words
26 Clips

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV
CLIPS

DATE May 22, 1986
TIME 5:00-6:00 PM
STATION KGO-TV(ABC) Channel Seven
LOCATION San Francisco
PROGRAM Channel Seven News at Five

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE 282,000

Anna Chavez, anchor:

Today was Just Say No Day, a day when kids across the country just say no to drugs and alcohol. In Oakland, several hundred children marched from Lake Merritt to Laney College. Local politicians, celebrities, and educators joined in to show their support for this club that says no to tobacco, drugs, and alcohol. Organizers say their objective is to help kids grow up in a drugfree environment regardless of what adults are doing. Obviously some of them have learned the slogans well.

Boy: We're here to say 'no' to drugs. Drugs can kill you. They're harmful, and you should not take them. Thank you.

Chavez: Thank you. Kids who sign up for the club in Oakland promise they won't swear or fight or gamble or drink or use drugs, and in exchange, they get to use a special recreation center there, and they get a network of support to help them just say no.

Nancy Reagan: What will you do when someone offers you drugs?

Club: Just say no.

Chavez: The nationwide campaign was also celebrated in the nation's capital. First Lady Nancy Reagan appeared at rally with thousands of young people, and there were similar rallies in Los Angeles and in other major cities.

211 Words
18 Clips

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THE BRIDGEPORT TELEGRAM
BRIDGEPORT, CONN.
D 18 340

MAY 19 1986

BURRELLE'S

Drug-free effort to kick off

BRIDGEPORT — "Just Say No" is the motto of the week, both in the city and nationwide, as community groups spread the message that "drugs are neither normal nor acceptable."

Sponsored in Bridgeport by the city and the 4-H Club, "Just Say No" Week kicked off Sunday with a drug-free celebration at the YMCA and is to continue with special events throughout the week, according to Regional Coordinator Mary Bruce, of the 4-H Club.

Aimed at children between the ages of 7 and 16, the "Just Say No" effort has support in Congress and throughout the country. "Just Say No" clubs are made up of young people who are committed to not using drugs and who encourage their friends to do the same.

"We want to give them some type of tools they can work with so that when they're pressured by their so-called friends they can say no," said Bruce, who is an alderman in the city's 131st District.

The climax of "Just Say No" Week will be a walk from various locations all over the city to Baldwin Plaza Thursday. A "Just Say No" rally will follow at the plaza at 5 p.m.

Local "Just Say No" club members will present Mayor Thomas W. Bucci with at "Just Say No" T-shirt tonight at 8 p.m. at the Common Council meeting.

More activities continue today at the Cardinal Shehan Center with a Stop the Madness basketball game; Tuesday, the Ralphola Taylor Community Center, I Can Make a Difference volleyball game; Wednesday, Beardsley Terrace, Building 1, Social Service Office, Just Say No social; Friday, Gary Crooks Center. Just Say No social; Saturday, from 10 a.m. to 1 p.m. Just Say No Softball at Seaside Park.; 5 to 8 p.m. Drug Free Party at Orcutt Boys and Girls Club. All other activities are from 4 to 6 p.m.

DELAWARE STATE NEWS
DOVER, DE
D. 23 834 SUN. 31,700

MAY 23 1986

BURRELLE'S



State News-Bonnie Weller

Fourth graders at Hartly Elementary exhuberantly show their disdain for drug abuse.

Just Say No

Elementary school students stage pep rally to promote anti-drug abuse campaign

By **Monica Rhor**
Staff writer

"Just Say No" – it's an unusual cheer, but an effective one.

At least school administrators hope it will help stop drug and alcohol abuse.

The message, broadcast nationwide on radio Thursday by Nancy Reagan, was also incorporated into school lesson plans. In addition, rallies and assemblies were staged supporting the concept.

The activities were all part of "Just Say No" Day, an idea generated by Mrs. Reagan's anti-drug campaign.

The Resource Center YMCA, which coordinated the campaign activities in Delaware, helped write a drug awareness pamphlet for parents.

Dover High School students set up programs at elementary and middle schools in the Capital School District. Each school was visited by an athlete and a cheerleader, who designed a special anti-drug presentation.

At Hartly Elementary School, Kelli Cunningham, 18, and Robert Curry, 17, staged an unusual pep rally for fourth-graders. Three fourth grade classes tried to "outyell' each other, shouting out the theme of the day – "Just Say No."

Cunningham and Curry also fielded questions from the fourth-graders, stressing that "you don't have to take drugs to be cool."

Although Curry said the students were more excited about getting out of class, he thought the message did get through.

"I hate to see kids get involved. If you want to stop it (drug use) you have to start very young," Curry said.

"I think it's needed," added Cunningham. "I don't think there's a drug problem that's out of hand, but there is abuse."

The Dover High program was developed by Robert Neylan, a school counselor and administrator of the Capital substance abuse program.

Neylan said he picked athletes and cheerleaders for the project because younger children see them as role models.

"We took the respected leaders in classes," said Neylan, adding that cheerleaders are also "creative in setting up rallies. They have the ability to communicate."

Neylan said the campaign is designed to teach younger children how to refuse drug offers. "We need something geared to lower levels. And they'll believe these kids (the high school students) more than they'll believe me."

Neylan stressed the importance of having anti-drug programs within school systems. "We've got to have something. There's an alcohol and drug problem in every community in the state. No matter what size or where."

"I don't find there is a big drug problem, but if you want drugs, they are there," said cheerleader Sarah B. Garrett, 16.

Garrett, who visited East Elementary School, said the younger students seemed very receptive. "They really listened. They yelled; told stories."

Garrett and wrestler Mark Smith put on skits illustrating "real-life situations." She said they also told stories about drug abuse in professional sports.

Many of the high school participants were surprised at the knowledge of younger students. "They knew everything. I was shocked," said Todd D. Hastings, 17.

"I though they were too young, but they knew all the terms and words. Some I didn't even know," said Hastings.

"By starting programs at an early age, we can stop drugs before it gets serious," Garrett said.

WASHINGTON, DC
THE WASHINGTON TIMES
DAILY 130,000

MAY 27 1986

Tennis at the top

'Say no' stars play White House games

Tennis, anyone? 35664
Or, more appropriately — Tennis, everyone who is anyone?

A tennis tournament featuring Hollywood, political and sports stars was held on the White House tennis court tomorrow afternoon, following a dinner Friday and a brunch that morning.

Tom Selleck, chairman of the second annual Nancy Reagan Tennis Benefit that raised $160,000 for drug abuse programs, and at the Park Terrace Hotel dinner that he likes being part of the project "because a certain segment [of Hollywood] seems to glamorize" the use of drugs.

"I've been speaking out more about it since I started 'Magnum,'" he continued, with girlfriend Jillie Mack at his side. "I like to say to kids, 'Son, I'm not out of [the drug scene], but I can say no.'"

A few feet away, TV's "Hill Street Blues" star Veronica Hamel introduced herself to former CIA Director Richard Helms with "I hear you're very good." He is. When he didn't know who she was, partner Chuck Norris, had only just learned how to play tennis three weeks ago. They shared a big laugh about it at the dinner reception on the hotel's garden terrace, and went on the next day to beat Miss Hamel and Treasury Secretary James A. Baker III.

Mr. Norris and wife Dianne also shared some laughs with Republican National Committee Chairman Frank Fahrenkopf and James Kennedy, who looked like GOP campaign card sons but pleaded for mature political disinvolvement.

While Mr. T shared the limelight with Dick Morrill, Sugar Ray Leonard hoisted it up with hugs before the TV cameras brought by WDVM sportscaster and tournament master of ceremonies Glenn Brenner.

At Saturday's brunch at the J.W. Marriott Hotel, Sally Struthers, Mr. T, Peter Young and others recuperated from a night of dancing at the new Georgetown Nash dance. Not so Mr. Brenner. Fewer five hours of rest crept into the court as emcee. Mr. Brenner awoke with a start at 5:30 a.m. and couldn't go back to sleep. "It's terrifying to think about," he explained. "There's no script — it's just whatever comes to mind."

A few of the stars had scripted parts, but when Mr. Selleck tried to get Miss Struthers to autographs on her knee at brunch, she just laughed. Later, when she posed for a photograph with New Jersey Governor-running mate Maryellen Weidner, Mr. Leonard, Mr. T, and Jeff Malone of the Washington Redskins, Miss Struthers quipped, "We look like an Oreo cookie."

The following Monday, autograph hounds had a field day as the celebrities walked en masse from the hotel to the White House. The White House officer checking identifications took one look at Stephanie Powers and waved, "Next in line! Four to five o'clock every weekday."

"Oh, good!" mused Miss Powers. "I didn't have to bring my identification."

Once inside, Mr. Brenner explained the rules: "Because of the Gramm-Rudman cutbacks, there will be no second serves this year."

Rules were not the reason, however, for cutting shots delivered by Mr. Walker a Hanoman Trophy winner. "If you think it was, Hercules, it was an," conceded Mr. Brenner. Later he suggested that Mr. Walker "tuck [the ball] under your arm and run it across the net."

Mr. Fahrenkopf was in rare form, sparking one ball directly over the head of Philadelphia 76ers forward Julius "Dr. J" Erving and almost beaning his daughter-in-law, Amy Fahrenkopf, with another. Nevertheless, Mr. Erving paid homage to halftime a long-standing promise to his mother the next day when he received his college degree 18 years after first enrolling at the University of Massachusetts.

Mr. T as judge: "This is my first time at a real live tennis match. I'm new at this, but I'm going to call 'em as I see 'em. So don't argue with my calls."

Mr. Brenner: "All right."

Mr. T, chastening the "ball kids" for being slow, declared, "I run a tight ship here." Grumbled Miss Hamel, "I wish he'd run a quieter one."

"Check your books three times, Dorothy," said Miss Struthers as Secretary Hauell walked onto the court. Miss Hamel had allowed earlier that she was "the master rebel." As advertised, she delivered more fouls and giggles than service aces. When Miss Hamel repeatedly failed to get a couple serves over the net, tennis pro Pam Shriver raced onto the court, doctored her self the "designated server" and smashed one over.

Nancy and Ronald Reagan joined the tournament for the final match to thank both the participants and the sponsors. Mrs. Reagan presented a $30,000 check to both the Just Say No Clubs of America and the newly formed Washington Fund for the Prevention of Substance Abuse.

"And so, my heartfelt thanks to all of you, and I hope you'll be back next year when we'll have another one," she said, smoothly overlooking Mr. Selleck, who grimaced back.

Later, Mr. T held court in the Red Room while others mingled in the Blue and Gold rooms or on the Truman balcony. There, the Reagans really held court at a white wrought-iron table sandwiched between Miss Merrill, Mr. Selleck and Miss Powers.

Mr. Selleck noted that this was not the first "real one-on-one" he has had with the president. Once, on a plane trip, they talked for 45 minutes. "We even had a beer," he said. "He's really a charming guy."

Comments Jeanie Stoll and her parents, Priscilla and Peterpaul Shumacos of Orange County, Calif., wouldn't disagree with Mr. Selleck.

Died from birth, Mrs. Stoll, a mother of three, discovered three years ago that her sight is worsening. She said her parents flew in "at the drop of a hat" when they learned she would be in Washington and the White House. "This is the best birthday present I've ever had," beamed Mrs. Stoll.

— Cheryl Wetzstein

THE WEEK IN SOCIETY

RSVP

EDITED BY LISA McCORMACK • PHOTOS BY SHAYNA BRENNAN


Tom Selleck, Sally Struthers


George P. Shultz


Chuck Norris, Richard Helms


Mary Lou Retton, Julius Erving


Tom Selleck, Jillie Mack, Mr. T


Sugar Ray Leonard, Glenn Brenner


Sugar Ray Leonard, Chuck Norris


Chuck Norris, Frank Fahrenkopf, Steve Norris, James Kennedy


Herschel Walker, Sugar Ray Leonard, Sally Struthers, Mr. T, Jeff Malone


Stephanie Zimbalist, Veronica Hamel, Bonnie Kapell, Stephanie Powers, Chuck Norris


Mr. T, Dino Merrill


Ashok Amritraj, Veronica Hamel


Peter Young, Sally Struthers, John F. Lehman Jr., Mr. T

WASHINGTON, DC
THE WASHINGTON TIMES
DAILY 126,000

MAY 26 1986

BURRELLE'S

A power play for charity

By Cheryl Wetzstein
THE WASHINGTON TIMES

The second annual Nancy Reagan Tennis Benefit was a smashing success, drawing dozens of celebrities from Hollywood, Washington and the sports world, and raising at least $100,000 for drug abuse programs.

Celebrity players such as Chuck Norris, Veronica Hamel of "Hill Street Blues" and Stephanie Zimbalist of "Remington Steele" tested their mettle Saturday against such tennis professionals as Pam Shriver, Paul Annacone, Stan Smith and the Amritraj brothers, Vijay and Ashok.

Washingtonians in play included Secretaries George P. Shultz of State, John F. Lehman Jr. of the Navy,

see TENNIS, *page 2B*



The Reagans at Saturday's White House charity tennis tournament.

TENNIS

From page 1B

John S. Herrington of Energy and James A. Baker III of Treasury. Rooting them on but not playing were Mr. T, Mary Lou Retton, Sally Struthers, Stephanie Powers and tournament chairman Tom Selleck.

Additional sports stars playing included New Jersey Generals running back and Heisman Trophy winner Herschel Walker, Julius "Dr. J." Erving and Sugar Ray Leonard.

The six matches proved enjoyable, if not hysterically funny. Mr. Shultz, who takes his tennis very seriously, made sure to get Miss Shriver on his side this year as last year.

He paid the price, however. In one heated volley, when she wanted him back further, Miss Shriver barked "Go!" at him. A few seconds later, she was laughing sheepishly to herself as master of ceremonies Glenn Brenner, a CBS sportscaster, noted that this is "one of the few places on Earth where you can yell at the secretary of state."

Mr. Shultz and Miss Shriver defeated actress Dina Merrill and Mr. Smith 6-5 in the play on the White House tennis courts.

The Reagans arrived for the sixth match, sitting in the bleachers with the more than 100 other corporate guests. Sponsors, including General Motors Corp., Reebok International, Ltd., United Technologies Corp. and Stephens Inc., paid $60,000 for 12 of the hard bleacher seats.

"I'm sure you all know how much this means to me, and to the thousands and thousands of parents and children all over," Mrs. Reagan said after the matches. She presented checks of $50,000 each to the Just Say No Clubs of America, which had held a march two days earlier, and the newly formed Washington Fund for the Prevention of Substance Abuse. The checks represent grants from the Community Foundation of Greater Washington Inc., which handles the Nancy Reagan Drug Abuse Fund.

Then with a hearty, "Come to my house," she extended an invitation to all to attend a two-hour reception in the White House.



Nancy Reagan greets actor Tom Selleck after Saturday's White House tennis tournament which raised at least $100,000 for drug abuse projects.

INVERNESS, FL
CITRUS CO. CHRONICLE
S/Wk. 11,700

MAY 23 1986



FUN RUN WINNER— Michelle Unger, a tenth grader and member of the Crystal River High School Track and Cross-Country Team, placed first in the fun run Saturday morning at Meadowcrest. The run was one mile long.



EXERCISE RUN— Mark Weimer, a freshman at Crystal River High School, is shown as he participated in the exercise run Saturday morning. The half-mile run consisted of different exercise points throughout the course. The event was one of many at Meadowcrest, with students from the three high schools in the county competing against each other in the "Battle of the Schools."



The answer is simple— JUST SAY NO!

35HGH

The sky Saturday was bright blue, the wind had a slight chill and enthusiasm ran high.

Amid a "jamboree in the park" setting, Citrus Countians joined students and faculty from various schools to promote Project Graduation, encourage friendly competition among the county's three high schools and show support for the nationwide anti-drug crusade "Just Say No."

Students from Crystal River, Citrus and Lecanto high schools engaged in a spirited day of "friendly competition at Meadowcrest.

Teams earned points in a variety of events with the school accumulating the most points being awarded a trophy. A second trophy went to the school with the greatest number of participants on the day's activities.

A 5K road race and one mile fun run which was open to the public and attracted runners of all ages, started the day shortly after dawn.

The "Battle of the Schools" then heated up with competition in several events.

John Langley of Citrus High won the boys' concession run in 6 to 05. Missy Dawson, also of Citrus, took the girls' event in 7 49 09 giving the Hurricanes an early Battle victory.

In senior fashion, Crystal River's Pirates swept both ends of the obstacle course event. Don Baldner was the boys' winner in 1 39 00 while Jake Howell led girls in 1 55 00.

Moving from individual to team events, Crystal River High captured the pedal boat race in 4 48 and the tug-of-war. Citrus High had the best egg-tossers and Lecanto High the top pie-throwers.

The Pirates wound up overall winners in the final tabulations with 48 points for all of the events.

The Canes placed second with 38 points and the Panthers were third overall with 37.

Crystal River also won the Participation Award. Lecanto was second and Citrus third.

Midway through the day's events, which were broadcast live by Citrus 95 radio, younger students joined in a Just Say No parade through the Meadowcrest development carrying placards and posters with the anti-drug and alcohol theme.

Volunteers were also on hand to promote the Project Graduation Program which is in its second year.

The program is designed to take seniors to Busch Gardens in Tampa for an evening of fun following graduation at the individual schools.

Several counties in the region are cooperating in the Project Graduation program which backers hope will provide an alternative to private parties where drugs and alcohol may be present and result in safe activities.

Promoters of Saturday's events were enthusiastic about the attendance which several estimates put at more than 1,000 people.

Plans are already being made for a repeat performance next year.



TOGETHER THEY SAY NO— Brothers and sisters all across the country are saying no to drugs in a nationwide anti-drug program. Citrus County schools sponsored a rally and march last Saturday at Meadowcrest in Crystal River. Pictured left to right are: 12-year-old Tonya Owen, a Crystal River Middle School cheerleader against drugs; three-year-old Jason Owen and 10-year-old Melanie Owen.

Photos by Karen Sandvick and Doug Engle

Story by Roy Mays and Terry Organ

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV CLIPS

DATE May 22, 1986
TIME 5:30-6:00 PM
STATION WFTV-TV(ABC) Channel Nine
LOCATION Orlando, Fla.
PROGRAM Eyewitness News

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE 144,000

Martie Salt, co-anchor:

Just Say No to drugs, that's what thousands of schoolchildren across the country were learning today.

Bob Opsahl, co-anchor:

It was part of a national campaign against drugs. And in Brevard County, elementary school children got involved by releasing balloons with anti-drug messages inside. Catherine Smith has more now, live from our bureau in Brevard County.

Catherine, they sure are starting these kids early.

Catherine Smith reporting:

Bob, educators say getting to the kids while they're young is the key and it seems to be working. Today in Merritt Island, the peer pressure was healthy and the message was clear.

"Just Say No to Drugs," that slogan was everywhere at Merritt Island's Tropical Elementary School. It's a tough message that's sinking in.

Catrina McGuiness (Sixth Grade): Sixth-graders are going to be going to Jefferson or Edgewood and then the ninth-graders are going to try to get them to take drugs and smoke.

Smith: Well, what are you going to say?

McGuiness: No.

Smith: To show their support for the anti-drug program, youngsters released red and white balloons. And across the country there were rallies just like this one. In Tallahassee, one thousand kids marched on the Capitol to Just Say No. And in the nation's Capitol, First Lady Nancy Reagan led the anti-drug march.

Educators say this is not just a one-day push. Throughout the year at Tropical, kids are taught the dangers of drugs.

Gene Brock (Principal): We start with kindergarten right through the sixth grade. And then it continues on with junior high and high school at the other schools. But we really think that education is the number one way to prevent drug abuse and we hope to just keep adding to the program.

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Smith: It's a program designed to create positive peer pressure. So kids will feel comfortable saying no to drugs.

Kevin Finney (First Grade): I think they're bad. And they aren't good for you.

Smith: How come?

Finney: 'Cause if you take them, you might die or something.

Children: (In unison) Just Say No. Just Say No.

Smith: This is a rally cry that parents and teachers hope will sweep the nation.

Children: Just Say No. Just Say No.

Smith: Now organizers hope to have one of these Just Say No rallies every spring, and throughout the year they plan to continue the anti-drug education program to get to the kids while they're young.

Martie.

Salt: Thank you, Catherine.

415 Words
35 Clips

The Atlanta Journal
ATLANTA GA
MAY 23 1986
BURRELLE'S



The Associated Press

Students join anti-drug campaign

WASHINGTON — First lady Nancy Reagan welcomes about 2,300 schoolchildren, all members of Just Say No clubs in Washington, Thursday on the South Lawn of the White House. The students are participating in the Just Say No Foundation's annual nationwide Walk Against Drugs this week.

STATESBORO, GA
HERALD
D. & S. 6,000

MAY 29 1986

BURRELLE'S



Epoch

Poster contest 3566A

Mattie Lively students from kindergarten through second grade participated in the Soberfest Poster Contest "Say No To Drugs." Some of the students were, at left, kindergartener Laine Williams, second grader T. Lee, (first grade teacher Jo Marks), first grader B. Kearney, second grader Jamilla Joshua kindergartener Tommy Brown, seated.

NEWNAN, GA
TIMES HERALD
TW. 12,000

MAY 29 1986

BURRELLE'S

Community Activities

JUST SAY NO CLUB

The Just Say No Club, a group of school children brought together by concerned adults in an effort to curb drug and alcohol abuse, will travel to an Atlanta Braves baseball game June 14. Fourth, fifth or sixth graders interested in the trip may buy a ticket for $5 at either Wal-Mart or Kmart service desks through Monday, June 2. The ticket price includes transportation and admission to the game. The bus will leave at 11 a. m. from the Kmart parking lot on June 14. Anyone needing more information may call: Lynn McElroy at 251-4681 or 253-3626; or Jimmy Yarbrough at 251-4853 or 253-1221; or Allen Curlee at 251-1200.

ARLINGTON HEIGHTS, IL
DAILY HERALD
Libertyville, Mundelein
Vernon Hills Edition
D. & S. 70,006 COMB. CIRC.

MAY 17 1986

BURRELLE'S

Students set to 'Just Say No' to drugs

by Gail Kahover

Herald staff writer

About 700 Libertyville students will take to the streets Thursday in an effort to raise awareness about drug and alcohol abuse.

Students in grades three to six at Libertyville Elementary District 70 and St. Joseph's School will participate in the national "Just Say No" program. An estimated 5 million children are expected to make similar walks throughout the country.

The Libertyville walk is being sponsored by Community Alternatives to Substance Abuse (CASA) in cooperation with the local schools. Nationally, the program is sponsored by NBC and the Optimists Club.

"This encourages kids to say 'no' to drugs, alcohol and peer pressure," Carroll Gira, a member of CASA, said. "All across the country, kids will be marching just like ours."

The children will begin their walk to the Libertyville High School football field at 1 p.m. Children from Butterfield School will walk along Lake Street to the school. St. Joseph's School students will walk along Milwaukee Avenue to Brainerd Avenue and children from Copeland School will be bused. Children from Highland and Rockland schools will walk along Rockland Road to Dawes Street to the schools.

A SHORT rally will take place on the football field, Gira said, and will feature speeches by local officials.

Each child will be given a green "Just Say No" button to wear on the day of the rally. In addition, balloons also will be handed out and later released at the rally.

The balloons will carry a message from the students that reads in part: "This balloon was launched May 22, 1986 as part of a project for Libertyville school children to JUST SAY NO to drugs and alcohol. I just say no to drugs and alcohol because..."

The students will fill in the rest of the sentence, Gira said. The message then asks the finders to return the note to the child at school with a pledge against drugs and alcohol.

FOR STUDENTS at Butterfield School, the walk will be the culmination of a year of discussions about peer pressure and drug abuse. Principal Joe Wilson said the school's counselors have been talking to children on the issues the last six weeks.

Wilson said the walk also exposes the younger children to the issue of drugs and alcohol. David Toma, a former police officer from Newark, N.J., spoke to high school students about alcohol and drug abuse in April.

"The kids are excited about it (the walk,)" Wilson said. "This has been put in front of them and they are thinking about it. They will be better thinkers about the temptations that are laying out there."

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV CLIPS

DATE May 22, 1986
TIME 4:30-5:30 PM
STATION WMAQ-TV(NBC) Channel Five
LOCATION Chicago
PROGRAM Channel 5 News At 4:30

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE 340,000

Deborah Norville, co-anchor:

And in Washington today first lady Nancy Reagan was walking against drugs, kicking off a nationwide campaign which is sponsored by the non-profit Just Say No Foundation. Mrs. Reagan was joined by hundreds of schoolchildren for a march that began at the White House. The students had all pledged that they would in the future lead a drug-free life.

Reagan: Can you imagine just how many children are saying Just Say No today? Children everywhere are learning about drug abuse at an early age, and that's a good thing. It's a good thing because now if you're offered drugs, you'll know what to do.

Norville: And the answer is Just Say No. Mrs. Reagan, of course, is the national chairman of the 1986 Walk Against Drugs.

Millions of television viewers heard the Just Say No message about six months ago when NBC kicked off its annual anti-drug campaign on television stations throughout the country. It was in a series of special reports prepared by Channel 5 Health Reporter Dr. Barry Kaufman.

Ron Magers, co-anchor:

Ever since those reports, Barry has been following the progress of all of this Just Say No campaign, and he's live right now at a Say No youth rally at the Daley Plaza. Barry.

Dr. Barry Kaufman reporting:

Ron, from Dr. Groove and Rappers to the Chicago Housing Authority Choir to Jessie White and the Jessie White Tumblers from the Cabrini Green Project, the youngsters here at the Daley Plaza are getting the same message over and over again, and that is "Learn to say no to drugs and alcohol." The rally is being put on by the Chicago Department of Human Services, the Chicago Housing Authority and the state Department of Alcoholism and Substance Abuse. And the excitement generated by--by the youngsters here was mirrored today throughout the country.

These are some of the estimated one million schoolchildren who stood up and said no to drugs and alcohol in parades and rallies from coast to coast. Their message was loud and clear: Staying healthy and happy means living a drug-free life.

Here in the Chicago area, among the loudest voices were those from youngsters

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in Deerfield where some sixteen hundred children from elementary and high schools sent the Say No message to youngsters they don't even know. For the parents and educators who coordinated the event, there was another message, that today was only a beginning.

Lana Feldman (Citizens For Drug Awareness): We hope to be able to get the Just Say No Club started in our schools, and we hope to do this again next year because we had a tremendous response from all the kids in the community and the parents and the teachers and the principals. It's been really exciting.

Kaufman: Last January our Channel 5 series "Can You Say No to Drugs?" was broadcast throughout the country and focused on why learning to say no has to start in the very youngest grades because that's where more and more children are being exposed to drugs and alcohol and pressured to experiment with them. And you saw what can happen when they do.

Johnny Howell of Oak Park began when he was about thirteen. When we met him last winter, he was home on a one-day pass from a Cincinnati drug rehabilitation center. He's been there a year and a half. It's been a terrible strain on the family. Today Johnny's parents told me they hope their son will be back this summer to try to start his life again.

And you may remember Steven Mark, a Pennsylvania teen-ager who also started at thirteen and wound up here in a rehabilitation center. We're happy to report, after fifteen months, Steve came home a few weeks ago, hopefully for good. And his fourteen-year-old sister Kelly, who admitted to us she was also hooked on drugs, has since gotten treatment and is also drug and alcohol free. But the pain and emotional price for the family has been enormous which makes Steve's plea to other youngsters issued in January as valid today as it was then.

Steven Mark (Lancaster, Pennsylvania): Drugs ain't where it's at. It's not worth it. You know, stay away from it. Say no the first time.

Kaufman: Well, that's the message that they're getting here at the Daley Center. For parents and educators who want to learn more and get more information about how to start a Just Say No Club in your community, you can call toll-free 1 (800) 638-2045. Call weekdays between seven in the morning and three-thirty in the afternoon. Mark the number down. That is (800) 638-2045. And without--with risking some editorializing, events like this, I think, can do nothing but good for the community and for the kids and for all of us. Live at the Daley Center, Dr. Barry Kaufman, Channel 5 News. Ron. Deborah.

Magers: Thanks, Barry.

823 Words
69 Clips

THE NEWS

Blue Streak

117th YEAR

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25 CENTS

INDIANAPOLIS, INDIANA, WEDNESDAY, MAY 21, 1986

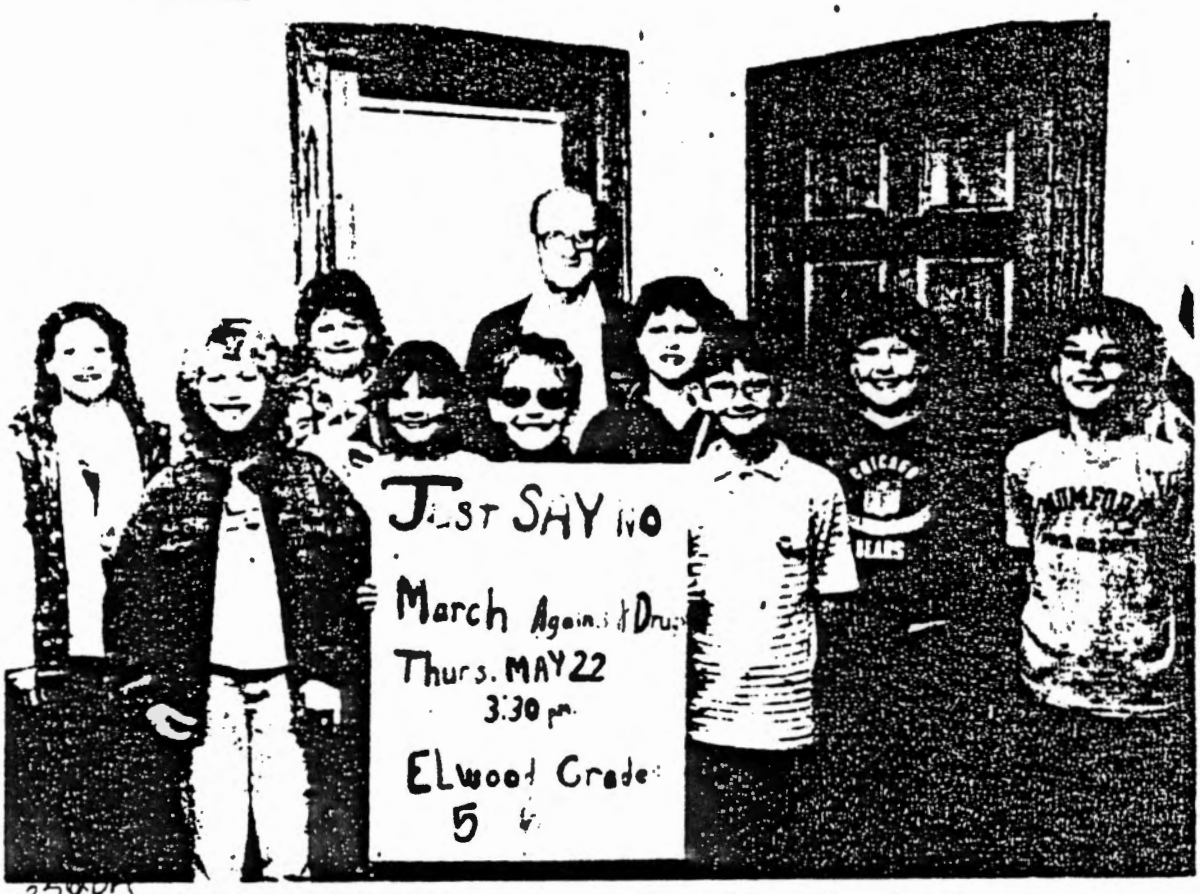


Just say no

Meridian Street is packed as more than 5,000 elementary school students and teachers from Central Indiana take part in a "Just Say No" march from Meridian and New York streets to the Indiana University Track & Field Stadium today. The march was designed to help youngsters take a stand against drugs and alcohol. — The NEWS Photo, Jim Young.

ELWOOD, IN
CALL-LEADER
D 9,200

MAY 19 1986
BURRELLE'S



MARCH AGAINST DRUGS SET — Representatives of the fifth and sixth gratle classes at Oakland, Edgewood and Washington Elementary Schools met last week with Mayor Phillip Orbaugh (above photo, rear) to discuss plans for the Just-Say-No Walk against drug abuse scheduled for Thursday, May 22, at 3:30 p.m. in Elwood. Students who sign a pledge not to use drugs will walk in a parade through the downtown area and down 19th St. to Callaway Park where they will have a wiener roast and games. The Just-Say-No Walk in Elwood is one of many taking place all over the country on May 22. The local walk is a joint project of the students, teachers, PTA, and Project Promise. Local merchants have donated food for the wiener roast, and the Optimist Club has donated cash prizes for the winners of a Just-Say-No poster contest. Students speaking with the mayor last week were, left to right, Carrie Hoppel, Trisha Beach, Paula Murray, Jennifer Mason, Kyle Pearson, Troy Meyer, Brandon Wheeler, Mike Abernathy and Jason Pearson. (Call-Leader photo)

BLOOMFIELD, IN
EVENING HERALD
D. 4,150

MAY 30 1986

Spencer-Owen Students Share In "Just Say No" Rally

3566A

By Kris Stone
SES 4th GRADE TEACHER

Students, teachers, and parents from all three Spencer-Owen Elementary schools attended the "Just Say No" March and Rally in Indianapolis last Wednesday morning. "Just Say No" is a nationwide program supported by First Lady Nancy Reagan which encouraged children to say no to drugs and alcohol and gives children support against negative peer pressure.

Although skies were cloudy and a chill was in the air, it couldn't dampen the spirit and enthusiasm of the students. The fourth and fifth graders were busy wearing "Just Say No" signs, banners, and posters to the buses as they prepared to leave Spencer. "Just Say No" chants could be heard from students as well as adults at their departure.

The Owen County caravan arrived in Indianapolis just as the parade was beginning. Soleil Moon Frye, star of NBC's "Punky Brewster" and national spokesperson for "Just Say No," kicked off the parade with a balloon ceremony. Students from dozens of Indiana schools joined in the march which started at University Park and concluded at the IU-PUI Track and Field Stadium.

Upon arrival, the students were greeted by WTHR [illegible] another Cincinnati. Cheers and chants [illegible] above were heard throughout the stadium as the students waited in anticipation to hear from "Punky Brewster." All of the students' expectations were met and the stadium beamed as Soleil Moon Frye entered the stadium and joined Lt. Governor John Mutz and Mayor William Hudnut, who proclaimed May 21, 1986, as "Just Say No Day" in Indianapolis.

The message of the rally was clear. "If you can solve the problem before it starts [illegible] this helps the kids feel good about saying no drugs. that's probably one way we can win this war against drugs," said Kevin Wenger, a "Just Say No" organizer. The goal of the nationwide program is to help elementary and middle school-age children make commitments to say no to drug and alcohol abuse and to boost their self-confidence. "Just Say No" Clubs are springing up all over the country, with 100 already in Indiana.

Following Mayor Hudnut's presentation, Frye addressed the crowd of nearly 5,000 students - "You've got this beautiful place to live - a drug free life and you've got years ahead of you to be who you are... and I'd like to get everybody to just say no to drugs!"

The rally concluded with the introduction of school children who were selected to ride the "Just Say No" float with Soleil in the July 500 Parade. Eric Mathews a 6th grade student from Spencer Elementary and Craig Criswell from Gosport Elementary were chosen to represent Owen County and had their picture taken with Soleil Moon Frye. Craig Criswell was selected to ride on the float with "Punky Brewster" during the parade.

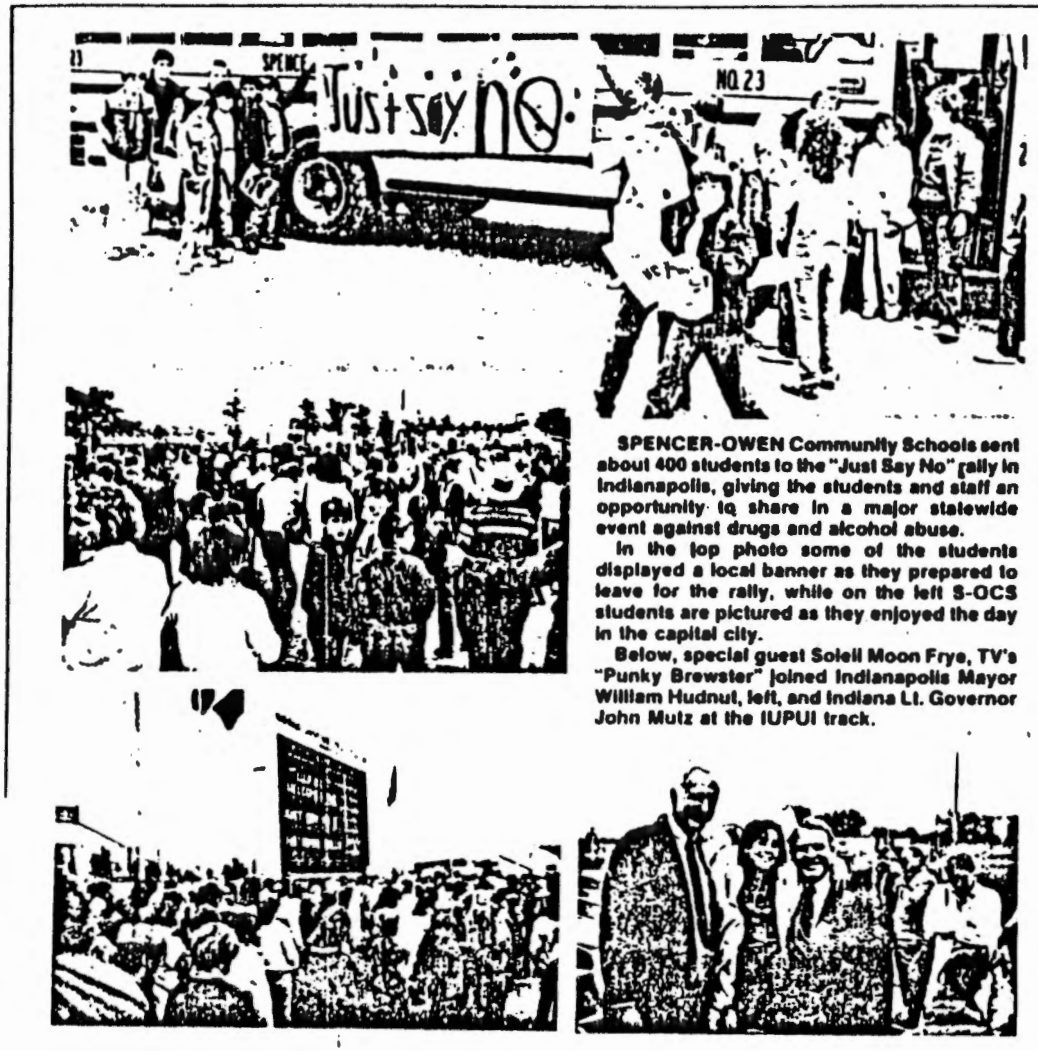
A rock bands at the Indianapolis 500 Motor Speedway followed the rally. Students and adults also visited the Speedway Hall of Fame where they had the opportunity to see previous July 500 race cars and purchase souvenirs from the gift shop.

As the group returned to school exhausted from the day's activities, these remarks were heard:

Michelle Webb - "It was good that we had it (the rally). It will help kids to say no to drugs now and later."

Lisa Limeberry - "The march was a way to show people that there are a lot of kids who don't want to take drugs."

Mrs. Smart, teacher from the 4th grade - "It was a way to let students know that they are not alone now they know there are thousands upon thousands of kids who are going to 'just say no' to drugs."



SPENCER-OWEN Community Schools sent about 400 students to the "Just Say No" rally in Indianapolis, giving the students and staff an opportunity to share in a major statewide event against drugs and alcohol abuse.

In the top photo some of the students displayed a local banner as they prepared to leave for the rally, while on the left S-OCS students are pictured as they enjoyed the day in the capital city.

Below, special guest Soleil Moon Frye, TV's "Punky Brewster" joined Indianapolis Mayor William Hudnut, left, and Indiana Lt. Governor John Mutz at the IUPUI track.

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV CLIPS

DATE May 17, 1986
TIME 10:00-10:30 PM
STATION WTHR-TV(NBC) Channel Thirteen
LOCATION Indianapolis
PROGRAM Newscenter 13 Tonight

ACCOUNT NUMBER 18/3566 A
NIELSEN AUDIENCE 117,000

Denise Lee, co-anchor:

Other students and young people in Indianapolis are signing up to say no to drugs this weekend. The kids are joining the Koala Center's Say No program (visual of a Just Say No poster) and they can sign up tomorrow at the Kmart store on Pendleton Pike. Over two thousand Kmart stores around the country are sponsoring the sign-up programs to encourage kids to stay away from drugs and alcohol. The effort coincides with first lady Nancy Reagan's Say No March later this month.

92 Words
8 Clips

Video cassettes are available in any format for a period of four weeks from air date from our affiliate:
VIDEO MONITORING SERVICES OF AMERICA, INC. (212)736-2010

BALTIMORE, MD
ENTERPRISE
W. 25,000

MAY 22 1986
BURRELLE'S

In Southwest Baltimore:

Kids Walk Against Drugs

3566A

Local efforts to combat drug abuse among young people will get some valuable help on Thursday, May 22nd, when Mayor William Donald Schaefer leads the Kids Helping Kids - "Just Say NO to Drugs" parade and rally in Southwest Baltimore.

Over 1,000 youngsters are expected to participate in the walk that starts at the Reedbird Avenue Park at 1 p.m. and ends with a rally on the grounds of the Cherry Hill Junior High School.

The parade is being sponsored by the Housing Authority of Baltimore City in cooperation with other City agencies and community groups.

It will be one of hundreds of walks scheduled by "Just Say NO" to Drugs Clubs throughout the nation from May 22nd to May 24th.

First Lady Nancy Reagan, National Chairperson, will launch the nationwide Walk Against Drugs from the White House lawn on the 22nd. Over 5 million "Just Say NO" club members from all over the country will be sponsoring events similar to the one in Baltimore.

Many Respond

The first group of local clubs were organized last winter by the Substance Abuse Prevention Program Committee which consists of the Housing Authority of Baltimore City, the Baltimore City Health and Police Departments and the Mayor's Coordinating Council on Criminal Justice.

Since then, over 200 youngsters have made the commitment to live drug free lifestyles. A Vista volunteer, parents and Housing Authority staff have set up clubs for these youngsters at Douglass, Latrobe, Somerset and Perkins Homes to give the youth alternatives to substance abuse.

About a dozen of these original club members will be leading the Southwest Baltimore parade urging other kids to join them in "living free".

Youth and adults from Cherry Hill, Westport, Mt. Winans, Brooklyn, Charles K. Anderson Village, Fairfield, Lexington-Poe and Murphy Homes neighborhoods are expected to participate in the day's events. Parents and community leaders from each neighborhood have already been recruited to organize clubs for kids who sign up during the rally.

Joining the Mayor

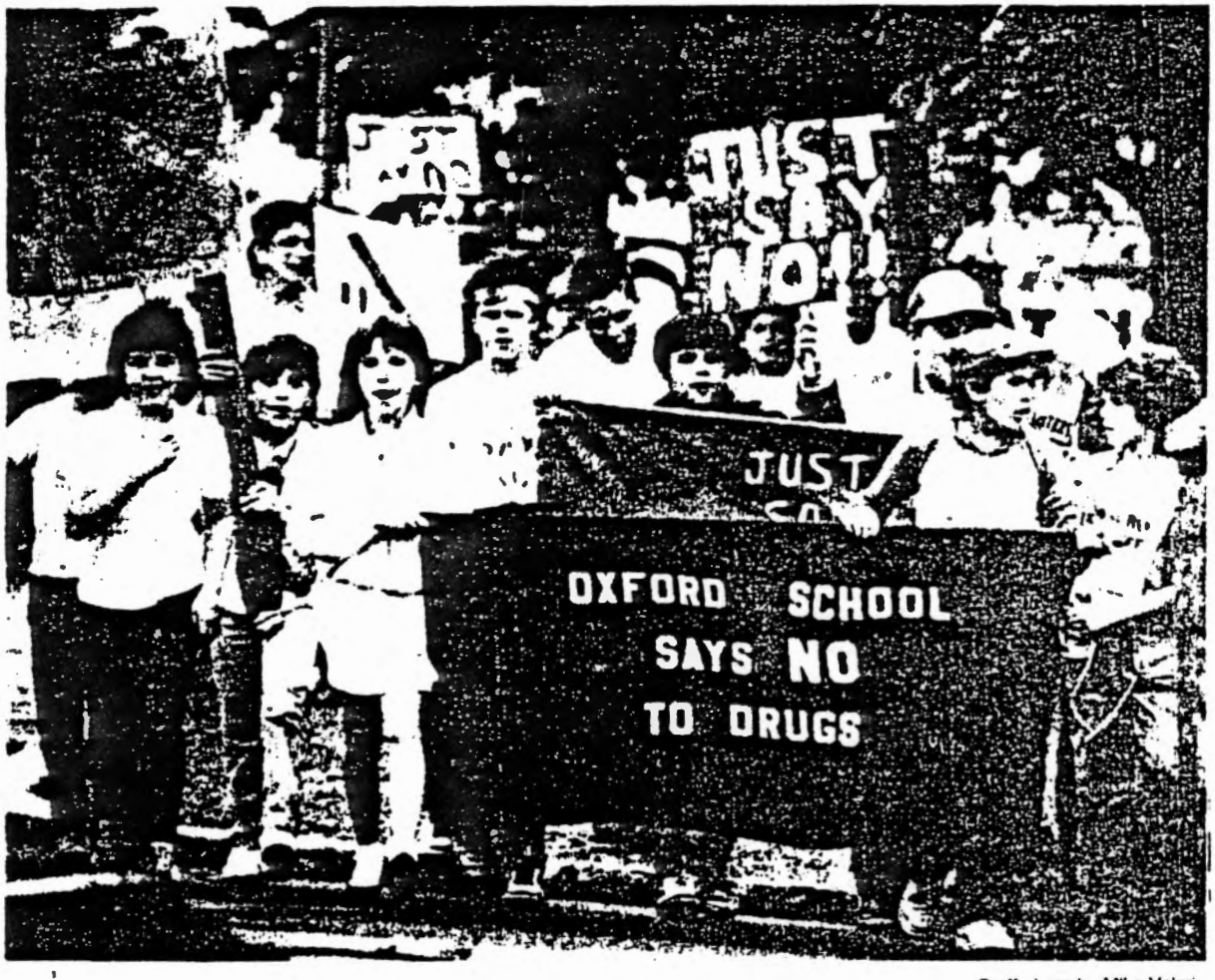
Mayor Schaefer will be joined by Linda Harris of Channel—13's "People Are Talking", Washington Bullet, Dudley Bradley; former Bullet and V.P. of the Capital Center, Wes Unseld; WWIN disc jockeys, Larry Wilson and Tim Watts; the Oriole Bird; community leaders, and other elected officials and several young local entertainers, to name a few.

For more information about the "Walk Against Drugs" or information on how to start a *Just Say NO*" club, call 396-4538.

THE STANDARD-TIMES
NEW BEDFORD, MA
D. 48,360 SUN. 52,350

MAY 23 1986

BURRELLE'S



Staff photo by Mike Valeri

3Sde A

Drugs? No way

Kids at Fairhaven's Oxford Elementary School march along Main Street Thursday to mark the nationwide "Walk Against Drugs." "Just Say No" to drugs clubs organized the marches.

CHELSEA, MA
RECORD
D. 4,500

JUN 5 1986

Chelsea students "Say No to Drugs"



3566A

School Committeewoman Lydia Waiata is shown above with Drug Counselor Leonard Nemon, left, as "Say No to Drugs" balloons were distributed to hundreds of local youngsters during the school wide program conducted in Chelsea schools last week.



Sgt. Detective Gil Griffiths from the Boston Police Drug Unit, addressed an assembly of students at Chelsea High School. A film on cocaine was shown to the students, Sgt. Griffiths answered questions and explained the hazards of drug use. Attorney Bruce Goldman from D.A. Newman Flanagan's office spoke to criminal justice and law classes at Chelsea High School. Attorney Goldman explained the court procedure from the prosecutor view point and told of the different penalties. Sgt. Griffiths set up a display of drugs for students to view during lunch time. Shown in the above photo, from left to right: Sgt. Det. Gil Griffiths, Attorney Bruce Goldman and Denise Hurley, Educational Coordinator, Say No To Drugs Week, student Lisa Newman.



School Committeeman Morris Seigal is shown in the parade around City Hall of hundreds of students who participated in the "Say No to Drugs" program conducted in Chelsea last week. Mr. Seigal was one of the Co-Chairmen of the program, along with School Committeeman Bruce Robinson.



Mayor Thomas Nolan is shown above with some of the hundreds of local students who participated in "Say No to Drugs" program held in Chelsea.



"Say No to Drugs" was the shout of these students who joined in the school wide program against drugs during a week long program conducted here in Chelsea.



School Committeewoman Elizabeth McBride is shown above as she participated in the march around City Hall during the "Say No to Drugs" program conducted here last week.



Sgt. Det. Gil Griffiths is shown above holding drug paraphernalia. (Carl Blomendale photo)

STURGIS, MI
JOURNAL
D. 8,980

MAY 23 1986
BURRELLE'S

Students saying no to drugs

3576 A7

LANSING (GNS) — Singers, speakers and rain-dampened marchers gathered at the Capitol Thursday to show their support for national "Say No To Drugs Week."

About 150 marchers from drug prevention agencies, community organizations and teen-agers demonstrated for clamping down on drugs.

More than 100 elementary and high school students at Mendon had their own march against drugs Thursday in St. Joseph County.

"We know that the future will be different from this day on," march coordinator Ernestine McMullan told the crowd. "The youth are going to make a difference (and) help us say no to drugs."

Moses Turner, Michigan State University vice president for student affairs, said, "Life carries with it burdens, frustrations that we all must deal with. I encourage you to become your own directors in life. Continue to just say no."

Speakers also emphasized the importance of parents discouraging teen-age substance abuse.

Those who have confronted their own drug problems also asked teen-agers to say no.



Kate Rabe—Caldwell/Journal

Melissa Pifer and Crissy Lawless, third grade students at Mendon Elementary School, share two things — an umbrella and a 'say no' attitude about drugs. More than 100 elementary and high school students joined the pair in the anti-drug club's walk Wednesday.

SENATOBIA, MS
TATE CO. DEMOCRAT
W. 4,360

MAY 15 1986
BURRELLE'S

'Just Say No' Club to hold walk June 3

3566A

FRONT PAGE

All over America, boys and girls of all ages are saying no to illegal drugs. They are saying no to any drug that alters their independent minds, threatens their healthy bodies, and is illegal for them to obtain–including alcohol.

How are they saying no to durgs now more than ever before? By belonging to the "Just Say No" Club. The "Just Say No" Club is springing up all across the United States, and boys and girls, through this club, are learning the devestation of their lives from the use of illegal drugs.

The national chairperson of the "Just Say No" Club is Nancy Reagan. Already thousands of people young and old alike, and in all walks of life, are joining other thousands of "Just Say No" Clubs.

"Just Say No" Clubs are the front line in the fight against drug abuse. Ideally suited for young people between the preschool and high school, this club can help prevent the drug problem before it gets larger by helping young people become a lasting effective force for drug abuse in the population that is most vulnerable–our youth.

A "Just Say No" Club is just one way of getting young people involved in prevention. This club can be the catalyst that helps change the wide spread acceptance of alcohol and drug use among students. It can be the first step–the step that involves young people in positive, healthy, drug-free lifestyles.

A "Just Say No" Club can be the beginning of a lifelong determination to remain drug free.

Whatever your role in the school or community–whether you're an older teenager who wants to help younger students, a parent, a PTA member, a teacher, a farmer, an administrator, a staff member of a community organization, a business man, a member of a volunteer group or whomever, you can play an important role in helping people in your community to say no to drugs, a club spokesman said.

The "Just Say No" Club is open for membership to anyone of any age. The club will meet monthly with very interesting programs centered around "Saying No" to drugs.

On June 3, at 2 p.m., a "Just Say No" walk will be held in Senatobia for the purpose of showing that those people involved in the walk care about finding solutions to this national problem.

The walk is being sponsored by the Senatobia Civitan Club, and over 1,000 participants are expected.

All interested people all over the county and surrounding counties as well, people of all ages, school groups, church groups, recreational groups, and anyone else interested, will assemble at 1 p.m. at Northwest Mississippi Junior College old football field for the purpose of receiving instructions as to where the walk line up will officially start and where it will end.

At this time, an official membership signing will take place, and each new member will receive instructions where and when the next meeting will be held.

SAT. 212,550 SUN. 282,072

MAY 19 1986

BURRELLE'S

1,000 March in Omaha 'No to Drugs' Rally

By Cindy Gonzalez
World-Herald Staff Writer

About 1,000 students and family members paraded through downtown Omaha Sunday in support of a drug-free world for youth.

The walk, dubbed "Just Say No," was sponsored by Pride-Omaha. A spokesman said it was part of a nationwide effort to show children there is community support to make drug- and alcohol-free choices, to motivate ongoing programs and to encourage community involvement.

Omaha Police helped coordinate traffic during the walk, which involved students from nine school districts.

Young TV Star

Cherie Johnson, 10-year-old co-star of the "Punky Brewster" television show, led the marchers, including about 25 local athletes, in the one-mile parade that started at the Central Park Mall.

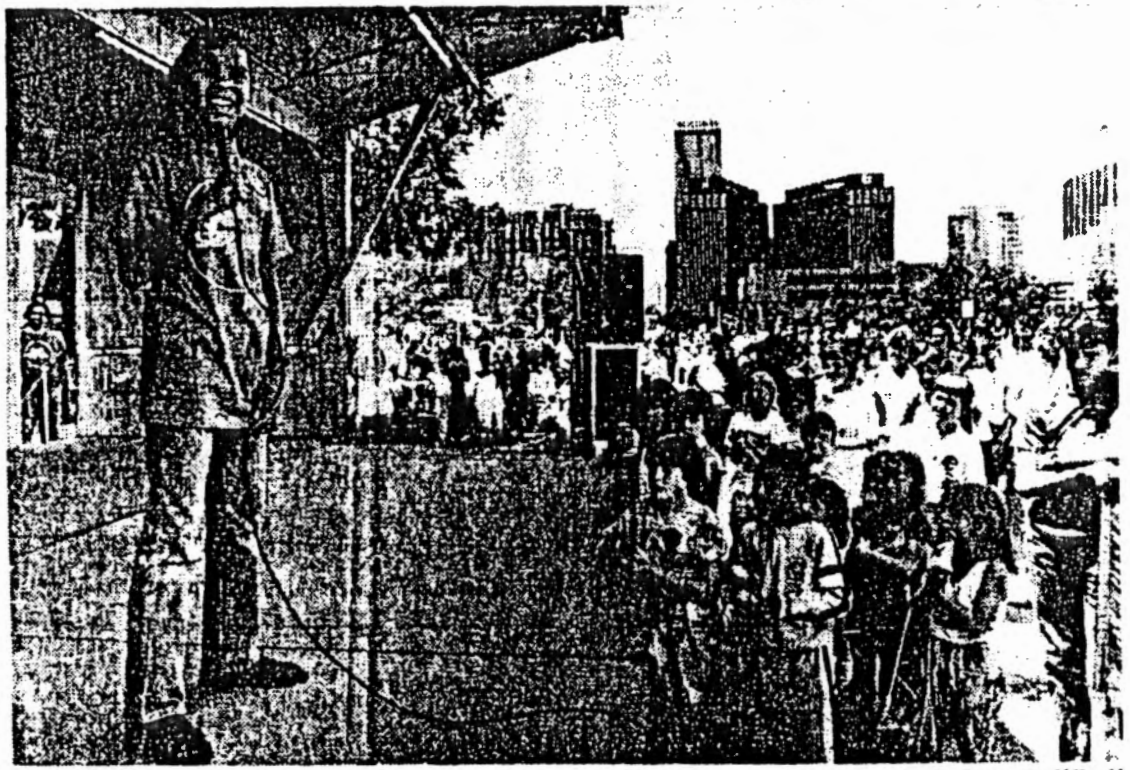
The parade moved from 10th and Farnam Streets west to 14th Street, south to Jackson Street, east to 10th Street and north to Farnam.

"Taking drugs doesn't make you smart or cool," Miss Johnson told the group during a short rally before the walk began. She said she became involved in the battle against drugs "mostly because kids listen to people their own age."

Miss Johnson, of Los Angeles, said she has participated in 16 similar rallies across the nation and is scheduled to appear in several more.

Local Athletes

Participants included coaches and players from the University of Nebraska-Lincoln and the University of Nebraska at Omaha football teams, the UNO wrestling team, the Creighton University basketball team, a member of the 1985 U.S. Olympic wrestling team, former professional basketball players and a former member of the Nebraska women's basketball team. World-Herald Sports Editor Mike Kelly was master of ceremonies.



Jim Burnett/World-Herald

Miss Johnson talks to the marchers . . . "Taking drugs doesn't make you smart or cool," she said.

Creighton basketball coach Tony Barone said it was important for athletes to serve as role models at the event because of their visibility in the community.

"Kids tend to listen to athletes," he said. "Substance abuse is a serious problem all over. It touches all spectrums of society — and oftentimes athletes have to deal with 'more intense problems because of the pressure of winning and losing."

Omaha Police Chief Robert Wadman, dressed in a green T-shirt that said "Just Say No," thanked the crowd for its help in alleviating drugs and alcohol. "Everytime you say no, you make our job that much easier and successful."

TIMES
TRENTON, NJ
DAILY 62000

MAY/23/1986

BURRELLE'S



Photo by Steven F. Zimish

Area students listen to Guy Lucas after about 400 youths participated in the mile-long "Just Say No" parade in Trenton yesterday.

Hundreds of N.J. schoolchildren join national anti-drug campaign

Associated Press

Waving rainbow-colored placards bearing anti-drug messages, hundreds of New Jersey schoolchildren from across the state took to the streets or held rallies yesterday as part of a national effort to end drug use and abuse among young people.

About 400 youngsters marched a mile to the State Museum in Trenton, while several hundred others and Deborah Kean, wife of Gov. Thomas H. Kean, gathered in an East Hanover Township school when a scheduled parade was rained out.

The marches and rallies were part of a national campaign to "Just Say No" to drugs. First lady Nancy Reagan led a march of schoolchildren in Washington, D.C., yesterday.

"There's definitely a drug problem and I hope this demonstrates that other teenagers can say 'no,'" said Margett Rash, 16, who attends Keyport High School in Monmouth County. She and 12 classmates joined the activities in Trenton.

Students came from all over the state to participate in the Trenton march, said Barry Hantman, a community services officer in the Department of Health. The parade included students from Gloucester, Hudson, Hunterdon, Mercer, Middlesex and Morris counties.

> 'There's definitely a drug problem and I hope this demonstrates that other teenagers can say 'no.' '
>
> — Margett Rash of Keyport High School

HANTMAN SAID he hopes the events will raise the consciousness of the public, especially the young, about the problems of drug use.

"We're just trying to get out a message of 'say no to drugs,' " he said. "It's a first step. It's opening the door."

After the Trenton march, youngsters rallied around a bandstand and heard Trenton Mayor Arthur J. Holland and Charles Currie, chief of prevention in the Health Department's Division of Narcotic and Drug Abuse Control, offer a plea to resist peer pressure and stay away from drugs and alcohol.

The schoolchildren also bopped to the music of several bands, sported buttons reading "Just Say No," carried signs with messages such as "Get High On Life" and "Drugbusters" and lined up for autographs from former New York Giants quarterback Scott Brunner, now with the St. Louis Cardinals.

"We're trying to get to the youngsters because that's where it starts," said Brunner, who lives in Cranbury.

SEVERAL HUNDRED students rallied inside a packed East Hanover Middle School auditorium, and were praised by Mrs. Kean for their participation and enthusiasm.

The students also were addressed by New York Jets lineman Stan Waldemore.

About 200 parents and students marched against drugs Saturday in Atlantic City, said Health Department spokeswoman Leigh Cook.

COURIER-GAZETTE
(Rochester Market Area)
W. 4,500

MAY 29 1986

BURRELLE'S



Poster and essay contest winners

"Just Say No"

A "Just Say No" program was held at Kelley School, in cooperation with CUT and McDonald's of Newark.

Speakers at an assembly on May 23 were Dr. Bill Rock, Jean Bristol, Bobbie Weichbrodt, Fred Pirelli, NO BOOZ and Bill Springett.

Essay and poster winners were given certificates and coupons from McDonald's.

Poster Winners: Jason Wirth, Amanda Walsh, Brittany Lee, Lisa Brooks, Chris Coolidge, Michelle Driscoll, Cindy George, Shana Dulmage, Jason Milke, Ryan Bialaszewski, Larry VanDamme, Aaron Peets, Jake Mincemoyer.

Not all of the essays deal with saying "NO" to drugs but they all deal with saying "NO" to a situation that the child knows is wrong - it all results in being strong enough to do what is right no matter what others might say!

Essay Winners: Scott Verbridge, Becky Rush, Jessica Craig, Jason Carr. Scott's essay follows, and the others will be published in the future.

By Scott Verbridge

If someone offers you a drug just say no. One day I had a friend over at my house. We were walking down to my grandparents to play pinball. When we got three-fourths of the way down there his mother picked him up. So I started walking back. I passed a white house. A teen-ager lifted up the garage door. I saw about ten teen-agers drinking beer and taking pills like they were candy. One of them got on their bike and rode out. He was wobbling the bike and blinking his eyes. He said "Do you wanna buy some drugs?" I remembered all the things my parents had told me about saying no. So I yelled NO and ran. When I got home I told my mom all about it. She said "You did the right thing." So if someone asks you just say no; you'll be doing the right thing.

NO ELEMENTARY CLASSES

Two days have been scheduled in the Newark district when the elementary schools will NOT be in session.

Friday, June 6, there will be a Superintendent's Conference Day.

Monday, June 23, will be Records Day.

Only grades K-5 will have no school. Junior and senior high classes will be in session

By Nancy Reagan

The use of drugs by young people is one of our country's greatest problems. Drugs are ruining the minds and bodies of our children, and unless we continue to search for ways of combatting the problem, we risk losing part of an entire generation.

We are making progress. The 1985 findings of the National Institute on Drug Abuse (NIDA) High School Senior Survey show that one in 20 seniors use marijuana on a daily basis and the same number use alcohol daily. While these numbers are still unacceptably high, they show a decline in overall use since the peak years of the late '70s. The daily use of marijuana by high school seniors is now less than half of what it was then and the daily use of alcohol has steadily declined. While these numbers are encouraging, we still have a long way to go.

No child is safe from the threat of drug abuse. Drugs are available virtually everywhere - on city streets and in suburban neighborhoods - and it is particularly frightening to know that they have invaded even our schools. Many schools today do not provide the secure, protective environment they once did where children were able to learn in an atmosphere of calm and discipline.

Increased drug use among school-aged children has brought a degree of disorder and violent behavior into some of our classrooms and, as a result, is impeding the learning process. We must get drugs out of our schools.

Last week Newark's Norman R. Kelley School took part in a week-long observance of "Just Say No" - a campaign that was organized on a National basis to encourage America's youth to say "No" when faced with a situation where they are offered drugs and/ or alcohol. "Just Say No" originated in Oakland, California, and has utilized TV Star Punky Brewster as its spokesperson.

Third and fourth graders all worked on posters under the guidance of Mrs. Kit Neuhard in art classes. One poster from each classroom was chosen as outstanding.

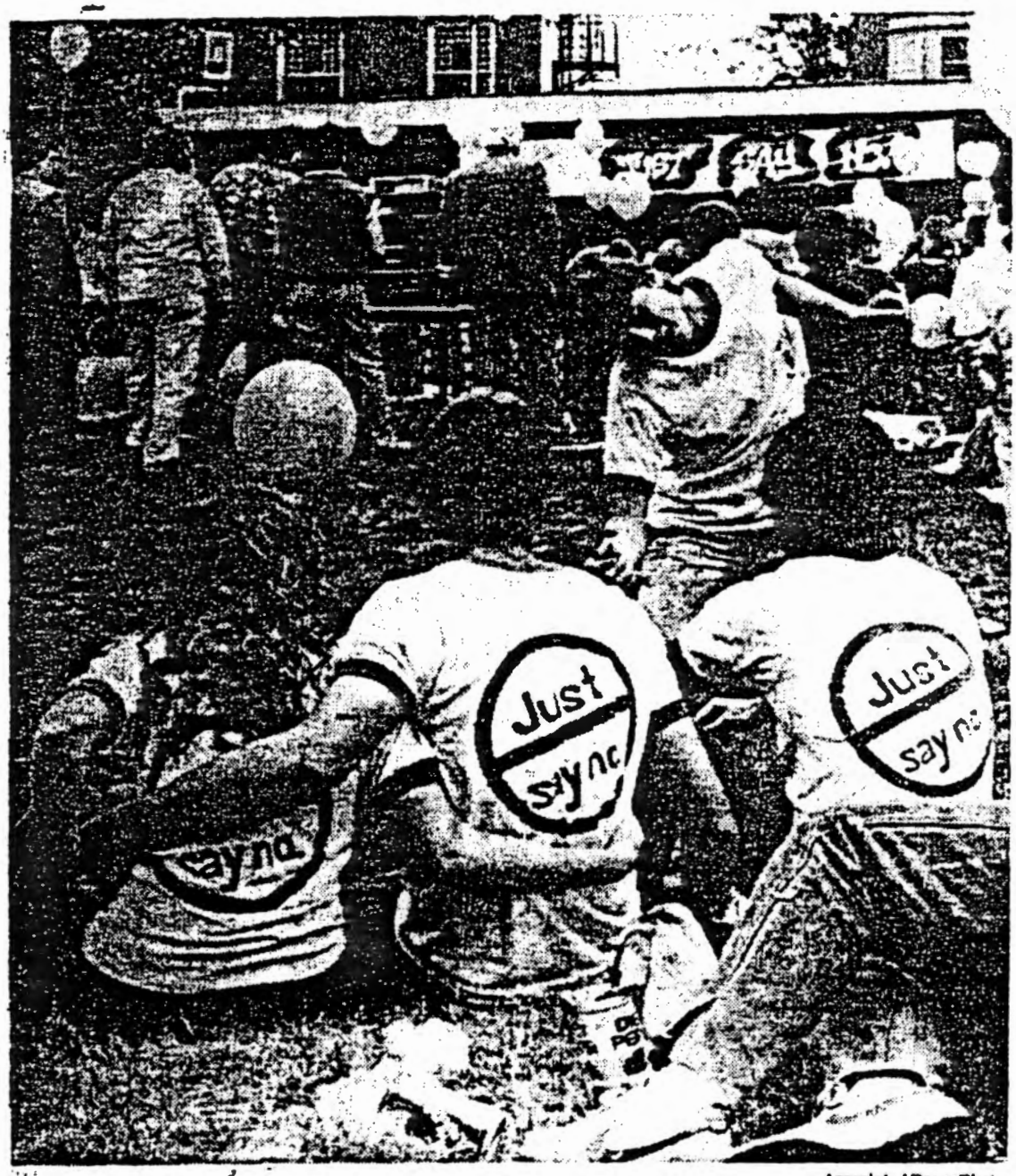
Fifth grade students wrote essays on the "Just Say No" theme and one essay from each participating classroom was chosen as outstanding.

The week's activities were coordinated by Community Uniting Together - Newark's drug awareness community action group

GLOUCESTER COUNTY TIMES
WOODBURY, NJ
DAILY 28110

MAY/23/1986

BURRELLE'S



Associated Press Photo

Saying 'No' to drugs

Waving rainbow-colored placards bearing anti-drug messages, hundreds of New Jersey schoolchildren rallied in Trenton Thursday as part of a national effort to end drug use and abuse among young people. The schoolchildren also sported buttons reading "Just Say No," and carried signs with messages such as "Get High On Life."



AP Laserphoto

President Reagan meets 'Just Say No' students at the White House Tuesday.

FRONT PAGE

Activities, rally to mark 'Just Say No' Day here

By CHRIS GALLEGOS
Record Staff Writer

Roswell students will get the chance to "just say no" to drugs and alcohol Thursday during activities and a rally marking National "Just Say No" Day.

"Just Say No" is a national program designed to teach children to avoid the use of illegal drugs and alcohol.

Sponsored by the Roswell Elks Club, the 30-minute rally, set for 5 p.m. on the Chaves County Courthouse lawn, will include comments by Roswell Independent School District Superintendent Fred McDonald; Travis Reames, Student Safety Programs director; Jay Lask, a "Just Say No" parent; and Terry L. Pierce, Military Heights Elementary School principal.

The Goddard High School band will also perform at the rally.

"The rally is just to show the city, county and nation that Roswell is in support of kids saying no to drugs and alcohol," said Jeanelle McGuire, a "Just Say No" parent. "We welcome parents to come with their children, particularly grade school children."

Many students will take the "Just Say No" Pledge that says:

"I know who I am and I know that I want to stay healthy and happy. I can stand up for myself and stick to my decision to live a drug-free life. I can ask for support from my friends and my family. I pledge to say 'no!' to drugs and alcohol. I can help others say 'no' to drugs and alcohol."

Connie Lindsey, Goddard High School Student Government sponsor, the Goddard Student Council and Youth

See ACTIVITIES, Page 5

ROSWELL, NM
RECORD
E. 14,029 S. 14,935

MAY 21 1986
ROSWELL

Activities

Continued from Page 1

Alive organizations are the rally coordinators.

The Roswell School Board has also officially announced Thursday as "Just Say No" Day throughout the district.

Various RISD schools are participating in individual "Just Say No" programs. These activities include:

• Berrendo Elementary School — A juvenile police officer speak on drug use and its consequences. "Just Say No" stickers will be distributed.

• Berrendo Middle School — Guest speakers from the St. Mary's Regional Health Center and Counseling Associates. The films "Dick and Jane — Drug Abuse" and "Epidemic: Kids, Drugs, Alcohol" will be shown, as will Roswell Police Department slides on drugs. A DWI tape from Counseling Associates will also be used.

• Chisum Elementary School — Class discussions and presentation of "Just Say No" certificates to students. Each certificate will be signed by the student, teacher and parents.

'I know who I am and I know that I want to stay healthy and happy. I can stand up for myself and stick to my decision to live a drug-free life. I can ask for support from my friends and family. I pledge to say 'no!' to drugs and alcohol. I can help others say 'no' to drugs and alcohol.'

• Dei Norte Elementary School — Students wearing stickers will march around the school chanting "Just say no." Sixth grade students will present skits. Students from physical education classes will carry picket signs in front of the school throughout the day.

• Edgewood Elementary School — Guest speakers, role playing, murals, posters, hats and spelling "Just Say No" with human letters on the playground.

• El Capitan Elementary School — Mrs. McGuire and Beth Field will present the film "How Do You Tell" and group discussion will follow. "Just Say No" stickers and buttons will be distributed.

• Goddard High School — Anti-drinking and driving announcements will be made throughout this week.

• Military Heights — Students will wear "Just Say No" T-shirts and display a banner at the school.

• Parkview Elementary School — "What If" questions will be included with morning announcements. Parkview PTA President Kathie Jerrell will show the Elks film on drug abuse, "A Friend In."

• Valley View Elementary School — Class discussions, a poster contest and poem writing. Valley View Parent-Teacher Association will distribute "Just Say No" buttons.

ALBUQUERQUE, NM
JOURNAL
D. 93,530 S. 133,872

MAY 21 1986
BURRELLE'S

Young Video Stars To Shine in Anti-Drug Campaign Here

3566A

The singing, dancing and acting will be Hollywood style, but the message will be plain and simple when some young stars bring their anti-drug message to East San Jose Elementary School Friday.

The show will be part of a two-day "Just Say No" campaign to call attention to the fight against drug abuse, said Billie Avery, president of Families in Action, a non-profit education and support group co-sponsoring the events.

The stars scheduled to appear at San Jose Friday are David Mendenhall, of "General Hospital;" his sister, Marissa Mendenhall, of "Mr. Sunshine;" Tina Yothers, of "Family Ties;" Danny Cooksey and Shavar Ross, of "Different Strokes;" and Tonya Crowe, of "Knott's Landing."

They are members of the Children Against Drugs Organization, a multiethnic group of youngsters from the entertainment industry who warn youths — through skits, singing and dancing — of drug dangers.

The show, which begins at 2:30 p.m., will be followed by a news conference and reception hosted by the East San Jose Parent/Teachers Council and the sponsors of the second annual "Just Say No" Walk to be held Saturday morning.

Up to 2,000 Albuquerque-area young people are expected to take to the streets for the "Just Say No" Walk at 10 a.m., Saturday, Ms. Avery said.

The parade will begin at the intersection of Fourth and El Pueblo NW, and proceed to the Alameda Community Center, where it will end with a brief rally with the young stars.

The purpose of the walk is to spark interest in starting "Just Say No" clubs in elementary schools all over the nation, said Ms. Avery.



David Mendenhall
"General Hospital"



Tina Yothers
"Family Ties"



Shavar Ross
"Different Strokes"

"The clubs focus on changing attitudes, letting kids know that somebody cares if you stay straight. It's prevention strategy," she said.

Rick Miera, coordinator for the drug abuse division of the Bernalillo County Mental Health Center and a parade organizer, said the campaign also uses "reverse peer pressure."

"The druggies get all the publicity. There are thousands of kids who say no and get no credit. The parade is to give them credit," Miera said.

The focus of the parade will be on elementary and junior high school students. "But we also will be inviting senior high school kids as well," said Miera. "No adults can be in the parade without kids."

The march is sponsored by the Alameda Optimist Club, Families in Action, Bernalillo County, the Sheriff's Department, the county commission, the Mayor's Task Force, the county mental health center, Gold Wing Road Riders, the Albuquerque Public Schools and Western Airlines.

HYDE PARK, N.Y.
TOWNSMAN
W. 1,285

MAY 28 1986

BURRELLE'S

Kids told to 'Just Say No'

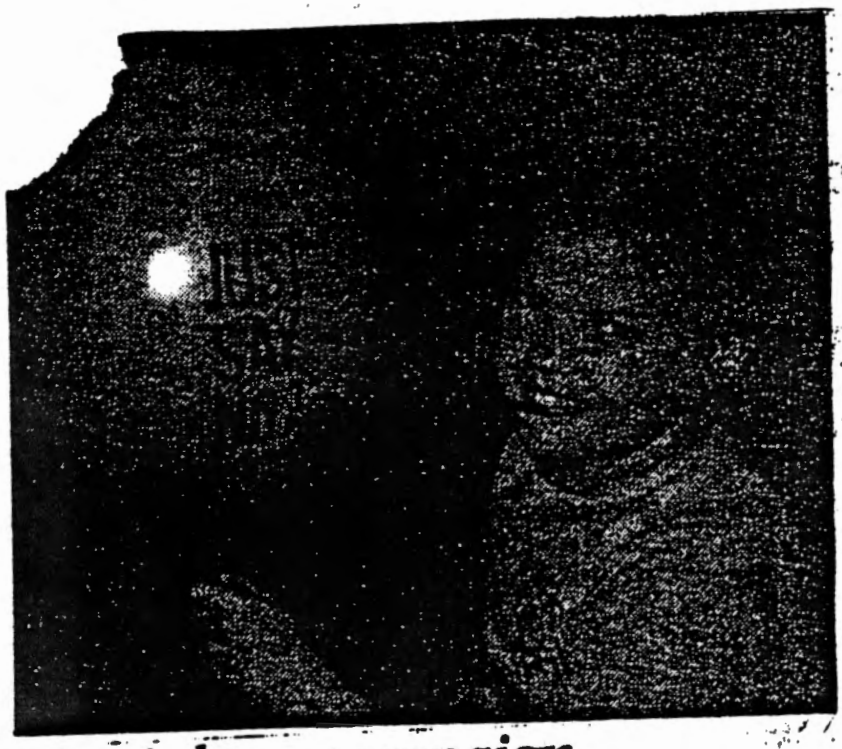
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All Hyde Park elementary students in grades five and six participated in "Just Say No" activities on May 22 sponsored by the Hyde Park Super Team community group. "Just Say No" is a national organization dedicated to the prevention of drug and alcohol use.

In their classes that day, the students talked about the purposes of "Just Say No" and viewed a videotape of Punky Brewster and her friends forming a "Just Say No" group. After school, approximately 250 students met at The Rink to skate free, courtesy of owner Fernando Piney. Refreshments were provided by McDonald's and Dunkin' Donuts.

During a break in the skating, students all sat and listened to the national pledge, read by Community Team leader Donna Betts, agreeing to "Say No" to drugs and alcohol. Door prizes were also donated by The Rink. "Just Say No" balloons were donated by the school PTAs.

The Hyde Park activities were part of a nationwide network of marches and activities set up by the national "Just Say No" organization. Supervisor Al Palmetier also proclaimed the day as the "Just Say No Day" in Hyde Park.



Anti-drug campaign

2566A

Courtney Tirums of Ralph R. Smith School holds a "Just Say No" balloon during the recent anti-drug campaign. Photo by Colleen Tibbet. See story on page 2.

A

The New York Times
NEW YORK, N.Y.
D. 934,530 SUN. 1,553,720
SAT. 731,545

MAY 23 1986

BURRELLE'S



The New York Times/William E. Sauro

-5566 A

Students Rally Against Drug Abuse

Students from schools around the city demonstrating yesterday in Prospect Park in Brooklyn. Thousands took part in a march and rally, part of a string of similar events around the country this week sponsored by the Just Say No Foundation. The group is dedicated to making children aware of the dangers of drug abuse.

BURRELLE'S

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039
(201) 992-6600 / (800) 631-1160

'V
'S

DATE May 22, 1986 ACCOUNT NUMBER 18/3566A
TIME 6:00-7:00 and 11:00-11:30 PM NIELSEN AUDIENCE 765,000
ATION WNBC-TV Channel Four
ATION New York City
OGRAM News Four-Six O'Clock Report and Eleven O'Clock Report

Pat Harper, anchor:

Hundreds of thousands of schoolkids across the country joined First Lady Nancy Reagan today in a special crusade against drugs. Just Say No to drugs is the first lady's pet project. It's aim is to encourage kids to say "No" when their peers pressure them to try drugs. At the White House today, thousands of D.C. area students took part in the project.

* * *

Film Clip Here

* * *

The rally ended with a booming shout of Just Say No and the release of hundreds of balloons. And the Just-Say-No message was echoed on Long Island, in Suffolk County. New York Jet football star Bobby Jackson led the trek of some six hundred schoolkids in Riverhead. But there was a louder, even larger show of force in New York City and Carol Jenkins has that story.

Carol Jenkins reporting:

Prospect Park, Brooklyn: They gathered by the thousands in Long Meadow Fields to affirm their belief in the Just-Say-No-to-Drugs campaign. This is the culmination of smaller programs in schools throughout the year to confront the very real problem facing many youngsters.

* * *

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* * *

Has anybody offered you drugs?

Boy 1: Yes.

Jenkins: What did you say?

Boy 1: No.

Jenkins: What was it that they were offering you?

Boy 1: Crack.

Video cassettes are available in any format for a period of four weeks from air date from our affiliate:
VIDEO MONITORING SERVICES OF AMERICA, INC. (212)736-2010

Jenkins: Crack. And you're how old?

Boy 1: Thirteen.

Girl 1: There's a park where I live and they offered it, but I said, "No."

Jenkins: What were they offering you?

Girl 1: Pot.

Jenkins: The highlight of today's celebration: Soleil Moon Frye, otherwise known as "Punky Brewster," and described today as the Just Say No national chairkid.

* * *

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* * *

On hand as well: Police officers who work in the Spectre Program. Officers tour elementary and junior high schools warning students about the dangers of drugs.

Police Officer Gary Curasi (Spectre Program): We are a drug-preventive program.

Jenkins: What are some of the things that Police Officer Gary told you about?

Boy 2: He told us not to take drugs 'cause it's very bad for you, and some of the kids that take drugs--bad things happen to them, and they kill themselves and everything.

Girl 2: He told us that our friends give us peer pressure and they don't really--they don't help you, they just push you to take drugs.

Moon Frye: So, at the count of three let's all say "No." One, two, three. Just Say No, Just Say No, Just Say No, Just Say No...

Jenkins: And so, a rollicking good time was had by all. And overheard at the end, a question from one adult in attendance to another: "Do you think it will do any good?" The answer: "I surely hope so."

Harper: Special anti-drug rallies and marches were held today in over five hundred cities.

463 Words
39 Clips

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV
:IPS

DATE May 22, 1986
TIME 6:00 - 7:00 PM
STATION WCBS-TV Channel Two
OCATION New York City
PROGRAM News at Six

ACCOUNT NUMBER 18/3566A
NIELSEN AUDIENCE 833,000

Jim Jensen, co-anchor:

The drug epidemic was on the mind's of schoolchildren all across this country today. Rallies were held urging youngsters to just say no to drugs. Here in New York, the rally was in Prospect Park and J.J. Gonzalez was there.

J.J. Gonzalez, reporting:

Kids by the thousands poured into the long meadow of Brooklyn's Prospect Park, leaving their elementary and junior high schools to say they have a problem.

Walter Marrero, (P.S. 246): Crack. Crack is the main drug around our school and around our block.

Gonzalez: So today, some five thousand children, teachers and parents got together to say, "Just say no."

* * *

Film clip here

* * *

Gonzalez: And the scene was repeated in cities all over the U.S., marked by a march and rally to say no to drugs in Washington, D.C., led by the first lady who has designated today, Just Say No to Drugs Day.

* * *

Film clip here

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Nancy Reagan, (first lady): What should you do when someone offers you drugs? (Crowd answers back with "Just say no")

Gonzalez: ...in support of the intention to head off drug addiction in the grade schools instead of trying to stop them once they're addicts in the high schools.

No To Drugs" campaign who also happens to be the star of the TV show "Punky Brewster." Is it hard to say no to drugs?

Soleil Moon Frye, chairperson for "Just Say No To Drugs": No.

Scotto: Have you ever been asked to try drugs?

Frye: No.

Scotto: What would you like to tell kids out there since you're the national chairperson?

Frye: Just say no.

Scotto: No matter how hard it is?

Frye: Just say no, yep.

Scotto: What have you learned from today?

Boy #1: Not to use drugs.

Scotto: What else?

Boy #1: It's bad for you, it will kill you.

Scotto: Is it cool to use drugs?

Boy #2: Not really. Some people think it is, some people think it ain't, I think it ain't. (sic)

Scotto: Is that what you learned from today?

Boy #2: (Nods head) You can be cool in your own way.

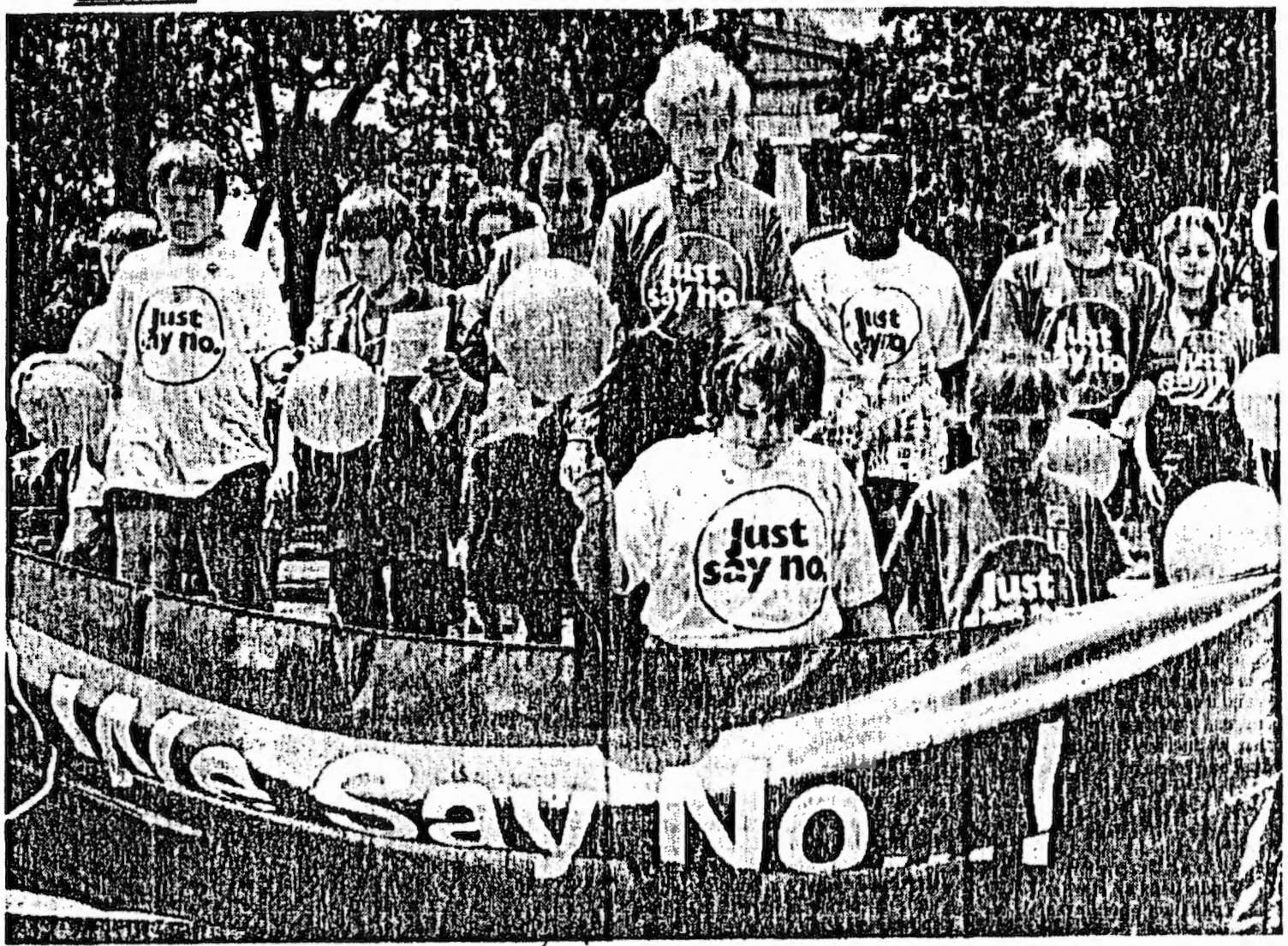
Scotto: One girl put what she learned in song.

Girl #1: (Rapping) I come from Brooklyn, you know I fly and don't you know I don't get high. I don't need drugs, I don't need alcohol, 'cause all it does is make your head spoil. My friends use drugs because it makes them stay younger, but all it does is make them look older. So take it from me, that drugs are bad, you should leave them alone before they make you feel sad.

THE NEWS AND OBSERVER
RALEIGH, NC
D. 131,760 SUN. 174,232

MAY 23 1986

BURRELLE'S



Staff photo by Roger W. Winstead

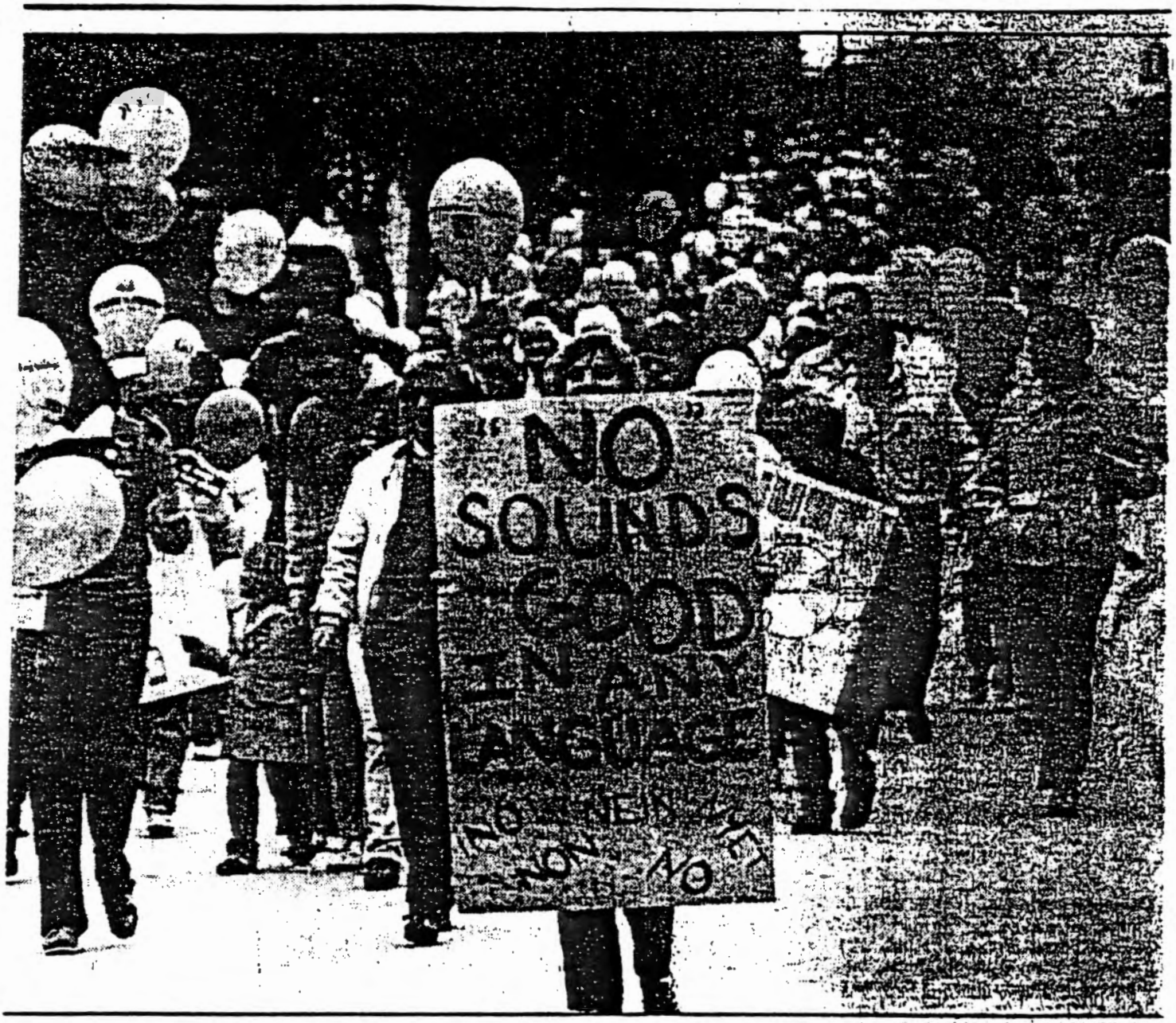
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March against drugs

First lady Dorothy Martin, center, leads Raleigh-area students on a "Walk Against Drugs" march on the state Capitol grounds. The event Thursday, sponsored in part by the Optimist Club, was part of a nationwide effort to encourage youths to "just say no" to drugs.

EACON JOURNAL
KRON, OH
10 SUN. 231,846

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RRELLE'S



Beacon Journal photo by Jim Gano

FRONT PAGE

ng no to drug and alcohol abuse

"Just Say No Day" at Medina's Square Thursday evening as more people took their battle against drug and alcohol abuse to the streets. The demonstration was sponsored by the Chemical People of Medina, an organization of parents, teachers and community leaders dedicated to the prevention of drug and alcohol abuse by children.

ADA, OH
HERALD
W. 2,800

MAY 28 1986
BURRELLE'S



First, second and third graders selected for first prizes in the recent Say No To Drugs poster contest at Ada Elementary School are: (Front row, l-r) Marc Preston, Amber Newland, Isaac Seagrave, Amy Wright, Csilla Ludanyi; (Back row, l-r) Lindy Crouse, Stephanie Romick, Mike Hall, Dusty Dysert, Melissa Reese, Genelle Umphress. Adults participating in the presentation of awards were (left) Doug Fries, elementary guidance counselor, (center) Claire Vaubel and (right) Debra Lennsen, PTO members.



Fourth, fifth and sixth graders selected for first prizes in the recent Say No To Drugs poster contest at Ada Elementary School are: (Front row, l-r) Carie Bingman, Patty Wince, Heather Bitler, Brian Beckley, Joshua Kanode; (Back row, l-r) Patty Seagrave, Britton Robinson, Arlene Lasko, Cindy Moore. Adults participating in the award presentation were (left) Karen Grafner, (center) Peg Collins, PTO members, and elementary principal, Dennis Anthony.

"Say No to Drugs" pep rally at Ada elementary

Next year's seventh grade and midget cheerleaders led the Ada Elementary School in a "Say No To Drugs" pep rally on Thursday, May 22.

During the assembly, awards were presented to poster contest winners by the PTO organization, sponsors of the day's activities in observance of National Say No To Drugs and Alcohol Week.

Guidance counselor Doug Fries announced the first, second and third place winners in each home room. PTO mothers handing out awards included Peg Collins, president, Claire Vaubel, Debra Lennsen and Karen Grafner.

Saundra Neely, elementary physical education teacher, served as advisor to the cheerleaders for the event.

First, second and third place winners in the poster contest listed in order by home room and grade were:

Grade one—Mrs. Hubbell's class: Amber Newland, Joe McCleese, Natalie Mankey;

—Mrs. Daniels' class: Lindy Crouse, Tiffany McMillen, Aimee Hoffman.

Mrs. Cotnamire's class: Amy Wright, Anneka Lenssen, Kathie Towey;

—Mrs. Hay's class: Mark Preston, Ryan Lyle, Stacey Brown;

—Mrs. Beckley's class: Isaac Seagrave, Ben Brite, Emily Gangemi;

Grade Two—Mrs. Schick's class: Dusty Dysert, Jason Good, Lindsay Smith;

—Mrs. Kellogg's class: Csilla Ludanyi, Sami Mertz, Cary Congrove;

—Miss Berger's class: Melissa Reese, Cari McCurdy, Clint Mathewson;

Grade Three—Mrs. Clum's class: Mike Hall, Melissa Lee, Brandy Tidd;

—Mrs. Traxler's class: Stephanie Romick, Trisha Long, Gretchen Lamb;

—Mrs. Brown's class: Genelle Umphress, David Vaubel, Nikki Bischoff;

Grade Four—Mr. Kinsey's class: Carie Bingman, Sean Downing, Nathan Gill;

—Mrs. McKinley's class: Patty Wince, Mike Lansing, Mike Klingler;

—Mr. Seagrave's class: Brian Beckley, Ryan Niekamp, Joshua Seagrave;

Grade five—Mr. Byers' class: Arlene Lasko, Mindy Dye, Mike Conley;

—Mr. Heinfeld's class: Heather Bitler, Danielle Dalton, Leigh Ann Simon;

—Mr. Poling's class: Cindy Moore, Sarah Prueter, Sara Beanblossom;

—Mrs. Bischoff's class: Joshua Kanode, Julie Stavenger, Adam Ferguson;

Grade six—Mr. Miller's class: Britton Robinson, Sherry Reissig, Jason Aaron Brown;

—Mrs. Kelsey's class: Patty Seagrave, James VanAtta, Cindy Wince.

HUDSON, OH
HUB TIMES
c. 5,500

MAY 21 1986
BURRELLE'S

The Student Quill

Editor's note: These unedited letters are representative of those sent to each senior at Hudson High by fourth and fifth grade students at McDowell School. The activity was part of a "Just Say No" unit about drugs and alcohol. Teachers who planned the letter writing include Nancy Czayka, Steve Dinhaupt, Mike Gower, and Carol Kates, coordinated by Joe Singleton, Principal.

Dear Melissa,

I'm a 5th grader in Mr. Gower's class. You're lucky because you've finished school. I have 5 more years. The reason I'm writing to you is because I don't want you to waste your life. What I'm talking about is drinking. It's probably a big thing over there. Just say No! Just because it's cool or everyone else is doing it. I'd like to know how your prom goes! Write Back!

Susan Vranic

Dear Mary,

With prom and graduation night coming up I encourage you to say, "NO" to alcohol and drugs. There are many reasons to say no. The number one reason now is your life. When you take alcohol or drugs the door to death is ajar. The way you act is your choice. If you say you think of all the people who care and think how they would feel if you were killed because of alcohol. Please say no, you'll feel better without drugs or alcohol.

James Wertendyk

Dear Holly,

I don't think you should drink any alcohol. Not even have a wine cooler. Don't smoke. I have a brother who is a senior. I wonder if he drinks or smokes.

Did you hear about three kids that were drinking and driving two were 17 years old and one was 18 years. All three of them died one had a blood alcohol of .17 and is suppose to be .5. Please don't drink a drive. Thank you.

Robyn Matty

Dear Susan,

Don't drink and drive! Don't do drugs! My sister was on drugs for 3 years! She got help and shes ok just smokes. But I hope you won't smoke. Too many people have died before their graduation from drugs and alcohol! So if any want some drugs or alcohol just say no and go.

Carey

Dear Judith,

There are two big nights coming up. The Prom and Graduation. There are some things about it that

Dear Elizabeth,

I'm not good with words but I hope I help. I heard about 3 young students that had a deal of alcohol. They were killed in a truck and it was 3 weeks to graduation. Alcohol can give you cirrhosis of the liver. Some students take their parents alcohol and drink half of it and fill the rest with water. I hope you wouldn't do that.

I hope I helped

Peter Esse

Dear Jill,

Our class discussed about drinking and driving. This spring vacation someone jumped off a porch and died because he got drunk. If you want to act normal and don't want to die and want care, feed, and respect from your parents please don't drink and drive. To your parents you are the most precious thing in the world. When a friend forces you to drink, don't listen to them. Good friends don't put each other in danger.

Shashant Prakash

Dear Melissa,

I'm a 5th grader in Mr. Gower's class. You're lucky because you've finished school. I have 5 more years. The reason I'm writing to you is because I don't want you to waste your life. What I'm talking about is drinking. It's probably a big thing over there. Just say No! Just because it's cool or everyone else is doing it. I'd like to know how your prom goes! Write Back!

Susan Vranic

Dear William,

I think alcohol and drugs are stupid. You can kill yourself or someone else. If you only drink but don't drive, you can damage your brain. When you drink, you don't know what you are doing, and you will get sick. If you kill yourself, it hurts your family and friends. I care. My Godfather was almost killed by a drunk driver. Remember all you have to do is say no.

Amy Rasmussen

Dear Kelly,

Don't drink and drive or take drugs. Even though I don't know you I care about you and many others do too. I know two great times, are coming up: Graduation and the Prom. That should be a great time for you, don't ruin it by taking drugs, or drinking. Use your head, don't drink and most of all don't drink and drive. Your life should be long and fun, dont end it now. I'm not saying don't have fun. I want you to have a great time. But remember people care and trust you. They respect you, don't loose it.

Amy Carlisle

and dad, they care alot about you since you were born. Just say NO to your friends if they ask you to take it. Please don't drink or take drugs! 2 or 3 drinks can kill you or anybody else in a car. Please don't drink and drive at the same time, you can go to jail for that! Don't drink or take drugs ever.

Sarah Chaklord

Dear Tim,

When you go to the prom and the graduation parties please don't drink at all or you can be killed in an accident. Just say "No" to drugs because you have your whole life ahead of you. Your parents care about you and they don't want to see you die. You still have important things to do like college so don't take drugs.

Heather Chinda

Dear Terence,

I am a fifth grader writing to tell you that I care. I want you to have a fun, but a safe prom this year.

You don't have to drink just to impress your friends or to be like other people. Just say No! If you drink you could hurt yourself or someone else. Your body could be damaged. And you could get into serious trouble. Don't drink and drive! Just say No!

Have a great Senior Prom!

Kim Wright

Dear David,

You are coming to the end of grade school and maybe going on to college. Even if you aren't going to college you will be entering the business world.

Even if you aren't going to the prom, you will still party and have fun but don't drink alcoholic beverages.

If you don't know (but you probably do) there has been deaths becuase of alcohol. And there will be deaths to come, lets not make it you or your friends.

Don't make a stupid choice. DON'T DRINK ALCOHOL!

Ryan Cleb

Dear Robert,

I know that the prom is coming up, and I bet you'd have a good time. But did you know you don't need alchol to have a good time? In fact if you had alchol you would probably have a bad time because it destroys your body. If you were driving you could have an accident. It might even kill you or badly injure someone. Thats not fair. So do me a favor and don't drink and drive or just drink. I bet you're a nice person. You could even help our country some the word. Do not Drink

Andrea Tulumaris

Dear Michelle,

Dear Dave,

I want you to know we don't want you to drink at the prom. Plege to yourself you won't drink at the prom. Think about it you could kill yourself or someone you love. Please don't drink and drive.

B. O'Reilly

Dear David,

Prom and graduation night are coming up, and there are a lot of parties. Lots of people are going to drive and then drive home at night, some people might even die. Has anyone asked you to take drugs or drink alcohol? If so, I hope you said NO!! Please don't drink and drive. P l e a s e .

Pete Kells

P.S. JUST SAY NO!!

Dear Jill,

The Senior Prom is coming up at the end of May. At this time I bet you are very busy. You are making decisions about college, moving away from home, etc. But there is one decision you should make right, which is not drinking alcohol and driving. If you care about yourself you will make the right decision. Just think, if you would make the right decision, you would be saving many lives like yourself, the people who are with you and the people driving around you. WE care about you, so have a fun time but make the right choice!

Andrew Greeke

Dear Victor,

I know you're probably excited about the Senior Prom coming up. But don't be foolish. You may have another 70 years to live! Don't waste them. What I'm saying is when it comes to drugs and alcohol, just say no. I know that's easier said than done, but hey, it's better than issuing your life because of one lousy mistake. Besides, you could kill yourself, your friends, and some innocent person. So don't be a fool, make drinking and driving out of the question.

Fred Jamke

Dear Elizabeth,

On your graduation party please do not drink. A article in the newspapper some people named Kevin he is 17 Robert 17 and matthew 18 who were drinking alcohol and driving and if you do drink alcohol when you are going to your graduation party and you drove your car call your mom and dad and tell them to come and get you. I hope you won't drink that bad stuff because you could get to sick and maybe die and I care for you eventaug I don't know you.

Desiree Beer

Dear Anthony,

Hi, my name is Megan Ihmels and I'm in fifth grade. I just wanted to remind you to have a great prom, and not to drink!

If everybody else is having a great time drinking, and offering you drinks, just say no, and tell them you can have a good time without drinks.

Think about it, you've just finished 13 years of school, and you're almost an adult, do you want to waste all that just because of a few drinks?

So remember, Have a Great Senior Prom And Just Say No!

Megan Ihmels

Dear Greg,

You don't know me. I'm in the fifth grade. I just wanted you to know that since prom week is coming, I feel you should start thinking about your life. It may sound weird, but what I'm saying is that if you drink and drive, you may be facing death. Let this just warn you of what could happen. I'm only saying this because I do care that you stay alive. I hope your future is full of opportunities.

Kristen Hartog

Dear Folkard,

I would like if you don't drink beer, alcohol. Because I don't want it to happen to you. What happen to Kevin Kardasz he was only 17. Robert Pelyhes also he was only 17. Mathew Bast he was also only 18. So don't drink and drive please. I don't know you but I just want you to know that I care for you and I don't want you to get killed. Like those other boys so don't drink and drive please.

Jeri Stone

Dear Judith,

There are two big nights coming up. The Prom and Graduation. There are some things about it that I don't want you to get involved with: Drinking and Driving. There are many reasons why you should say, "No!" Some are that you could get killed, your parents won't trust you anymore, intelligent people would say, "No!" It could do damage to your body. If you don't drink you'll do better work in school, you'll get respect, and you'll stay healthy.

Cary McElhinney

Dear Elizabeth,

I'm not good with words but I hope I help. I heard about 3 young students that had a deal of alcohol. They were killed in a truck and it was 3 weeks to graduation. Alcohol can give you cirrhosis of the liver. Some students take their parents alcohol and drink half of it and fill the rest with water. I hope you wouldn't do that.

I hope I helped

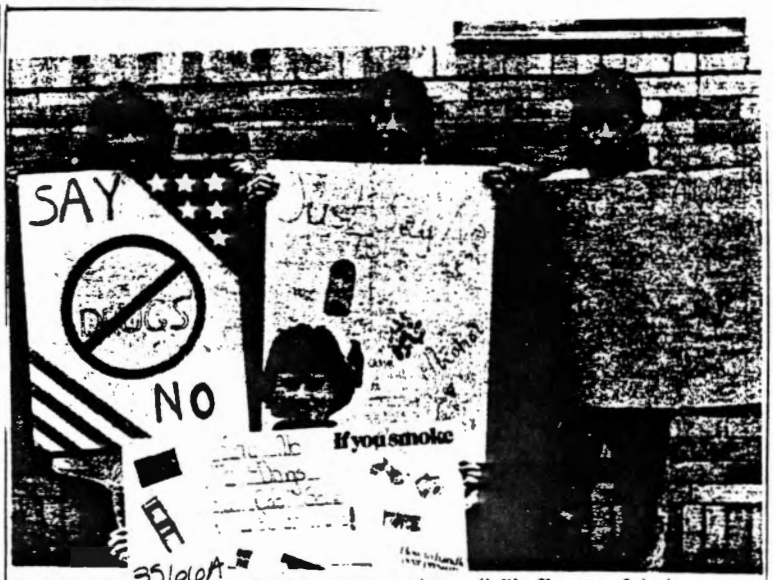
Peter Esse

Dear Jill,

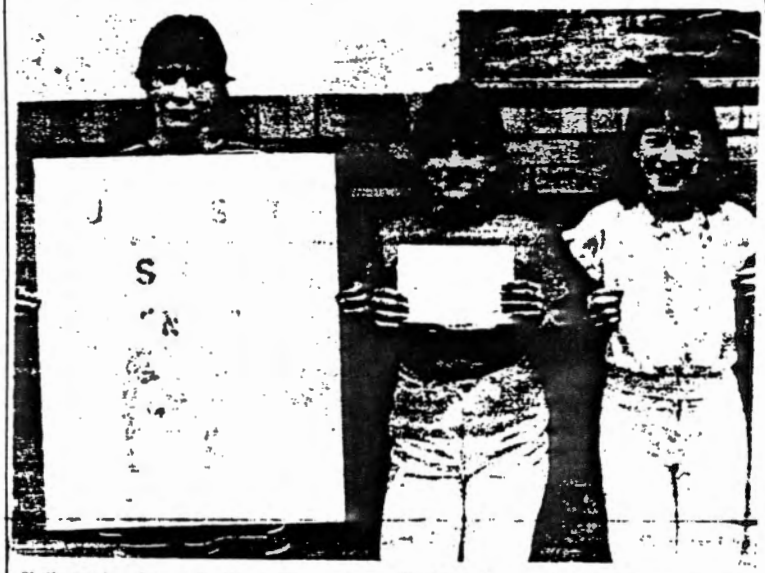
Our class discussed about

PAINESVILLE, OH
SUNDAY PAPER
S. 45,768

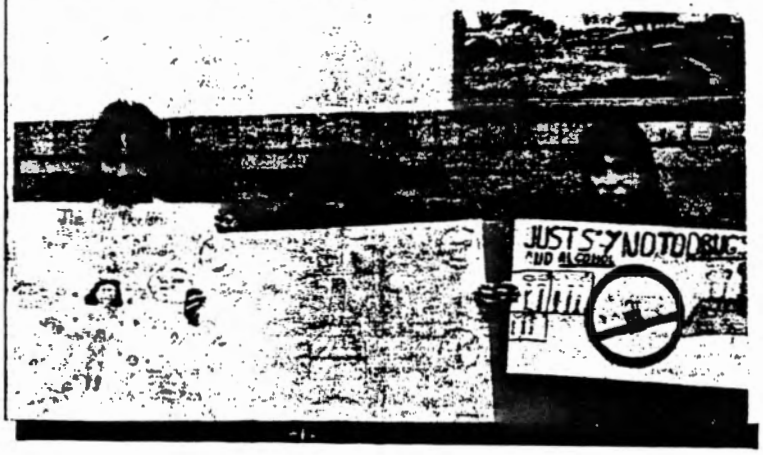
JUN 15 1986
BURRELLE'S



Fourth grade winners in the "Just Say No" poster contest at Lakeview Elementary School are (kneeling) Heidi Kinney, first place; (left) Shannon Sabados, second place; and Paula Rodgers and Patty Cooper, tie for third.



Sixth grade winners in the poster contest are (left) Missy Smith, first place; Becky McClintock, second place; and Tracy Kreiling, third place.



Photos and text by Carl E. Feather.

TULSA, OK
THE TULSA TRIBUNE
D. 77,067

MAY 15 1986

BURRELLE'S

5 million youth to say no

3566A

By SUE RUSCHE

War on drugs

On May 22 more than 5 million children are expected to march through cities and towns across the nation to "Just Say No" to drugs.

Black, white, native Indian, Asian- and Spanish-American children, youths from the suburbs, the ghetto, rural areas, the inner city, poor and rich youngsters, and middle class — all will not only pledge to stay away from drugs but will help their friends do the same by making a commitment to form Just Say No clubs.

The idea for a Just Say No March originated with Ruby Calloway, Atlanta mother and founder of CASCADE, a parents' drug prevention group, who organized the first march last May. Three thousand Atlanta school children paraded down Peachtree Street at lunch time to show the world they could say no to drugs.

Everybody likes Ruby Calloway's idea. In just a year's time, the Just Say No March has grown from a few thousand in a handful of cities to millions of youngsters in hundreds, perhaps thousands, of cities.

National Just Say No Clubs Chairman Soliel Moon Fry, star of NBC-TV's "Punky Brewster Show," along with New York Jets players and other celebrities and athletes, will lead a rally in New York's Central Park. Some 20,000 children are expected to attend.

That night a pre-game ceremony will take place at Yankee Stadium, featuring Fry and the Just Say No kids from New York City.

to drugs in U.S. marches

San Diego, which sponsored a Walk Against Drugs two months ago that drew 35,000 participants, will sport 500,000 bumper stickers and 10 handpainted billboards proclaiming "San Diego Says No to Drugs." The bumper stickers and billboards are a gift from Joan Kroc, owner of the San Diego Padres.

Cherie Johnson, co-star of the "Punky Brewster Show," will serve as grand marshal for the Oakland Walk, where 8,000 youthful marchers are expected.

First lady Nancy Reagan will greet Washington's Just Say No marchers on the front lawn of the White House, from which NBC Radio will air a live broadcast that will link all 5 million marchers to each other electronically.

The U.S. National Institute on Drug Abuse originated the Just Say No concept with a public service media campaign designed for the institute by the Advertising Council. Realizing that learning how to say "no" to drugs may be the most powerful weapon we have to fight drug abuse, folks began picking up on the concept, helping youngsters form Just Say No clubs in schools and neighborhoods throughout the nation.

Joan Brann, founder of Oakland (Calif.) Parents in Action, teamed up with Tom Adams of the Pacific Institute for Research and Evaluation, who is national Just Say No coordinator. Together the two organizations published the Just Say No clubs book, based on the experience of Oakland children who formed the first Just Say No club in the country.

(Readers may order the book, $3.50 prepaid, from the Just Say No Foundation, Pacific Institute for Research and Evaluation, 7101 Wisconsin Ave., Suite 612, Bethesda, Md., 20814. For information about the Just Say No program, call toll-free 800-258-2766. Californians call 415-939-6666.)

My hat's off to all the Just Say No youth who plan to march. May 22 is your day — go for it!

Hero sheriff aiding kids' fight on drugs

His white cowboy hat fits the stereotype of a Western hero, but from his head down Sheriff Johnny France looks like a typical rural county sheriff in his simple uniform and sturdy but lived-in cowboy boots.

France is famous for his arrest of two Montana mountain men after a five-month manhunt a year and a half ago. But the 46-year-old former rodeo champion says he plans to use his hero status to reach youngsters before they get into trouble with drugs and alcohol.

France and his wife Sue have raised three children of their own and given five other youths a temporary stopover at their home in the rugged, rural country of Madison County, Mont.

France said he often has told parents of teens in need of help, "I would rather be a part of their success now than their failure later."

Mayor Dick Crawford proclaimed today "Johnny France Day" in honor of France's visit here to meet with Tom Adams, executive director of the international "Just Say No Foundation."

France arrived in Tulsa Thursday to begin three days of appearances,

Adams said France called him about being a law enforcement spokesman for the foundation, which aims the message that "it's OK to say no to drugs" at children under 10.

"It just applied to me," France said. "I'm at my best with kids of that age group."

France is co-author of a recently published book, "Incident at Big Sky," which chronicles the ordeal in which Olympic biathlon athlete Karl Swenson was kidnapped and shot and one of her would-be rescuers murdered.

He said he found youngsters look up to him as a modern day Western cowboy.

"That's something that is vitally needed," he said. "I've been in law enforcement 17 years and watched drug and alcohol abuse become bigger every day.

"What we're doing isn't working. Enforcement may be curtailing [illegible] But it isn't curtailing [illegible]

[illegible] seven men since he [illegible] sheriff in 1980 after a [illegible] stint as a deputy. France [illegible] last week in the Republican primary by 31-year Deputy Dick Noorlander.

Of 5,500 residents in the 3,500-square-mile county where the sheriff's office is the only law enforcement agency, just over 2,000 voted.

France lost the election by 201 votes.

France said he does not know why he lost the election but admitted he is disappointed. "It might feel good to be out of the saddle. But I won't say I'll never get back into law enforcement."

Adams says he plans to keep France busy boosting the image of law enforcement with children through appearances at Just Say No clubs nationwide.

The slogan has been around for several years, Adams said, but did not catch on until a youngster in Oakland, Calif., decided to start a "Just Say No" club in February 1985. The child had heard Nancy Reagan saying, "Remember, if you don't want to take drugs, just say no."

Adams said the foundation had 10,000 calls to its toll-free number after a 9-year-old wrote a letter about her Just Say No club to Dear Abby.

France said he likes the idea that children can stay straight despite obstacles such as peer pressure or parental abuse.

In many ways, France said, one of the arrested mountain men was influenced by his father's eccentric ideas, making him a victim of the man's distorted thinking.

Dan Nichols was 19 when he and his father, Don, kidnapped Swenson to be Dan's bride, France said.

"They wanted to start their own little mountain family," France said.

The kidnapping occurred in July 1984 after the pair had spent the past three summers in the mountains preparing for a permanent withdrawal from society.

France said at nearly all of the strategy planning sessions during the search, "there would be something said about keeping the boy (Dan) alive."

He is serving a 20-year prison sentence for the kidnapping and shooting.

His father received an 85-year sentence for kidnapping and murder.

After five months of checking tips about sightings of the men from Kentucky to California, France said he came upon them on a snow-blanketed mountainside in December 1985.

Despite a tense standoff when the men realized France was not "one of them," both were taken without a shot.



Johnny France

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV
IPS

DATE May 22, 1986 ACCOUNT NUMBER 18/3566 A
TIME 5:00-6:00 PM NIELSEN AUDIENCE 256,000
STATION WCAU-TV(CBS) Channel Ten
LOCATION Philadelphia
PROGRAM Live at 5

Alan Frio, co-anchor:

They are young people in the Delaware Valley learning to Just Say No to drugs and to alcohol. Good evening. It is a nationwide campaign to stop drug and alcohol abuse where it often starts, and that's in the schools among kids. From coast to coast, there were marches, there were rallies all against drug abuse urging young people to Just Say No. Dennis Woltering reports on that enthusiasm that breeded the campaign in Trenton, New Jersey, today.

Dennis Woltering reporting:

More than one thousand kids from thirty area schools walked through Trenton streets urging Just Say No to drugs. These kids joined five million young people walking across the country today in a nationwide campaign against drug abuse led by Nancy Reagan and pitched by public service ads. (Portion of commercial from campaign on screen)

The movement is building because so many have seen friends hurt by pot or coke or speed or booze. Erica Nelson, in sixth grade, knows someone like that.

Erica Nelson (Trenton, NJ): She all messed up now. She all out of--she out of school and everything.

Woltering: One of your friends?

Nelson: She supposed to be my friend, but because of things like that that she do I don't play with her no more.

Woltering: Uh-huh.

Nelson: And she just wastes her life.

Woltering: And how did she get involved? What happened to her?

Nelson: Just trying to be a part of the gang.

Woltering: The governor's drug advisory council estimates in New Jersey alone sixty-four thousand young people are alcohol dependent; fifty-four thousand use marijuana daily. Organizers say peer pressure pushes a lot of young people into using drugs. They're hoping this kind of peer pressure makes kids think twice before they say yes to drugs, possibly jeopardizing their lives.

Kim Muessig (Bloomsbury, NJ): I got into coke and crank and all kinds of different drugs and stuff, and it just caused a lot of problems with my

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VIDEO MONITORING SERVICES OF AMERICA, INC. (212)736-2010

family and me. It made me really depressed and stuff. And I tried to commit suicide I don't know how many times.

Woltering: Eleventh-grader Kim Muessig, sixteen, has gone through a drug rehab program. Now she speaks at schools telling kids drugs will hurt someone you know. Don't let it be you.

Muessig: It doesn't make them cool or anything. It just screws up their life. You know, and they could end up like I did. If I didn't quit doing drugs when I was doing them, I would have been dead right now.

Woltering: Kim says she's wearing punk style makeup to show you can act crazy, you can have fun without taking drugs. She says drugs don't solve problems, just create them. Alan. Larry.

* * *

(News continues.)

* * *

Larry Kane, co-anchor:

It's now 5:30 in our Delaware Valley and here is a news check on our headline stories on the Channel 10 News. First lady Nancy Reagan today led a nationwide campaign aimed at young people to Just Say No to drugs and alcohol. Mrs. Reagan hosted two thousand young people at the White House today.

Reagan: What will you do when someone offers you drugs?

Kids: (In unison) Just say no.

Reagan: I can't hear you. Louder.

Kids: Just Say No.

Reagan: That's wonderful. Thank you.

Kane: Nancy Reagan leading the rally. In Trenton, New Jersey, today a march and rally against drugs for several hundred school youngsters from throughout the area.

BURRELLE'S

75 EAST NORTHFIELD ROAD LIVINGSTON NEW JERSEY 07039
(201) 992-6600 (800) 631-1160

TV
CLIPS

DATE May 22, 1986 ACCOUNT NUMBER 18/3566A
TIME 10:00-10:30 PM NIELSEN AUDIENCE N/A
STATION WTAF-TV Channel Twenty-Nine (IND)
LOCATION Philadelphia
PROGRAM Ten O'Clock News

Lee McCarthy, co-anchor:

Finally tonight, say no to drugs. That was the message at an anti-drug rally in New Jersey today. More than one thousand students joined in the rally at the state museum in Trenton. It's all part of a national effort to wipe out drugs from schools. The campaign was started by first lady Nancy Reagan.

* * *

Just Say No is seen here

* * *

McCarthy: Students show their support for it today by carrying green balloons and wearing shirts with their message written in bold letters.

87 Words
7 Clips

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GREENWOOD, SC
INDEX-JOURNAL
M. & S. 16,252

MAY 19 1986

Bulletin

Just Say No

3566A

Students band together to fight peer pressure

FRONT PAGE

By REBECCA REYNOLDS
Today's Living editor

No one wants to be different. So when one kid offers a drink or a marijuana joint to another, he just might take it because he wants to belong to the group.

On May 24 approximately 2,000 Greenwood students will "Walk Against Drugs" to show they can and will say no to drugs and alcohol because they are already a part of a group — the "Just Say No" group.

"Just Say No" is a drug/alcohol program teaching kids how to say no and still feel good about themselves. Teen-agers across the nation are taking a stand against drugs and saying it is okay to not get high on drugs by forming Just Say No clubs and walking together.

As one East End sixth grader said, "We don't have to get high on drugs, we know how to get high on ourselves."

Joy Gravley's sixth grade class at East End Intermediate School was the first "Just Say No" club formed in the Greenwood area and it has been followed by many other clubs in area schools.

The movement, which was started by a group in Oakland, Calif., gained momentum when Punky Brewster formed a club on the television show. She had been approached by a group of older girls to use drugs. Shortly after that groups were formed everywhere and a group in Atlanta, Ga., sponsored a walk as a commitment against drugs.

Mrs. Gravley's class was also caught up in the excitement created by the television show and contacted the Commision on Alcohol and Drug Abuse to find out what they had to do to organize a group.

Now they meet every Friday, wearing their "Just Say No" T-shirts, and participate in such activities as role playing. Mrs. Gravley sometimes plays the devil's advocate to teach them how to say no without making a big deal out of it. Sometimes the skits center around incidents that have happened to the students.

"The ultimate thing we've done is write the 'Just Say No Shuffle,'" Mrs. Gravley said. "Each one wrote his own rap. It expresses who they are. It was an exciting experience."

The shuffle video has been shown throughout the school district and the students performed it at the Spring Fling. They also plan to perform before the walk Saturday.

Mrs. Gravley said, "The program is not the typical drug and alcohol program. They've heard the facts through drug education and health classes. This club is so unique. The whole idea behind it is that it's something positive."

One of her most fulfilling moments this school year was when the "Just Say No" T-shirts arrived. "They wore them so proudly," she said.

She said the experience has been good for her students because it has shown them that it does not take a straight A student

(See Program, page 3)



Practice for 'Walk Against Drugs'

The "Just Say No" Shuffling Crew practices for the "Walk Against Drugs" Saturday at 9 a.m. from Uptown Greenwood to Crosscreek Mall. The group thinks the club will help them more in the future when they get to junior high and high school. Through their raps they hope to encourage other kids and adults to stay away from drugs and alcohol and form their own club. As one student said, "You don't have to prove anything to be in it." You just say no. (Staff photo by Rebecca Reynolds)

Special projects help East End students spread 'say no' message

By REBECCA REYNOLDS
Today's Living editor

"We are the Say No Shuffling Crew. Saying no is what we do. We know that drugs are very dumb so don't come around here and offer us some. We're not here to start no trouble. We're just here to do the Just Say No Shuffle."

A brainstorm from East End teacher Joy Gravley inspired her sixth graders to write their own raps to say no to drugs and alcohol. Their video taped message has been shown throughout the school district and they have performed for the PTO and Spring Fling. They will perform for the East End fourth grade orientation and to kick off the "Walk Against Drugs" Saturday which will close "Just Say No" Week.

The 28 students in her class are members of the first "Just Say No" club in Greenwood.

"I know the club is excellent," said one class member. "We just want to get it through to people we're going to say no to drugs. If we keep it up, it will work."

"If a group of young kids start saying no to drugs, then others

(See Students, page 3) A

ALAMO, TN
CROCKETT SENTINEL
TRI CO.NEWS TIMES
w. 3,888

MAY 14 1986
BURRELLE'S



'Punky' Brewster

Celebrate "Just Say No" With 'Punky'

Young people in West Tennessee and Kentucky are invited to celebrate afterschool with Punky Brewster at Reelfoot Lake on May 18. Soleil Moon Frye, better known as "Punky Brewster" stars in the NBC children's television series by that name. Admission to the event is free.

"Afternoon with Punky" is being sponsored by the Lake County Prevention Network and the Northwest Counseling Center of Martin in celebration of National Just Say No Week, May 17-24.

This the the first formal designation of a National Just Say No Week. The Just Say No movement centers around young people all across the nation who want to unite in their efforts to say no to alcohol and drugs. First Lady, Nancy Reagan, is national chairperson of the Just Say No activities while Soleil Moon Frye is the national "chairkid".

Teresa Hardman, representing the Counseling Center and the Prevention Network had these comments regarding the event, "Soleil will be making appearances across the United States during Just Say No week. She will kick off the week by appearing in Nashville on Sunday, May 18, and her only other appearance in Tennessee will be in Tiptonville on Monday, May 19. The rally in Tiptonville will begin promptly at 4 p.m. at the Lake County High School football stadium with pre-rally activities beginning at 3:30 p.m. Children across West Tennessee and Kentucky are invited to attend and take the Just Say No pledge to be led by "Punky". The rally is expected to last approximately one hour."

"The purpose of Just Say No clubs is to provide positive peer support for activities that do not involve the use of alcohol and other drugs. We're very excited about this special visit by "Punky" to a rural community to help kids unite in saying NO. We hope the parents and schools in neighboring communities will support this very special event by helping their school children attend," Ms. Hardman concluded.

Anyone desiring additional information about the event may contact Ms Hardman at 901-587-3854.

TIPTONVILLE, TN
LAKE CO. BANNER
W. 3,000

MAY 14 1986
BURRELLE'S

Children take up drug fight

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Lake County fourth, fifth and sixth graders are planning their own special kick-off for National "Just Say No Week" May 17-24. Youngsters in both Ridgely and Tiptonville are planning "Just Say No" walks on Saturday, May 17.

The Ridgely walk will begin at 10:30. Children, along with parents and friends who plan to walk with them, should meet at the First Methodist Church parking lot at 10 a.m.

The Tiptonville walk will begin at 6:30 p.m. on Saturday, May 17. Children along with their parents and friends, should meet at the parking lot of the First Methodist Church in Tiptonville at 6 p.m.

The "Just Say No" walks in each community are an effort by children and those who love them to make a statement about the desire of Lake County residents to join the "Just Say No" movement and say "no" loud and clear to alcohol and other drug use among young people.

In each town, the walkers will walk to the building site downtown where each overall winning Just Say No poster has been painted outdoors on the building as an outdoor graphic display. A brief ceremony will be held at the winning poster site.

One of the special events at each walk will be a drawing from each grade (fourth, fifth, sixth) for the name of a boy or girl who will have dinner with Punky Brewster after the special Punky rally on May 19. One name will be drawn from each grade and the name drawn must be present at the walk to claim his or her dinner reservation. In addition, there will be a drawing from all fourth, fifth and sixth grades at each school for one person to represent their school at the airport welcome for Punky on Monday at noon.

The concluding event at the walk will be the release of Just Say No helium balloons. Inside each balloon will be a "Just Say No" message written by the fourth, fifth and sixth graders of Lake County, along with the name and address of the message writer. The kids in Lake County hope to spread their "Just Say No" message to surrounding counties and who knows (if the wind is just right) maybe to neighboring states.

The sponsor for the walk events is the Lake County Prevention Network. Mrs. Diane Homra of the Network said, "These walks will be fun and a positive way for children in our county to make a statement about saying no to drug use. We hope the citizens of Ridgely and Tiptonville will come downtown for a few moments to applaud and support these young people. Saying no is a lot tougher to do when you have to say it alone. Let's be there to let them know their parents, their [illegible]s, their teachers, their towns [illegible]hem in saying No."



Staff Photo by Zach Ryall

Cherie Johnson, right, and Terre Blair, center, join Round Rock students as they jump to music at the Just Say No to Drugs rally. Johnson co-stars on TV's *Punky Brewster*. Blair is an NBC-TV fitness expert.

Kids rally to Just Say No to Drugs

'Punky Brewster' co-star draws 2,000 in Round Rock campaign

By David Medina
American-Statesman Staff

Paul Faz, 13, said he has a good reason to say "no."

Faz said he knows kids his age who are stealing to buy drugs. Even when he was in elementary school, he said, he had friends who were smoking marijuana and doing drugs.

Faz said he tried drugs at one time, but it was bad. "A lot of people would not be on drugs if someone had showed them what could happen when you start on drugs," he said.

The seventh grader at Martin Junior High School was one of about 2,000 people who attended the Just Say No to Drugs rally Saturday afternoon at the Outlet Mall in Round Rock. The club is a national organization of students spreading the word that you do not have to take drugs to be popular.

"I want all the kids in America to know they can have a good time without drugs," said 10-year-old Cherie Johnson, a co-star of television's *Punky Brewster Show*. Johnson and Terre Blair, an NBC sports and fitness commentator, were guest performers at the rally.

Johnson worked up the crowd by getting them to chant "just say no" in English and in Spanish.

First lady Nancy Reagan sent a letter saying it has to be the kids fighting and not the adults "to win this war." Mrs. Reagan is the national chairwoman of the Just Say No Walk scheduled May 27.

David Roger, a substance-abuse technician at the Faulkner Center, said the rally "brings a lot of awareness to this problem." Roger said he was amazed at the number of kids ages 12 to 18 who are using drugs in Austin.

About 90 percent of all students have tried recreational drugs, but a large number are changing from drugs to alcohol, he said. Roger said the parents must be made aware of the drug problem early, before the kids need professional treatment.

Also attending the rally was Round Rock High School senior Bobby Heard, who helped organize the Just Say No club in Round Rock High after he attended a drug prevention conference in Ohio. "I got so excited about the program I decided to start one," Heard said.

He said 15 students go to elementary and middle schools to tell the students that "it's cool to say 'no.' " The group makes two visits to the schools, one to get to know the students and a second to form a club.

Charlie Worden, a senior at Round Rock High School and a member of the organization, said many fourth and fifth graders know more about drugs than their teachers, and students are more likely to talk about drug problems with other students than with teachers because "we have a little trust between us."

Worden said high school freshmen feel more pressure than other students to take drugs. "They see other students doing it and think they have to do it," Worden said.

That difficult first year of high school is still ahead of Faz and his friends, but he feels Just Say No can help many students. "If you pay attention to what they are saying, it would help," he said.

CORSICANA, TX
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D. 10,426 S. 10,895

JUN 21 1986
BURRELLE'S

'Just Say No' to drugs

From the Capitol

EDITOR'S NOTE: Waldrop, D-Corsicana, is state representative for Navarro, Henderson and Limestone counties.

By TOM WALDROP

Drug abuse among young people is higher in the U.S. than in any other industrialized country. The main reasons usually cited for this is the perception that drug use is "normal," acceptable, a part of growing up and pressure from friends to use drugs.

Because of the high use of drugs in the U.S., a group of kids in California started the first "Just Say No" club. "Just Say No" clubs are made up of children mostly ages 7-14 years old, who are committed to not using drugs and who encourage others to make the same commitment.

The clubs provide positive support in saying no to drugs, promote bulletin boards and booklets about drugs and alcohol. Members share their views and values in classroom discussions and speak at parent, church and community meetings. Students in the clubs draft their own strategy and wear "Just Say No" buttons and T-shirts.

Researchers have found that teaching young people ways to say no to negative peer pressure can be an effective way of preventing drug abuse. A growing body of research has demonstrated that specific refusal skills and techniques can prepare young people to deal effectively with pro-drug peer pressure.

Individuals or groups interested in forming "Just Say No" clubs in their schools or communities can write for a guidebook published by the Pacific Institute for Research and Evaluation, 1404 Franklin St., Suite 610, Oakland, California 94612. The cost for the guidebook is $2.50 and its purpose is to describe how a "Just Say No" club works, why these clubs are an important element in the fight against drug abuse, and how to start a "Just Say No" Club.

Whatever your role in the school or community — teacher, parent, student, law enforcement officer, counselor, community workers, or concerned citizen — you can play an important role in helping kids in your community say no to drugs.

Waldrop's address is P.O. Box 2910, Austin, Texas 78769.

DESERET NEWS
SALT LAKE CITY, UT
D. 64,426

MAY 23 1986
BURRELLE'S



PHOTOGRAPHY/ GARRY BRYANT

Say no to drugs

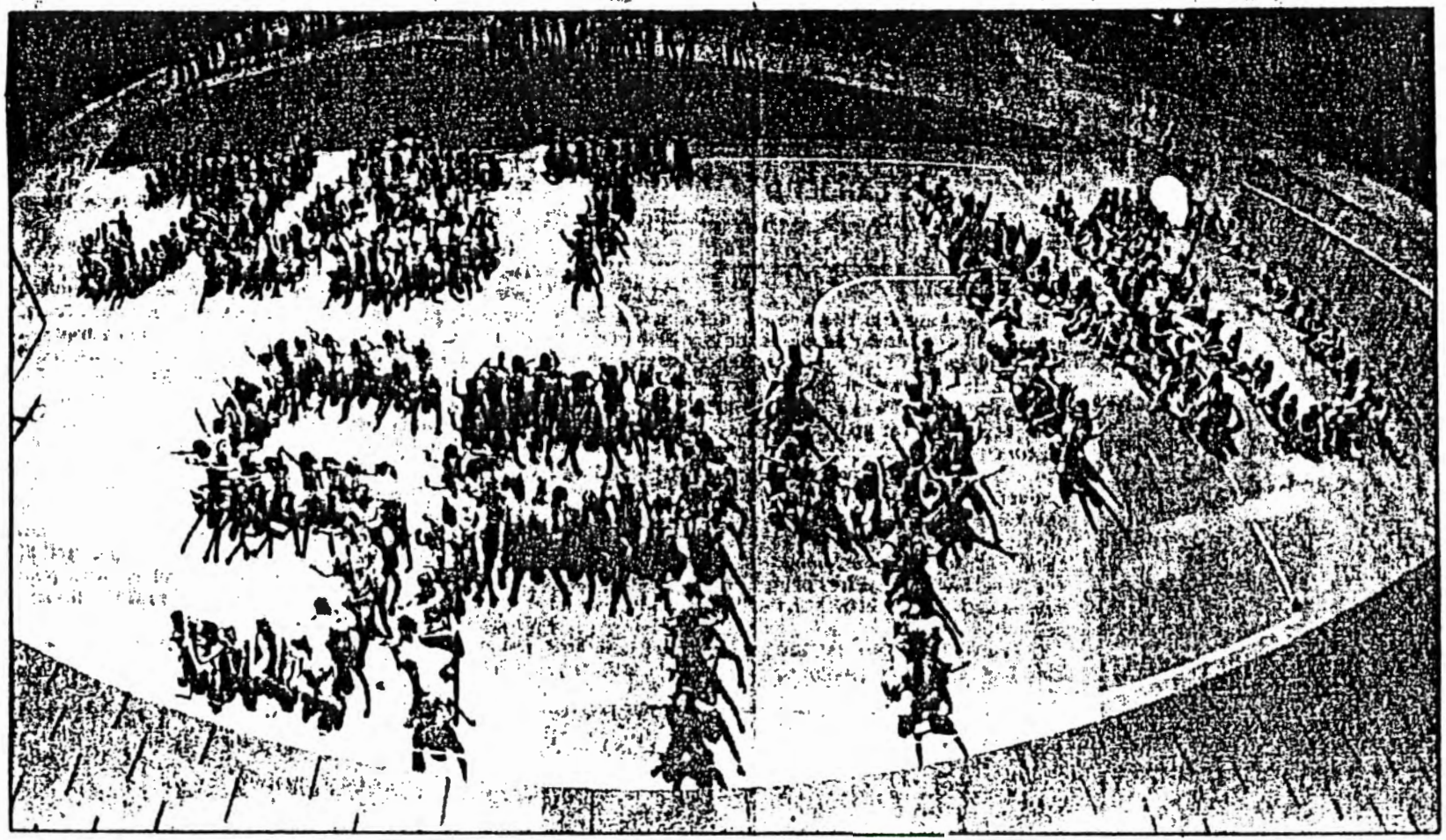
3546A

Learning to say no to drugs was the message from Utah's first lady Colleen Bangerter, who held up a knotted red ribbon during a rally Thursday afternoon at the Capitol. She and other local celebrities, including college football players, delivered the anti-drug message to about 100 school-age children. They told the youngsters to stand up for themselves and say no to peers who try to talk them into using drugs. The color red was used as a symbol to represent the word "stop." More than 200 schools were invited, but only 100 to 150 elementary, junior high and high school students showed up for the rally.

GLOBE NEWS
D. & S. 9,475

JUN 1 1986

BURRELLE'S



Staff photo by JIM BATES

Lindbergh students put their all into 'Just Say No' contest — an event to promote founding of local clubs to combat drug abuse

'Just Say No' contest opens

By MARY SWIFT
Staff Reporter

They are used to competing against other high schools in football, track and on the basketball court.

But Friday morning in Renton, 225 Lindbergh High School students — many of them grinning and waving to friends — took time out from normal school day activities to participate in what may be one of the most unusual interscholastic contests between Renton high schools.

The Lindbergh students did it by standing in lines to spell out the words "Just Say No" on the campus.

Ken Hoben, chairman of the Chemical People Task Force in Renton, said students at Renton and Hazen high schools will join the competition next week.

The 225 students were an entry in the "Just Say No" contest sponsored by Renton's Chemical People Task Force, a community-based anti-drug abuse group which aims to focus public awareness on drug problems.

The high school students are competing for cash awards with the top award going to the school with the most participants.

But if the grins and waves from smiling participants in Friday's event at Lindbergh lent a lighthearted feeling to the contest, Hoben said, the effort has a serious purpose.

Task Force members want to encourage organization of "Just Say No" clubs within the community to help stop drug abuse before it begins. Aimed at youngsters from 7 to 12 years of age, the clubs are a way of countering peer pressure to use drugs and fostering activities aimed at having fun and making friends without using drugs.

"It's not easy for kids to say no," Hoben said. "The clubs provide the support they need."

Just Say No clubs have been organized in a number of other areas of the country. Rallies, community "Just Say No" walks and other activities have been used to promote the concept. Walks were held in 500 communities this past month during Just Say No Week.

Tom Adams, national coordinator for Just Say No clubs, says the concept works "because it's simple, yet profound. Most children under 10 years of age don't use substances that will hurt them. They already say no. They have a non-use norm. However, between the ages of 10 to 14 that norm changes and by the time they enter high school the youth culture norm is use. During that four year period they give in to peer pressure, inappropriate modeling by adults and the constant barrage of media messages that promote use."

Organizing a Just Say No club doesn't take a lot of money, but it does take a concerned adult and a place for clubs to meet once a month. Some groups are started by parents, others by teachers, community organizations or by the children themselves.

Club activities include sponsoring drug-free parties, preparing bulletin boards and information on preventing drug abuse, wearing "Just Say No" buttons and t-shirts and writing newsletters to share with other children.

A guidebook on "Just Say No" is available from Pacific Institute for Research and Evaluation for $3.50. Buttons, balloons, t-shirts and "Just Say No" starter kits also are available. (For information, write to Pacific Institute for Research and Evaluation, 7101 Wisconsin Ave., Suite 612, Bethesda, Md., 20814.)

With a National Institute of Drug Abuse study showing that one of 16 high school seniors drinks alcohol or takes other drugs daily, about 90 percent use alcohol and 75 percent smoke marijuana several times a month, the problem of drug abuse among young people is evident, Hoben said.

He's convinced the best solution is prevention.

To help spread understanding of the drug problem, the Chemical People Renton Area Task Force will present a dialogue between Barbara and Jamie Daughterty at 7:30 p.m. Wednesday at the Renton School District Administration Building, 435 Main Ave. S., Renton.

Barbara Daugherty is a Bellevue resident well known in the state for her work with PTA groups and the Washington State Substance Abuse Coalition. Her son, Jamie, is in his early 20s, but as a high school sophomore was addicted to drugs and eventually required treatment.

Aimed at families that have not yet been touched by substance abuse, the program is designed to promote awareness of signs of drug use and the need for effective communication during difficult times.

The dialogue will cover peer pressure, drug and alcohol availability, the route from experimentation to addiction, clues that help the family recognize drug use, denial, confrontation, intervention and treatment.

The meeting is open to the public.

NEWS-REGISTER—Wheeling, W.Va.—Sunday, April 20, 1986

Area Youth Joining Nation In 'Just Say No' to Drugs Marches

By MATT McCONNELL
News-Register Staff Writer

A large parade of area youth is planned to march in downtown Wheeling next month as part of a national drive against drug abuse.

Wheeling city administrators and members of the U.S. attorney's office for the Northern District of West Virginia hope to get as many as 3,000 young people to participate in the march.

On May 22, "Just Say No" walks against drugs are to occur all across the nation as children encourage each other to take part in activities that allow them to have fun and make friends without using drugs.

In Wheeling, a proclamation is being drafted marking May 22 as "Just Say No Day."

U.S. Attorney William Kolibash will appear before Wheeling City Council Tuesday to explain the program and its goals.

Kolibash said a number of schools and bands have indicated their willingness to march.

The age range of the participants will be anywhere from seven years old to high school age, but the real thrust of the Just Say No movement is intended to influence individuals age seven through 12.

Just Say No clubs which are being started nationwide target the grade school age range as the ideal time to stop drug use/abuse before it starts.

The clubs are meant to counter the pressure of a world in which medically unnecessary drug use is too often seen as a normal, even acceptable part of growing up.

Children see adults drinking, smoking and taking pills to counter stress, not to mention exposure to casual drug use through movies and popular music. Many of their friends use drugs and encourage them to do the same.

The Just Say No clubs reach children at a critical point in their lives, according to directors of the program. Young people want to say no to drugs and alcohol, but they need the support and encouragement of parents, teachers and friends.

According to program directors, "The Just Say No clubs provide that support, using positive peer pressure and healthy role models to help reverse the normalization of drug use."

Children are provided with "accurate information on drugs and their effects, and they involve children in meaningful activities that are sanctioned by the community, school and home."

The seeds for the Just Say No movement were planted by first lady Nancy Reagan during a July 4, 1984 visit to inner-city Oakland, Calif. Mrs. Reagan was meeting with 30 youngsters and their parents, discussing ways to prevent the devastation caused by drugs in the black community. She concluded her remarks by saying, "When someone approaches you to use drugs, remember — just say no!"

Half a year later, members of the Oakland Parents for Action visited Peralta Year Round School in the city.

One of the films shown by the parents' group was "A Visit by First Lady Nancy Reagan," based on Mrs. Reagan's visit the previous summer.

After viewing the films, the students discussed ways to counter peer pressure which they were already beginning to feel. One of the students, remembering Mrs. Reagan's remarks, suggested, "Why don't we start a 'Just Say No' Club?" — and the national movement was born.

Nationally and locally, people are willing to assist in beginning new clubs. For more information, contact the U.S. Attorney's office in Wheeling or for the group's national headquarters, phone 1-800-258-2766.

"A symbol of commitment for young people everywhere"

The Just Say No Foundation

The governing organization for the Just Say No Clubs

The Just Say No Foundation

News:

Media Summary

National "Just Say No" Week

Hundreds of communities and hundreds of thousands of people participated in "Walks Against Drugs" in conjunction with the launch of the national Just Say No Foundation this May. The United States Congress officially proclaimed May 18-24 as national "Just Say No To Drugs Week"; President Reagan signed the proclamation on May 20, 1986 at the White House.

The following information summarizes the estimated number of potential gross impressions that resulted from publicity received during the month of May, 1986.

"Just Say No" Potential Gross Impressions

Total number of potential gross impressions
***NATIONWIDE: 65,219,240**

State	Est. # of Gross Pot. Impressions	State	Est. # of Gross Pot. Impressions
Alabama:	211,000	Georgia:	1,662,463
Arizona:	485,199	Idaho:	142,422
Arkansas:	420,135	Illinois:	4,306,492
California:	13,177,086	Indiana:	2,056,133
Colorado:	1,768,233	Iowa:	392,023

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State	Est. # of Gross Pot. Impressions	State	Est. # of Gross Pot. Impressions
Connecticut:	176,187	Kansas:	50,639
Delaware:	109,334	Kentucky:	228,079
District of Columbia:	2,897,000	Louisiana:	290,581
Florida:	3,164,869	Maine:	78,330
Maryland:	1,247,082	Ohio:	3,793,260
Massachusetts:	906,324	Oklahoma:	374,605
Michigan:	1,378,830	Oregon:	812,633
Minnesota:	1,799,850	Pennsylvania:	4,727,100
Mississippi:	52,887	South Carolina:	364,499
Missouri:	641,907	South Dakota:	32,711
Montana:	92,471	Tennessee:	1,587,412
Nebraska:	266,965	Texas:	1,169,245
Nevada:	60,966	Utah:	1,045,659
New Hampshire:	69,882	Vermont:	9,000
New Jersey:	639,068	Virginia:	606,573
New Mexico	295,401	Washington:	682,985
New York:	9,987,503	West Virginia:	86,220
North Carolina:	301,247	Wisconsin:	543,315
North Dakota:	10,550	Wyoming:	16,885

*65,219,240 estimated potential gross national impressions does not include the following:

USA Today (5 spots)
"Good Morning America" (ABC-TV) (3 spots)
"ABC World News"/"World News Tonight" (3 spots)
NBC News (2 spots)
Cable News Network
Satellite News Network
"Larry King Show"

Source: Nielsen, Burrelle's Clipping Service, Bacon's Publicity Checker