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# Public Forum: The War Against Substance Abuse - Utilization of the Celebrity Positive Role Model Theory as a Preventative Measure

Senate Select Committee on Drug and Alcohol Abuse

Senate Select Committee on Motion Picture, Television, Commercial, and Recording Industries

Senate Select Committee on Licensed and Designated Sports

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CALIFORNIA LEGISLATURE

SENATE SELECT COMMITTEE ON  
DRUG AND ALCOHOL ABUSE  
SENATOR JOHN SEYMOUR, CHAIRMAN

SENATE SELECT COMMITTEE ON MOTION PICTURE,  
TELEVISION, COMMERCIAL, AND RECORDING INDUSTRIES  
SENATOR HERSCHEL ROSENTHAL, CHAIRMAN

SENATE SELECT COMMITTEE ON  
LICENSED AND DESIGNATED SPORTS  
SENATOR JOSEPH MONTOYA, CHAIRMAN

**PUBLIC FORUM**

**THE WAR AGAINST SUBSTANCE ABUSE -  
UTILIZATION OF THE CELEBRITY POSITIVE ROLE  
MODEL THEORY AS A PREVENTIVE MEASURE**

University of California at Los Angeles  
Press Room, J.D. Morgan Center  
405 Hilgard Avenue

December 9, 1985  
9:30 a.m. - 1:00 p.m.

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CALIFORNIA LEGISLATURE

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University of California at Los Angeles  
Press Room, J.D. Morgan Center  
405 Hilgard Avenue

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# CALIFORNIA LEGISLATURE

## Senate

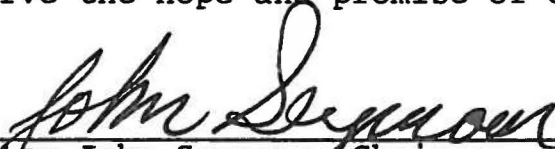
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We would like to take this opportunity to thank all of those who participated in this forum and contributed to its success.

One of the most important aspects of all of our efforts in the substance abuse area is to keep the issue in the public eye. Our forum certainly achieved this goal. Public awareness and an elevated public consciousness of the tragic consequences of this abuse is the key factor in the eventual solution to this problem.

We wholeheartedly believe that the message which we all must impart should be directed to our young, and that we should diligently work together to prevent this abuse before it has the chance to even begin. All of us who participated in this forum attested to the validity of this effort which we are directing towards our youth. We must and will continue with this course of action and expand upon and improve it. The thoughts which were expressed and the ideas that were shared at the forum will help us tremendously in plotting our course for future action.

We hope that those involved in the forum also found it mutually beneficial, and that you gained a better understanding of all of our roles in this important battle. We are convinced that if we work together and we step up the fight, we can save our citizenry and help preserve the hope and promise of our future generations.

  
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Senator John Seymour, Chairman  
Select Committee on Drug  
and Alcohol Abuse

  
\_\_\_\_\_  
Senator Joseph Montoya, Chairman  
Select Committee on Licensed  
and Designated Sports

PUBLIC FORUM

Senate Select Committee on Drug and Alcohol Abuse  
Senator John Seymour, Chairman

Senate Select Committee on Motion Picture, Television,  
Commercial, and Recording Industries  
Senator Herschel Rosenthal, Chairman

Senate Select Committee on Licensed and Designated Sports  
Senator Joseph Montoya, Chairman

Monday, December 9, 1985  
9:30 a.m. - 1:00 p.m.  
Press Room, J. D. Morgan Center  
University of California at Los Angeles  
405 Hilgard Avenue  
Los Angeles

Topic:

The War Against Substance Abuse--Utilization of the Celebrity  
Positive Role Model Theory as a Preventive Measure

Goal

To bring together different groups involved in the war against  
substance abuse who endorse the celebrity positive role model  
theory in an effort to examine how we can further affect public  
policy by effectively utilizing this concept as a preventive  
tool.

Agenda

Panel I.

Corporate and Business Community

Panel II.

Celebrity Positive Role Models

Panel III.

Community Program Models

Summary of Public Forum by Committee Chairmen

Adjourn for Luncheon and Informal Discussion

## PUBLIC FORUM

Senate Select Committee on Drug and Alcohol Abuse  
Senator John Seymour, Chairman

Senate Select Committee on Motion Picture, Television,  
Commercial, and Recording Industries  
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### AGENDA

#### Panel I. Celebrity Positive Role Models

1. Brian Dyak - Entertainment Industries Council
2. Lauri Hendler - Actress, "Gimme A Break!"
3. Larry Stewart - Caucus for Producers, Writers, and Directors
4. Sam Denoff - Producer, Writer
5. Leonard Gray - Former Player, Seattle Supersonics
6. Geoff Zahn - Pitcher, California Angels
7. Carol Akiyama - Alliance of Motion Picture and TV Producers
8. Lou Johnson - Director of Community Relations, Los Angeles Dodgers

#### Panel II. Corporate and Business Community

1. Bob Fredericks - Operation CORK
2. Michael Wolf - Anheuser Busch Companies
3. Ken Hoyt - Scripps Memorial Hospitals
4. Eric Norrington - Southland Corporation
5. Susan Newman - Scott Newman Foundation

#### Panel III. Community Program Models

1. Dr. Paul Good - Achilles Project
2. John Berndt and Carmen Gonzalez - Teenwork '86
3. Joe Saraceno - Committee to Prevent Alcohol Abuse by Minors
4. Gavin McHugh - California Correctional Peace Officers Association

Summary of Public Forum by Committee Chairmen

Luncheon and Informal Discussion

PUBLIC FORUM

Senate Select Committee on Drug and Alcohol Abuse

Senate Select Committee on Motion Picture, Television,  
Commercial, and Recording Industries

Senate Select Committee on Licensed and Designated Sports

Monday, December 9, 1985  
University of California at Los Angeles

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CHAIRMAN JOHN SEYMOUR: Ladies and gentlemen, my apologies for getting started a bit late. We not only have a substance abuse problem in California, but we have a transportation problem in California.

Before we get started I'd like to take this opportunity to thank each and every one of you for your attendance here today. We sincerely appreciate your efforts and the time you've taken to travel and be with us here on the UCLA campus. I'd like to take this opportunity and introduce my co-chairman currently with us and that's Senator Herschel Rosenthal, who is Chairman of the Senate Select Committee on Motion Picture, Television, Commercial, and Recording Industries. Joining us at this particular moment is Senator Joseph Montoya. Senator Montoya is the Chairman of the Senate Select Committee on Licensed and Designated Sports. We expect a number of other colleagues to be with us a little bit later, specifically Senators Royce and Craven. I am the Chairman of the Senate Select Committee on Alcohol and Drug Abuse.

Why are we all gathered here today? With the social and economic price tag of \$17.6 billion annually to California, as well as the emotional and physical impact on developing minds and bodies of our young people, society has taken a fresh look at the alarming statistics of the abuse of alcohol and drugs. And all of us here today can attest to the fact that no segment of society, rich or poor, white or black, is free from the scourges of substance abuse.

What are some of those sobering statistics? California has 1.5 million problem drinkers, 19 percent of which are teenagers within the age bracket of 14 to 17. In 1985 close to 3,000 deaths in California will be directly related to alcoholism. Heroin in California has increased by almost one-third since 1980; cocaine abuse and cocaine treatment programs have increased dramatically. More than one-third of our California youth have used illegal drugs. One-third, even when we exclude the use of marijuana and the statistical projection for the future is not encouraging. The percentage of problem drinkers is greater among the youth of this state than among adults, and that's why we're here today.

We all recognize that many fine programs now exist to deal with substance abuse. However, given the almost epidemic scale of the problem, it is necessary to seek further innovative responses. We hope to explore today once such approach, the utilization of the celebrity positive role model theory as a preventative measure. We in the Legislature,

as your public policy makers, want to exhibit our support of and interest in this theory and explore how these role models can serve as catalysts for increased education and prevention efforts in the future.

We have found in our search for common ground that we all--community programs, the corporate and business community, the media, entertainers and sports figures, and government--that we all share the same basic goals. It may now be feasible for us to develop a strategy that relies on new found partnerships among all of these parties in and all-out effort to curb substance abuse. While the development of legislation may be a possibility as a result of this forum, our primary objective is to establish open communication channels between all the different interests involved in this issue and come to some determination of how we can all work together as one.

We would like to know your perspective regarding your role in this battle and your plans for future action. Most importantly, we would like to hear your recommendations to the California State Legislature relative to our future action and how we can best integrate our efforts with your own.

Before we begin taking the formal testimony, I'd again introduce my fellow co-chairmen, that is Senator Herschel Rosenthal and Senator Joseph Montoya, for some remarks that they may have. Senator Rosenthal.

SENATOR HERSCHEL ROSENTHAL: It's a pleasure to be here today. As you can see from the diversity of those attending, not only of the chairmen of three Senate committees, but business, sports figures, entertainment figures. We need to treat those who are already substance abusers along with educating today's youth on the dangers of drug and alcohol abuse and, hopefully, preventing future abusers. Positive role models from the entertainment and sports worlds can have a great effect upon the youth of today.

Mass media--let me repeat that--mass media can assure that their message is delivered and I was pleased to see the media that was here carrying our message so that people out there who are not here can at least be aware that we are trying to do something. I'm also encouraged by the number of businesses which are participating in today's hearing. This problem of substance abuse is not going to magically disappear. We must all work together to find a solution. Time is of the essence as was indicated, not only in terms of numbers, but in terms of dollars. We need to find solutions and I want to thank everyone for taking time out to be with us here because of their busy schedules to attend today's hearing, and I think we should hear from Joe Montoya, and then move on.

CHAIRMAN SEYMOUR: Senator Montoya,

SENATOR JOSEPH MONTOYA: Yes, it's a pleasure to be here with you, John and Hersch. I think what I can add to what has already been indicated is to reiterate again the \$17.6 billion it costs California for such a tragic problem. The reason that I'm here as the Chairman of the Select Committee on Sports is because like television and movie personalities, I think as you talk to young people, perhaps a single most important role model for young people are sports figures today. If they use cocaine, if they abuse their

bodies with drugs, then it must be okay because that message is conveyed by national television. So I think it is important that this war be fought on all fronts so that we can make better use of our human beings, especially our young people who are, again, affected by the personalities that they see on radio, television, and in the movies. So with that, I'm just here to lend my support, John, to whatever comprehensive approach we may come to at the conclusion at these hearings.

CHAIRMAN SEYMOUR: Thank you, Joe, and I think we shall. The way the program will work today we have three panels. One panel will represent and the first panel will represent the celebrity positive role models. The second panel will represent the corporate and business community, and then the third and concluding panel will represent community program models. We will ask each panel to come and join us here. They will make their presentations and concluding their presentations then, of course, we'll field any questions we might have.

The first panel, and I invite them to come and sit with us, the first panel will be Brian Dyak representing the Entertainment Industries Council; Lauri Hendler from "Gimme A Break!"; Larry Stewart, who represents the Caucus for Producers, Writers, and Directors; Sam Denoff, who is a producer and writer; Leonard Gray, who is a former player with the Seattle Supersonics; Jef Zahn from my hometown, the pitcher for the California Angels; and Carol Akiyama representing the Alliance of Motion Picture and TV Producers. Thank you. Who would like to go first? Very good.

MR. BRIAN DYAK: My name is Brian Dyak. I'm the President and Chief Executive Officer of the Entertainment Industries Council. The Entertainment Industries Council is an organization, a nonprofit organization that was created to bring the power and influence of the entertainment industry to the nation's war on drugs. It's approximately two years old. We have been involved in a number of activities which I'll be sharing with you over the next 10 minutes.

I just had passed out to you a recent program from a dinner we hosted to honor Nancy Reagan for her work on drug abuse. I'd like you to turn to about the fourth or fifth page in where there's a list of the dinner committee and the board of trustees of the Entertainment Industries Council. This group of people represent literally the top executive management of all of the studios and the networks and it is their commitment, through the dinner that we recently did for Nancy Reagan and their commitment to serve as trustees on the board of the Entertainment Industries Council, that has moved the entertainment industry as a whole into the war on drugs. Ninety-five percent of these people are from California; ninety-five percent of these people are from right here in Los Angeles, and I just wanted to let you know that the entertainment industry is very ready and has been participating in the nation's war on drugs, and that we're also looking forward to what more we can do here in California.

The Entertainment Industries Council, along with the Council of Families in Television, the Motion Picture Alliance, and the National Institute of Drug Abuse around two

weeks ago hosted a conference on cocaine. Some of my remarks today are going to be responding directly to the questions that I received from your office. That conference was our effort to take an issue such as cocaine use, which our industry tends to be considered a part of the problem as opposed to part of the solution, and to be able to take that issue head-on to show that our industry is aware that it is a problem and at the same time is willing to do something about it.

Additionally, the Council has been participating with a number of celebrities in what they call the "Just Say No" campaign. Recently, I think it was about a week ago in Oakland, there were over 3,000 elementary school children who participated in a rally of to "Just Say No." We've been working with the "Just Say No" campaign, which is a national campaign and very active here in California, for over a year and last spring, we were a part of the international conference that was held with first ladies from around the world in Atlanta and the "Just Say No" marches there. This coming spring we will be at the forefront of over 50 "Just Say No" marches with celebrities leading those marches in 50 to 60 cities around the United States. Fifteen of those will be here in California.

The Council has a speaker's bureau and tries to help other national and local non-profit organizations that are doing drug awareness and drug prevention work. In the last six months we've participated with the Federated Parents for Drug Free Youth, the Mothers Against Drunk Drivers, and the Pry Conference, all on the national level. On the local level we have not done anything locally here but have that slated for February. We tested an activity of putting together a celebrity tennis tournament to help a local program in Houston called the Children's Drug Abuse Network raise funds and found that providing celebrities to those kinds of local fundraising activities created the kind of interest in the community that allowed that program to raise considerably more funds than they would have otherwise.

Some of the celebrities that have been involved include Michele Lee, Tim Reed, Lauri Hendler who's here with me today, Tom Dreeson, George Kennedy, Troy Donahue, Tom Conway, Ken Kurchival, Kim Fields are just a few of them; and there's a side effect to their involvement in our activities and when they do national or local television and radio shows, many times they will discuss the work of the Entertainment Industries Council, which expands their outreach to be able to touch literally millions of people with a message that says, "Stay away from drugs."

In the near future, in fact hopefully around Christmastime, celebrities such as David Hasselhoff, Gerald McRaney, Lael Ozado, Arnold Schwarzenegger are going to help promote a new record and music video that we've produced that will be coming out on the MCA label. At this time, I think I'd like to show that music video.

CHAIRMAN SEYMOUR: Very good. [Showing music video] [Applause] Outstanding. Well done.

MR. DYAK: Thank you. My understanding is that is why we're here today.

CHAIRMAN SEYMOUR: What distribution will be made of that?

MR. DYAK: It will be going national. We're working now with NBC to try and premiere it on Friday Night Videos, also MTV, and then what we really hope to do is, as you know records or videos have a limited life expectancy. About a week ago I met with the five school districts in Harlem to talk about what it would be like, and this is something that we would be extremely interested in doing in California, what it would be like to create a Stop the Madness campaign, celebrity studded, for junior high and high school age kids. The sense of the school officials was that teachers really needed something innovative to be able to work with the students, so what we were thinking of trying to do was take the theme of Stop the Madness in this music video and turn it into an instructional piece for the classroom. So beyond the record being out there and the music video being played, there would be an opportunity for young people and teachers to discuss the many concepts that are shown in this video.

There is probably over 35 major drug prevention concepts shown in that video. Each one of those could be dealt with in a full 45-minute classroom period, along with a teacher's manual, so we would hope to be able to provide it to education systems, to students, to teachers, and additionally to other nonprofit organizations locally that are working with young people.

CHAIRMAN SEYMOUR: Brian, we have talked about the possibility of getting the use of the video and getting it into the classroom. We've been discussing, we haven't finalized or anything, but I'd ask your opinion of a concept in which such a video--my understanding is it's fairly inexpensive to copy it once you've done it, made the original--and therefore the concept, working through the State Department of Education, of stocking libraries in local schools so the kids can check those out, take them home, for example, and play them on their VCRs.

MR. DYAK: That would be wonderful. That would be excellent. For us, it would be nice to see the state help us do that. We put a lot of guts and money into...

CHAIRMAN SEYMOUR: I'm sure they have. That's a high quality production.

MR. DYAK: ...but at the same time, if you turn to the--about three-quarters of the way--there's a Stop the Madness, three pages on it in your book. All of the talent, all--which includes vocals, vocalists like from Whitney Houston, Latoya Jackson, Herb Alpert's participation, Tony Basil, Andre Krouch, all of them--and the New Edition--donated their time for this activity. The list of special guest appearances, again, donated their time. And on the back there's a list of credits of companies that contributed, so we kind of went out there and asked people to help and we're at the point now where we really need some help from the state to take it the next step, to each kid.

I do have some recommendations that I'd like to make to you, somewhere here. I have four of them. One is that I would like to suggest that the state consider putting together some kind of a coordinating commission that would take on the drug and alcohol issue involving representatives from education, juvenile justice, the health professions, local government, state and local nonprofit organizations, parent organizations, and represen-

tatives from the entertainment industries. The goal of the commission would be to implement a statewide campaign that would virtually reach all school children. That one goal. One campaign.

The Legislature should also consider the development of a special matching grant program which would condition local communities to match state monies committed to drug prevention and education. Such a program would emphasize the elements of local coordination to where many times in communities--and we get barraged, for example, just by people wanting speaking engagement. We'll have nine different groups approach us from Orange County where, in fact, a celebrity's time is very valuable. Half the time we can't respond, where if a community was really together on what they wanted to represent to young people and to their businesses and wanting to use celebrities in that activity, all of the groups would be working together and that would show to us, also, that we were really doing something for that community. The goal of that program would be to foster coordination, rather than competition at the local level. There is a lot of drug awareness and drug prevention programs that are in competition, as we know from most of the state programs.

The Legislature should consider developing an incentive program for corporations--corporations I'm considering are naturally entertainment industry-based, but I think this could possibly work for all corporations--to invest in their own employee assistance programs and also community prevention programs. Perhaps the state could allow such corporations to receive a special tax deduction for their investment in drug prevention.

My final recommendation we already discussed a little bit and that is, naturally, that we would welcome the participation of the State Legislature and state government agencies to help develop a statewide Stop the Madness campaign. If special dollars were appropriated to enhance our private efforts, I think that together we could really stop the madness.

CHAIRMAN SEYMOUR: Thank you, Brian. Lauri Hendler, "Gimme A Break!"

MS. LAURI HENDLER: Hi, how do you do?

CHAIRMAN SEYMOUR: Thank you for taking your time to be with us, Lauri.

MS. HENDLER: Thank you for listening. My name's Lauri Hendler, I'm in "Gimme A Break!" Occasionally my television series will do a show that will deal with some of the more serious issues that are facing teenagers today, and also preteenagers, which is something that wasn't mentioned but I think is very important.

One of the things that I've been very aware of lately is that drug abuse and alcohol abuse starts a lot younger than the teenage years. I think that these programs need to go into the elementary school system. That's sort of a scary thought, but there are kids drying out today who are 14 years old and so if they're starting at 10, then they're starting, they're younger sister is even younger, and brothers. So I think that we have to face that problem.

But my knowledge of how teenagers are affected through the media is through the media in which I deal with and although we haven't yet done an episode dealing with drug or

alcohol abuse, when we do a more serious episode, the mail that we get is very different than the mail that we get on any other episodes. If we do a regular episode, it's "I like that line," and "This was funny." If we do a more serious episode, the letters we get tend to be more towards testimonial, towards, "How did you know?" I can't even begin to recall the number of letters that started out, "How did you know that I was dealing with" this problem or that problem, and "Were you listening to my conversations?" And more significantly, I've received letters that said, "Not only did you reflect something that I was having a dilemma in with my life, but you made a difference," and that's something that's very gratifying when I hear that because I know that we are making a difference and that's one of the things that I think is very important about celebrity involvement, is that we project an image to the community at large, to the public and especially to kids, that is really one that people follow, will really emulate it and that's a position that is very awkward to be in sometimes because I feel like I'm just a person, and yet I also realize that in my private life and in my public life I have to present an image.

So all of a sudden it seems that our show represents something more than just entertainment. A lot of kinds are watching not just to be entertained, not just for the laughs, but because we say something and perhaps we're reflecting something in their lives. And when you realize that what you say and do is watched closely and emulated, your role takes on more responsibility and I know that I try to be more sensitive to the needs of teenagers and preteenagers when we do those shows that are more sensitive. I really think I and all celebrities have to project an image that can be either good or bad. The problem is as a fan a teenager wants to believe that their idols are perfect. I know I do. I have a lot of people that I idolize greatly and I want to believe that these people are perfect, wonderful people. Unfortunately, sometimes we see the negative side. A lot of celebrities, a lot of music people, a lot of television people will come out--you know, there's been John Belushi, Richard Pryor, there have been so many examples of people setting a negative example.

I seems to me that a fan can react in two ways: Too see that their idol is less than perfect; one is to say that this person isn't perfect and to deal with that. Maybe a little bit of depression goes along with realizing that and then moving on to perhaps a different idol, but I think what may happen more often and what I think is more dangerous is that they continue to believe that their idol is perfect and therefore, what their idol is doing is fine, and therefore, it's fine for them to do that also. Fortunately, in response to the growing need for positive images through a lot of celebrities are now starting to realize that they can make a difference and through the Entertainment Industries Council and through various drug organizations, or antidrug organizations, it's starting to be fought, it's starting to be combatted. People are starting to come out and say, "I don't believe in drugs. I don't believe that you should be using alcohol as a teenager," and starting to make a more positive statement for teenagers.

Whether, and this can be done in really one of two ways. It can be done either

silently or out loud. And by silently it's simply by not using the drugs yourself and by just showing, as an example, without saying anything, without ever saying, "Hey, don't do this, don't do this," but just by showing quietly possibly the correct way to go. And the other way to do it is through things like the "Just Say No" program, which I've participated with with NBC. They have a public service announcement campaign that's starting again, and through statements like this, through statements to the public and through speaking in schools, which is something that I've done a little bit of and want to continue to do. And talking to teenagers and kids saying, "This isn't right, there is an alternative."

And I realize that being on TV puts me in a position where kids may look up to me more than they would to an adult or a parent because, unfortunately, in society today the influence comes from television and also, from kids their own age. So I have a double advantage in talking to kids in that I'm about their age, just a little bit older. I've just gone through all of the problems and the traumas that might lead them to taking drugs, all the uncertainty of being a teenager, and I'm on television. I come into their living rooms every week as do all of the celebrities who should be participating in this and that gives me a real edge. That gives me an edge because they respect me and they look up to me and this is something that makes me proud to say that through my public life and through my private life, I'm helping show that teenagers can live without drugs and alcohol. Thank you.

CHAIRMAN SEYMOUR: Lauri, we commend you for your work and for your commitment. When we complete the panel I'm sure there's going to be some questions of you and one that I would have for you, and you can thing about, and that is to those in your profession who are abusers and having become an abuser, then perhaps getting their act together, so to speak, how can we best utilize them? I'd like to hear from you. Not at this moment, but when the panel completes.

Next we have Larry Stewart. Larry.

MR. LARRY STEWART: Thank you, Senator. My name is Larry Stewart. I'm Chairman of the Alcohol Drug Abuse Committee of the Caucus for Producers, Writers and Directors. I'm also a member of the board of EIC.

My opening remarks will be very short because mostly what we have done, what we have accomplished you will see on a tape that we're going to play for you. We began back in 1982 when Hollywood got rocked by an alcohol related, two alcohol related deaths and two alcohol related accidents. That's all on the tape. We embarked on a campaign and I've put on your desk up there the white paper that we came up with that speaks to Lauri's notion of some things you can do quietly by simply not doing them and make the example.

What we hope to do in this campaign and has been successful, as you will see, is to take the alcohol out of the hands of the role models on television where it wasn't needed. We felt there was too much drinking going on in television, perhaps we were sending a bad message. So rather do shows in abundance about don't drink, we set about asking our



colleagues to think about taking that glass away, using other alternative beverages and what have you. We've had some startling results. They're on the tape and they're on the white paper. Why don't we run the tape, then I'll finish from there. [Showing video]

[Video soundtrack]

The subcommittee will please be in order. Today we address a very serious problem--drug abuse. It is one of the most significant health problems facing our nation. By drugs, I mean of course, illicit drugs--heroin, cocaine, marijuana, I also mean alcohol. These are our number one enemy.

Now today we will hear about one way to fight the enemy. We're going to hear about a different kind of star war, a war waged by the stars.

Occasionally a film is made about serving drinks too much. Most of the time, you know, I think it's just too pretty, too funny, not very real.

Everybody say, well, we can always go to the bar and soon as something comes into a scene to make a drink, the ice is always there. It's always set up. We grew up as little kids seeing that that was a natural thing. You walked into a room and you drink, but I don't approve of it anymore. They can minimize the situation with the drinking.

So what we're trying to do, and I say we, I'm a member of the Entertainment Industries Council against drug and alcohol abuse, and what we're trying to do is give another side, another view from let's say tinseltown. There's an image that we all have and we're all called pretty's out there and that's not true.

I'm very, very pleased to be here today. I'm the board director of the Entertainment Industries Council and I've come to join in the discussion of what has been done and what we are going to do to deglamorize drugs and alcohol in motion pictures and television.

But when we consider the greatest nation in history falling apart because of drugs, the power of my industry to communicate the truth necessarily demands that we act responsibly.

As a mother I have found it necessary to speak out through the media against factions in my own industry which glamorize drugs and alcohol.

In a recent conversation with Robert Harris, the President of Universal Television, I was assured that, and I quote, "You will never see a star on a Universal program using or approving the use of drugs." Mr. Harris went on to say that Universal shows, including Simon and Simon, Magnum P.I., Miami Vice, among others I might add will continue to deglamorize substance abuse.

Broadcasters in this country, the networks and station groups and local stations operate under a simple mandate--to do well as businesses and to serve the public interest. We feel that mandate most urgently when we confront a serious social issue like substance abuse. In these few moments we want to give you some idea of how, so far, we've carried out that mandate. We make this presentation not as a goal to be achieved, rather we see it as a

benchmark to measure the progress we hope we all can make together. Like you, we want to be part of the solution to the problem of substance abuse, not part of the problem. The most basic way we carry out our mandate is by trying to make sure that what we bring into your home does no harm. Our concern is what goes into programs is not only felt by the network, it's also felt by the people who create television programs--the writers, directors, and producers--that television will be getting serious. Speaking for this very creative community is Larry Stewart from the Office of Producers, Writers and Directors.

Hello. My name is Larry Stewart and I'm the Chairman of the Alcohol and Drug Abuse Committee for the Caucus for Producers, Writers, and Directors here in Los Angeles. The Caucus is an organization of some 175 men and women who manufacture most of the prime time television that 70 million Americans see every night, seven nights a week during prime time.

For years in films Hollywood has glamorized three classic kinds of drinking.

This is my birthday. Give me the best in the house.

The tough two-fisted macho he-men, the elegant, sophisticated lover:

Here's looking at you, kid.

And the funny drunk. Ever since the days of Laurel and Hardy, Hollywood's message has been that it's cute to drink, that drunks are very funny. The message that movie audiences got from theaters from all over America from the motion picture industry was that using alcohol was a mark of glamor, a mark of success. And that message was sent over and over, year after year.

Tonight you can all help me appreciate a bottle of tequila I picked up in Juarez. It'll knock the spots right off your socks.

A man after my own liver.

Yes, you will ... (Inaudible) and you will have a bottle of California chablis with me.

[Music]

And television followed right along. Night after night, these scenes were played and replayed. It took quite a while in a series of tragedies for Hollywood to finally become aware of the kind of message we were sending our television viewers.

Back in 1982, our town was rocked pretty well by the alcohol related deaths of Natalie Wood, William Holden and the alcohol related injuries due to an automobile accident of Mary Martin and Janet Gaynor.

At that time, our committee discussing those unfortunate incidents began to wonder were we as the manufacturers of prime time television perhaps guilty of selling to the American public too much booze? Were too many of our role models drinking on television for no reason at all, gratuitously? We felt perhaps that was the case

and we proposed that to the membership at large to the caucus and they agreed, and set us about finding a way to reverse that trend.

What we came up with was a white paper which we issued to about 7,000 of our colleagues in the producing, writing and directing ranks. The white paper was called, We've Done Some Thinking. It included the notions of Warren Breed, and James DeFroe, two psychologists who had worked on media effect of alcohol use.

Very simply, what it calls for from our colleagues is to join us in thinking about it when we use alcohol on television. We suggested that if you don't need it, don't use it. If there's an alternative drink to be had, try that. Don't portray it as cute. Don't portray it as macho. Don't portray it as every part of lifestyle that you have to go for.

We can report now in 1985 that 22 hours of prime time television have become identifiable as having cut down drastically on the use of alcohol in their programming. Some of those shows include Magnum, P.I., Matt Houston, Hunter, and even Dallas has cut back about 70 percent.

How do you know? She's grown up. She lives in Chicago. You haven't seen her in ten years.

Magnum, P.I. demonstrates a real life view, sometimes beer or coffee.

Guys, do you think you could swap recipes after we find Dick Ling?

And sometimes milk.

Maybe a little more hot sauce, more hot sauce.

Don't you think you ought to taste it first?

Uh-huh. A great chef can identify the missing ingredients really by smell (sniff, sniff). I need you to drive to the airport. I need Flight 42 to Taipei. It arrives at 2:05 and if you leave immediately, you will be on time.

Maybe a dash more hot sauce.

I know I can count on you to help me out in this emergency.

No.

I have no time for your childish obstinance. I told her I have decided to marry and now she thinks I'm going to marry her.

But, Higgins, how could anyone think such a thing?

Well, I called the bail bondsman and he didn't know.

You mean he didn't know?

For two years on Matt Houston, discussions about the case at hand

were always accompanied by alcohol. That was before the white paper.

[Scene from Matt Houston]

After the white paper alternative drinks were found.

[Scene from Matt Houston]

A newcomer to the television season this year, the Lucy Arnaz Show, demonstrates that often finding an alternative beverage to alcohol creates no creative problems.

[Scene from Lucy Arnaz Show]

What we did very simply was to ask our colleagues to use their heads, to think along with us on this issue and if they agreed with us, to go ahead. We didn't intimidate, we don't police and we don't monitor, but we know that new shows are coming aboard every day.

Though more and more over the last few years, the Hollywood creative community, along with networks, has attempted to deal with the subject of alcohol and drug abuse, in the production of movies made for television and our weekly series.

I'm setting the term of two years to probation and a mandatory drug rehabilitation program. I'm also placing upon you a fine of \$5,000. You will report to your probation officer twice a month and submit to a random urinalysis. Any further involvement in drugs and I'll remand you to the custody of the San Diego Police Department. Do you understand the court's order, Mr. Gutt?

I do, your Honor. Thank you. Thank you very much.

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I don't know what you're worried about. He didn't do that to last year's pictures.

Yeah, well last year, I was only a kid. This year, it's different.

---

Oh, hi ya, Victor. Care to join me? Peppers. Help me stay awake through the evening carnage. I used to take them for philosophy exams. They gave me the divine guidance.

What are you doing? Your father could walk right in here.

No, he's said he'd be back in three minutes. When my dad says three minutes, he means three minutes.

Get your feet off that.

Victor, what's the problem? I sense hostility here?

I don't get it. You're bright, good looking with an incredible future.

So, I blew it.

Hey, I'm no saint either. I grew up in California in the '60s, okay? So I understand what you're doing here. While you're growing up the human body can only take so much and then those brain cells start to fry.

I got it under control.

Oh, really? Why don't you go on up to the psych ward and talk to some of the junkies and the speed freaks and the acid casualties up there. They don't know who they are but they have it under control too.

Now wait a minute, Frank. I want you to see something. I want to show you something. Where's the lightning, Frank? Where's the world spitting open and swallowing me up?

If you'd kept coming to meetings.

Yeah, well see. That's the hippocracy, that's why I don't have the strength of character to change because you see, I can handle it.

You kept coming because you know that's crap. You may think that you're in control now, but tomorrow, next week.

Ten months, ten months tomorrow. I can handle it. We're alcoholics, Bob. You know how it's going to end up.

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Look, I haven't had a drink in ten days. I know I've got a problem but I'm going to AA and I really think I'm going to be okay.

No, you're better than okay, Sam.

---

Why do I get the feeling of what you're doing, quitting the drinking, joining AA, going to the meetings, all of that. You're going for me, you're going for your folks, for all your friends.

I guess if I had to pick somebody, I'd say I was doing it for you.

It won't work.

What are you talking about?

It won't stick. You'll find yourself in a pressure cooker one day and you'll feel like taking a pill. You'll resent all of us telling you no, no and don't

and don't touch it, and you think, "Wait a minute. They can't tell me what I can and cannot do."

I won't do that, Peter.

You've got to do it for yourself.

---  
[Scene of car crash]

I want my daddy.

---  
I had to clean her out, Frank.

What for?

She was bombed out of her skull.

Art, she's never had a drink in her life.

It wasn't just booze. She was loaded with methadrene. They were all on alcohol and speed.

---  
I thought I could fix anything, but I couldn't.

Susan, open the door.

From other people's kids to drugs.

---  
This is my dad. Say hi.

Hello Mr. Huxtable.

Dr. Huxtable. This is Tony Braxton.

What name do you really go by?

I'm the enforcer.

I'm the dad.

Braxton came over because he wanted to tell you something.

I put the joint in his book.

Why?

The teacher walked in the room. I had to put it someplace.

Well, why didn't you throw it in the trash can?

I wanted to smoke it later.

Look, I'm not your father, but I do think you have a

problem, son, and I think you ought to talk to your parents about it. And if you don't want to them, talk to a counselor. Talk to somebody at school and if not, you can come here.

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I'd like for you all to meet someone. Mr. Langford, Miss Jones, classmates, I would like for you all to meet my good friend, Mrs. Nancy Reagan.

Good morning.

Good morning.

Hello. [Laughter.]

And of course, you know my dad who is also a good friend of mine. Oh, and those are secret service men and they're not listening to the ballgame. [Laughter.]

Would you mind if I talk to the children?

Whatever you'd like, ma'am.

Hi.

Hi.

How many of you have heard about the drug problem in our schools?

How do you feel about drugs?

Well, I think drugs are disgusting and I'd never take them.

My name is Lisa and I'm a Republican. [Laughter.]

I have a hunch the Democrats are against drugs too. [Laughter.]

Well, aren't some drugs okay? Like I heard pop won't hurt you.

Let me tell you a true story about a boy we'll call Charlie. He was only 14 and he was burned out on marijuana. He was in a stupor, permanent daze. And one day when his little sister wouldn't steal some money for him to go and buy some more drugs, he brutally beat her. The real truth is there is no such thing as soft drugs or hard drugs. All drugs are dumb and if you're involved in them, please talk to your parents, your teacher, whoever, but don't end up another Charlie.

So there you have it. With the support and cooperation of all three members, the Hollywood creative community is engaged in a continuing effort to heighten public awareness regarding alcohol and drug abuse. We're firmly committed to what Senator Roth's called the new star wars. We're pleased with it, we hope it will get better and we invite your suggestions if you have any. We'd like to hear from you.

MR. STEWART. I think that gives you some idea of the commitment of the Hollywood

creative community and those of us in the Caucus for Producers, Writers and Directors are the people who create, put on the screen, write for, and direct those positive role models you're talking about. It pretty well starts with us behind the camera to get the image of the Lauri Henders on the screen in front of the camera and I think we are a committed group.

How tough is it for us to be committed. I asked a colleague of mine, Sam Denoff, the writer/producer of the Lucy Arnaz Show, who took on our white paper's concept as a challenge with that show. Sam, would you explain how the challenge worked out for you?

MR. SAM DENOFF: The challenge was no creative problem for us. We found it quite easy to depict the life of an upwardly mobile woman, single woman in New York City and have her involved with men in a business without using alcohol at all, as you saw in these few sequences. Also being able to get comedy out of it which I think was our main desire in the show. Not much of America saw the show, however. We were canceled after six shows, but we were opposite a show which dealt in car abuse mostly, the A-Team. [Laughs.]

SENATOR MONTOYA: The what?

MR. DENOFF: Car abuse. That's another problem which is very serious, that kind of violence. At any rate, when I started to talk about creating the script and doing the show, which we shot in New York, I had the total support of Ms. Arnaz, as well as the whole cast, and there was never any problem about doing it at all creatively. I don't think there has to be and I think that most of my colleagues in the business, the members of the Caucus--guys like Aaron Spelling, all of those people, and Norman Lear--they're very conscious of this and are making a serious effort and accomplishing what we did in our short-term series of having a good time and being very entertaining and not using any alcohol at all, where there's no problem at all with drugs because the networks have always been, you know, very strong against the use of any of that which was fine with us. It's not funny.

If we had stayed on longer in that particular series, we would have done much more of it. And I think as Larry's concept, which was marvelous, is by not showing something you take away the glorification and the comedy of it and it's not represented as something that's admirable, and that's what we're doing.

CHAIRMAN SEYMOUR: Very good.

MR. STEWART: It should be noted that we are, well, the Caucus addressed itself in the white paper only to alcoholism. We did indicate in here that alcohol is the number one drug of choice in the United States. So we are talking about a drug and an enabling drug, a drug that's so debilitating it takes other drugs to pick you up and other drugs to put you to sleep, and that moves you to the drugs that you smoke, the drugs that you sniff, the drugs that you shoot up with. It's all a drug problem. We started with alcohol. We are committed. I think the work up there showed you the commitment of a broad spectrum of the television industry and the creative community and we'd be happy to answer any questions that you have later.

CHAIRMAN SEYMOUR: Larry, we may have some questions at the conclusion of the presentation. We appreciate your time and commend you for an outstanding effort. Now we're



gong to hear from some professional athletes who are representing professional athletic organizations and first, we'll hear from Leonard Gray who has played with the Seattle Supersonics. Leonard, thank you for being with us today. Could we pass the microphone over there that they might share? Thank you.

MR. LEONARD GRAY: Thank you very much for inviting me here. It's my pleasure indeed to be here. Once again I'm Leonard Gray and I'm an ex-player for the Supersonics and I am here representing Pros for Kids, a nonprofit organization based in San Mateo, California.

We have been active in compiling a number of ex and current professional athletes in the role of being a positive role model and throughout the Bay Area we have been involved in presenting various assemblies through the school system on all levels. It has been my experience that in doing this the young people that we are involved with in their recognition of us being number one people, as well as being ex and current athletes, I think that we really get their attention. And I feel that the message we give them in providing them information of the detriment and the harm that drugs and alcohol abuse can do to them, I think that we have an excellent response from them and I feel that--I'd like to be very brief about this and invite any questions from anyone here.

We also have a program that we will begin in order to train athletes that we have in different locales throughout the state to assist us in this matter. And once again, I thank you very much for having me here and I'd like to turn this over to Jef Zahn, a player for the Angels.

CHAIRMAN SEYMOUR: Pitcher for the California Angels. Before Jef gets on let me commend you for your organization and their recent fundraiser with our First Lady. Most successful. I had the privilege of being there that evening and just a terrific job. Well done.

MR. GRAY: I'm personally very, very proud of Dale...

CHAIRMAN SEYMOUR: You should be.

MR. GRAY: ...of Dale Williams who has put a lot of hours in putting that together.

CHAIRMAN SEYMOUR: One of the best I've seen.

MR. GRAY: And I'm very proud of him.

CHAIRMAN SEYMOUR: Jef.

MR. JEF ZAHN: I am Jef Zahn with the California Angels the last time I checked. [Laughs.] But I guess I'm called to represent a sport that I believe has been damaged the most by drugs in the past couple of years and the involvement that I have had with drugs and with community projects has been primarily through an organization called Baseball Chapel, and with another organization called Pro Athlete's Outreach. Through those organizations we believe that God can change lives and it's fine to tell someone no, don't do it, but you have to have something to replace that with and whether you believe as I believe, I think and I believe that the truth still remains that there is an absolute standard for behavior, that man is responsible for his own behavior, and that there are consequences to not conforming to that behavior.

And when I go out and speak to church groups, when I go out to speak to public groups, that is what I promote. That there is responsibility to our living and that there are consequences to not living that way. As I see our sport and what's being depicted today, it's gotten to the point where if the ballplayer misses a couple of fly balls, or the ballplayer misses a plane, that he is guilty of drug addiction until proven innocent, which is a definite reversal of our judicial system.

So it's gotten that bad and I am one that firmly believes that drugs must be eradicated from our sport. We aren't governed too much by the Legislature...

CHAIRMAN SEYMOUR: Yet. [Laughter.]

MR. ZAHN: Yes, but I believe that Peter Uberroth is heading in the right direction as long as he puts up the consequences to athlete's behavior. We cannot take away the responsibility that we have to the youth of America. Most people that grow up play sports and they can identify with people. They don't identify too much with senators and people like that until later in life. And so we have to accept that responsibility and that we have to take the drugs out of the sport and I believe you do that by making the consequences for participation in that higher and more severe than what has been demonstrated so far, and to slap a player on the wrist and tell him, "No, no," and send him right back into the game and the public see's that. They see that there are no consequences to their behavior I believe that is injurious to what we need to promote in our sport.

I guess if I was going to suggest anything else, I also see a lot of the problems that we have dealing with the eradication of the family as a unit and the great problems that we have with stress coming from that and depression coming from that, which leads to the eventual taking of drugs, experimenting with drugs, or trying to belong to a group. I guess I would support any legislation that helps the family to stay together; that also helps in the education process to provide counseling, psychiatric help on the grade school, junior high and high school level, as well as colleges. And also I firmly believe in keeping separation of church and state, but allowing the church to do it's work in the private sector.

CHAIRMAN SEYMOUR: Very good. Senator Montoya.

SENATOR MONTOYA: I'd like to interject a comment since all of you here are athletes, and again, we've dealt with that component part of this problem in sports. And I might add my support for what I think Peter Uberroth is trying to do in baseball. I think, however, nobody is fooling anybody when you think, if you think that the problem is any worse in baseball than it is in basketball or football. It's just that the media has latched on to baseball. I think the problem is as pervasive in football and basketball as it is in baseball.

Another important reason to convey the message to you about why we're going to pursue these kinds of programs, whether or not the Legislature is presently involved, is because I think there may be one out of 100 kids perhaps who wants to be a television or a movie star, but every kid in America wants to be a professional baseball, basketball or football

player and that's why that responsibility is even more critical in what is happening in professional sports, and as it goes in professional sports it's happening in college sports and even high school sports. For that reason, I think we've been focused on that but we're going to persist for whatever the Legislature's role should be at this state level, or whatever we're able to guide nationally. We've got to stay on that path.

CHAIRMAN SEYMOUR: Very good. We have joining us today and I'm very pleased that he could attend--Lou Johnson from the Los Angeles Dodgers. I think I've got it right when I call him Sweet Lou.

MR. LOU JOHNSON: That's right.

CHAIRMAN SEYMOUR: Welcome, Lou.

MR. LOU JOHNSON: Thank you. It's a pleasure for me to be here. One of the reasons being is that I'm a little late this morning and I'm sorry for that. Been ill in the bed for about 7 days and I just happened to go into the office, and the reason I'm dressed as such, I wasn't planning on staying that long; but, nevertheless, I am suffering from reoccurrences of the problem that we have today.

I have been in the last 5 years doing what I saw on the screen and doing it at a very low key profile, talking to the kids, not only in the schools of Los Angeles, but also in the juvenile halls, the California Youth Authority, and wherever there's a necessity for me to be. Today I consider myself more of role model than I did when I was hitting a home run to win the World Series for the Los Angeles Dodgers in 1965 is because we are in an epidemic stage of alcohol and drugs, whether you want to believe it or not. It's not getting any better, it's getting worse.

I can attest to that is because of the fact that I'm out there on a daily basis, as much as my health will provide, to help to sort of curtail what is happening today. I am a recovering person. My gratitude has been able to be alive today because a little over 5 years ago they found me on skid row. So I qualify for what I'm talking about today because I have lived the experience. And talking to the kids today is about the family aspect of it, the whole problem that we are faced with today. I am very happy to see all of you people here today because we need all of you, whether you have the problem or not. And I'm very glad to see that the Legislature is doing something about it because, you know, for a long time a lot of people turned our back on what is happening. Even I did at one time.

So I'm here today in support of these other two gentlemen here and also in support of me because I have 7 kids and 5 grandchildren and I think I owe all of them something. Thank you.

CHAIRMAN SEYMOUR: Thank you very much. Very good. And to wind up this particular panel, and then we'll have some questions to wind it up, is Carol Akiyama representing the Alliance of Motion Picture and TV producers. Thank you for coming with us.

MS. CAROL AKIYAMA: Thank you. I want to thank you for giving us the opportunity to appear before you today. I am the Senior Vice President of the Alliance of Motion Pic-

ture and Television Producers, which is also known as the Alliance or the AMPTP.

The AMPTP represents the major television and theatrical motion picture producers in the entertainment industry. These producers are based in studios and related facilities in Southern California. Some of the companies I represent are Warner Bros., Universal, 20th, Columbia, Stephen J. Cannell, Aaron Spelling, among many others. These producers are engaged in the business of providing television product for network broadcasting, including prime time and daytime television, and feature motion picture product for distribution in theaters and ancillary markets, such as video cassettes, video disks, and pay television. These are the producers of Academy Award nominees and winners.

Over the past several years, the Alliance companies have produced and distributed many features and television programs deglamorizing the use of drugs and alcohol on the screen and in network TV programs. Many of these shows have been geared towards teenagers. The area is of utmost importance to the Alliance companies and we treat it as a priority matter, both as to treatment of employees with alcohol and drug abuse problems, and as to deglamorizing it on the screen.

Some of the examples of programs and theatrical movies that have deglamorized drugs are as follows: Lady Sings the Blues, Panic in Needle Park, Midnight Express. Television series include: T.J. Hooker, Cagney and Lacey, Archie Bunker's Place, a television movie made by Lorimar called Desperate Lives, Trapper John, M.D., Facts of Life, Quincy, Simon and Simon, Knot's Landing, WKRP, and some public service announcements that you'll be seeing. Additionally, our companies do make educational films for schools and many of those are made by one of our members, Disney.

The following that you'll see on the tape are just a few examples of product produced by our companies. [Video shown]

...Rule Number 2. Never let them get into a car with a driver who has been drinking.

Rule Number 3. Never, ever, under any circumstances allow him to take illegal drugs--to grow up a happy, healthy teenager is important. If you like him, you'll take good care of him.

I can name you just anybody that makes me mad. Look at kids doing drugs. It turns my stomach. That stuff hurts, stops you from living up to your potential. It holds you back. It hurts to use them. It hurts to smell them and it hurts to strain them. I just want to shake some sense into you kids that are using drugs and thinking about using them, so remember, don't, or else. Okay?

Hi! We're the cast of Fame. We're here to ask you to take a second look at Marijuana.

New studies show that pot damages your lungs a lot more than you think, especially if you're still growing. So anyone who tells you that pot's harmless is wasting your breath, whether it's school sports or working out.

Can I ask you a question? When you were setting up this little transaction, did you give any thought at all to

Mrs. G?

What's Mrs. Garrett have to do with it?

It's her shop. You get busted in here and they can close her down.

That's not going to happen.

Do you want to give me a guarantee on that?

You know, I'm getting a little tired of being treated like I'm the villan around here.

You're not a villan. You're like a dozen guys I grew up with, fooling around, thinking they'll never catch up with you. The only difference is they didn't have little alligators on their shirts.

Nonsense. But I've seen some of those guys nodding off on street corners. I wouldn't put myself in the same class.

You know what really gets me? Is the way kids like you dabble. I don't even know why you do it. Maybe because it's in or 'cause you can afford it, but you pick up a new drug like it's the latest running shoe. Did you ever stop to think where the money goes?

Hey, I know it's a dirty system...

But somebody's got to support it, right? Well, you know where I am if you get tired of waiting around.

Laura, I'm sorry. I know she's your friend but she's way off base.

She's right. You don't see the risk, do you? Cocaine is just a little diversion, like scuba diving. But, Nick, there are consequences for you, for me, because I care about you.

I won't let any of this affect you.

You already have. You've made me a part of this and my friends, and now you're asking me to do something that I think is wrong.

I'm asking you to help me. Friends help each other. What are you doing?

Helping. I'm not going to let you buy drugs in Mrs. Garrett's shop.

[Inaudible]

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Sweetheart. You walked into a situation with me in the car that you did not understand and you blew it entirely out of proportion, really. I had it under control.

Control? Who are you kidding? When is this going to stop?

What're you trying to do, change my life?

But you're hooked or dependent upon it, as you call it.

Chris, without cocaine I couldn't do what I do, okay? I couldn't work as long. I couldn't work as hard. It makes me a better cop.

You really believe that, don't you? You need help.

For me, it just gives me a little push, okay?

It'll be okay. I'm going to turn you in.

Wait a minute! Wait a minute! Think about what you're saying and who you're saying it to. It's like holding a loaded gun to my belly.

I don't want to be the one holding the gun, I don't.

Then don't. Leave it alone.

I'm going to turn you in.

[Inaudible.]

If I had nothing else to do with the rest of our life, I'd try to convince you just how worth it you are.

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I am William Shatner. I have a question for you young people. Are you in control of your lives? Control starts by daring to say no to drugs.

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SENATOR ROSENTHAL: Let me ask a question.

CHAIRMAN SEYMOUR: Senator Rosenthal.

SENATOR ROSENTHAL: I think these public service announcements and the kinds of--white papers and the various other kinds of things we've seen today are really very significant and could make a difference. How do we get them shown more often on the television screen? How do we, for example, in addition to showing them more often, what's the possibility of showing them at the theaters before the movie comes on as one of the spots, you know, that--the trailers, or whatever you call them--that we see before a movie? It seems to me that these should be on every hour someplace on the tube and in every theater. How do we do that?

MS. AKIYAMA: Well, we are in communication with the Theater Owners Association and Bob Selig represents them in California. That is certainly an area we'd be interested in exploring with them and I think they would be interested as well. They're a very good group and we work very well with them. So that is something we'd be willing to explore.

I'd like to tell you a little about a couple of the public service announcements that you saw: The Gremlins and Mr. T. A year ago in September of '84, First Lady Nancy Reagan joined Brooke Shields and other Hollywood stars at a drug prevention group luncheon in Washington, D.C., which was sponsored by the National Federation for Parents for Drug-Free Use. The event featured the premiere of seven drug awareness public service announcements made by Mrs. Reagan and celebrities, such as Brooke Shields, Adriene Barbeau, Mr. T., and David Hasselhoff.

Action, which is a national volunteer agency, used its drug prevention program to spearhead a public/private partnership for creating the spots. The director is Tom Polken, who at the time enthusiastically praised the producer/director Seth Pinsker, Analee Lacy Productions, Warner Bros., Universal Studios, the National Institute on Drug Abuse and others who donated funds and creative services. The project reflected a half million dollars in donated services and perfectly illustrated how the public and private sectors worked together on a major challenge such as drug abuse.

SENATOR ROSENTHAL: Now I think the production is good. I think the things we've seen are excellent but I don't see them on the television tube very often.

MS. AKIYAMA: Again, on that, the networks would be the ones that we would need to approach on that and I'm sure, again, they would be willing to cooperate with us because they have been very good about having public service announcements.

SENATOR MONTOYA: We'll collar them right now.

MS. AKIYAMA: Pardon?

SENATOR MONTOYA: I said we'll collar them right now.

CHAIRMAN SEYMOUR: Larry, I think you ought to comment on that.

MR. STEWART: Yes. Senator Rosenthal, there are a couple of things afoot. Now I'm going to take off my Caucus hat and put on my board member of the Entertainment Industries Council hat. We have recently, within the last year, introduced--and we did at the Roth committee--a concept for a substance abuse subrating on motion pictures, one which would embrace what Jef had talked about; that if you're going to show substance abuse or use in a film without consequences, then that film would get the SA subrating so the parents could know this film shows substance abuse but without the consequences. We always like to say we're reflecting life. Well, as Jef pointed out, the reflection of life carries through to the consequences.

In the prosecution of this we've been talking with the National Theater Owners Association, we're talking to the MMPA and we've been talking to the Alliance, and the rock video that you saw--we have discussed putting that into theaters to be played before the motion pictures. We have talked about public service announcements going into the theaters and we are currently in the Entertainment Industries Council gearing up for just that kind of campaign; vis-a-vis television. Television has been more and more in prime time, as well as in prime sports time on Sundays and so on, doing antidrunk driving, antidrug, PSA's. They're squeezing them, they're finding more places. I don't think we can really criticize

television anymore for ignoring the situation.

If you begin to look and following carefully--and I know that can be a desperate procedure, watching television that carefully--I think you're going to find many, more more PSA's accepted for television and being used in prime time, prime sports time, and not just at four o'clock in the morning which has been the old complaint. The networks are really doing a pretty good job and trying to do better every day.

SENATOR ROSENTHAL: I have not watched any children's programs, for example, on Saturdays. Are they there?

MR. STEWART: Yes.

SENATOR ROSENTHAL: Okay.

MR. STEWART: As a matter of fact, Brian can tell you about a talk he's just recently had with the biggest of the children's animation producers with regards to campaigns in the animation field in this area, if you'd like to, Brian.

CHAIRMAN SEYMOUR: Carol, we cut into your presentation with questions. Do you have something...

MS. AKIYAMA: Just a little more. Certainly, not much longer. The MPAA is a sister organization to the Alliance, the Motion Picture Association of America, and it is headed by Jack Valente, who is also chairman of the board of the Alliance. The MPAA, among many other functions, is responsible for ensuring the free flow of product throughout the world that is produced by the MPAA companies; and the MPAA companies include all the major distributors of motion picture product and all of them are members of the Alliance on the producer's side.

At the hearing on October 24th before Senator Roth's subcommittee, Jack Valente testified on behalf of both the MPAA and the Alliance companies. During his testimony Mr. Valente announced the creation of a new industry initiative in this area called the Creative Coalition Against Drug Abuse. On the founding board for this creative coalition sits the most influential decision makers in our industry. On the board are the highest level executives within our industry, including chief executive officers and chief operating officers of the various major studios and major production companies in the theatrical and television areas, who's efforts will be guided by Jack Valente.

One purpose of the creative coalition will be to award laurels annually to those producers of film and television programs whose creative efforts most advance the goals of reducing the use of drugs among the young in this country. This creative coalition will work with other organizations, such as EIC and the Caucus for Producers, Writers, and Directors, on the antidrug efforts, and will focus on the creative community: the writers, directors, producers who's work in theatrical and television warrants a laurel wreath in the antidrug abuse crusade.

And as a last point just informationally on the rating system, the rating system is a voluntary system which represents a partnership with the National Association of Theater Owners, the Motion Picture Association of America, and the Independent Distributors. It



was created in 1968 and its objective is quite clear and quite simple. It is to give advanced cautionary warnings to parents so that parents can make more informed decisions about their young children's movie going habits. Parental responsibility is the root essential to a useful program of this kind which over the years has proven itself to work as a tool for parents.

During the hearing in October where Jack Valente testified, he announced that the policy review committee of the ratings system was considering and would probably approve the following new guideline for the rating board:

In response to increasing parental concerns for the drug menace in America, effective immediately no film that involves drug use will be rated less than PG-13. Parents strongly cautioned. Some material may be inappropriate for children under 13.

In all these ways and more the Alliance and MPAA companies are continuing to address these issues of drug and alcohol abuse. Thank you.

CHAIRMAN SEYMOUR: Any questions, Senator Montoya? Senator Rosenthal? I'd have just a couple of questions. One, Lauri, at the conclusion of your presentation I was interested in what you might have to say, as well as the other role models here--the professional athletes-- might have to say relative to this problem of a negative role model, having gotten their act together; and then how we might collectively better utilize their experiences?

MS. HENDLER: Well, first of all, I think that the most important thing is to continue first to utilize the positive role models, those who aren't doing drugs. But I think that one you take somebody who is saying I did drugs and now I've been able to stop, there's two ways they can go with their announcements. They can do it as sort of back-patting, look at me and rebirth of their own careers, you know. There's a lot of people who I think perhaps have stopped and then only talked about it for the publicity and not so much to help. I think if the people who are admitting their drug use are gearing their admissions towards helping people who have not yet started not start, then I think it can be used in a positive way. I think that one of the--there's two basic things a celebrity can state that I think are very important. I think the most important thing is why they started. I think that if a celebrity can relate the fact that they started because they were under pressure or because somebody offered it to them and made it seem glamorous to them, somebody said you have the money, for whatever reasons that it was that they started, present those so that the people who are listening to them and who are going through those same pressures can say, "Wait a minute. That sounds familiar."

And the second thing, and perhaps the most important thing is to state that they would not start again being put in the same situation, because then the people who are listening to say, "Yes, I am in that position," and are thinking maybe yes, maybe no. I'm hearing the celebrity then say that this was a mistake and I wasted however many years of my life in pain or in just a total stupor and missed several years of your life, I would think. To say that they didn't start, I think that would help somebody on the fence.

I heard--there's a breakdown of just people's attitudes in general, which is 20-60-20, and that 20 percent of the people in general will do things that are good and be leaders in a positive way; 20 percent of the people will do things that are not so good and be leaders in a negative way, and 60 percent of the people are there to follow and it's a question of who speaks the loudest. Which of those two 20 percents speak the loudest and I think we have to make every effort to have that top 20 percent speak up and influence the 60 percent and not let the bottom 20 percent influence.

CHAIRMAN SEYMOUR: Thank you, Lauri. Excuse me, we'd like to move over to the professional athletes and get a response to the question that was posed.

MR. JOHNSON: I'm not too up on the rating system, okay, and I really don't care too much about the rating system. I do care about the television, the theaters...

CHAIRMAN SEYMOUR: Lou, excuse me. Would you address the question. The question was how can we more effectively use a negative role model when, in fact, just in your case you've come to grips with the problem.

MR. JOHNSON: Right.

CHAIRMAN SEYMOUR: How can we, working together more effectively, use that role model? Yourself, for example.

MR. JOHNSON: Okay. I'll agree with what the young lady said, okay? That 39 percent of every high school students has a drinking problem which didn't start as a high school senior, started back maybe five, six, seven years old. In my case, I consider myself more as a role model today. I would like, possibly, in what I'm doing, do a more community, family related situations in which I do in the schools going out at night talking to the families, talking to the kids at night, getting a little more into the inner-city part of it. There's not enough inner-city publicity being done, it's more on a higher level. Those kids in the inner-city can't relate to nobody losing nobody a car, losing a house, but they can relate to losing a dinner. I think if you identify more with them and get a little more in depth with them, that would be a way I would like for it to be is because I came from that area. I rose from the top and went back. I would like for you to do a little more of that.

CHAIRMAN SEYMOUR: Very good. Leonard, do you have anything to add? Jef?

MR. GRAY: Yes, I would like to add that being an addict myself, I used cocaine quite extensively in past years, and in talking with the youth at various schools I find out that at a very early age the elementary school students ask questions that hit right at the source of the matter and I think that it is very important that whether it be a group of elementary school age kids, high school, college, or whatever, to be more graphic in the explanation about the detriment and in the harms that these drugs can do. I think that soft pedaling the issue only creates maybe a question in their minds, you know, as to whether it's okay or not. I think it should be the full force straight ahead approach and be definitely graphic with it.

CHAIRMAN SEYMOUR: Senator Montoya.

SENATOR MONTOYA: I just wanted to follow up on one comment that Lauri had made earlier about the careful use of a negative role model. I think that that is very, very critical and I would just say leave that to the creative community to deal with that in the sense that it seems to me like over the last few years it doesn't make any difference how or with what you've abused your body. If you go on national television and you have a press conference and you tell the world that you're sorry about it and you write a book about it, then it's all right. I think that that can be overly done because again, I think the message becomes "well, it's all right to do it as long as you 'fess up about it later." I think that's one consideration.

A second one, and that's for professional athletes also, is that whatever role models are used by whatever mechanisms you have to make sure that, or try to make sure that the personalities who are coming forth and doing these types of thing are clean, if you will. I remember a few years about somebody who was on television saying you shouldn't smoke and shortly thereafter they were caught with some grass in their possession. I think that kind of creates a cynicism out there for the general public as we as politicians sometimes do.

CHAIRMAN SEYMOUR: Jef, did you want to add?

MR. ZAHN: I guess I'd like to reiterate pretty much the same thing. Use these people, but don't abuse them. Also, there could be the possibility of giving them an alternative in their rehab programs that they can go out and share what has happened to their lives, not depicting their lives as being a hero because they're coming back off of this, but depicting the tragedy that it is that they've gone through and as Lauri said too, depict what got them into that in the first place, but give them the alternative in part of their rehab and part of judicial system, a penalty that they can do that because anytime someone goes out and speaks against the very thing they've been involved in, it causes them to less likely get back into it.

CHAIRMAN SEYMOUR: Puts them on the hook, doesn't it?

MR. ZAHN: Right.

CHAIRMAN SEYMOUR: Well, I want to thank our first panel very much, not only for the informative information that you put forth and the recognition at least on my part, that you have invested a tremendous amount of time, energy and talent and my optimism tells me that we're just beginning to get this ball rolling and we look forward to working with you in the future. Thank you very much.

Our next panel represents the corporate and business community and we have with us today, and I ask them now to join us, that's Bob Fredericks from Operation CORK, Michael Wolf from the Anheuser Busch Companies, Ken Hoyt from Scripps Memorial Hospitals, Eric Norrington from Southland Corporation, Susan Newman from the Scott Newman Foundation. My agenda says we will first hear from Bob Fredericks.

MR. BOB FREDERICKS: Thank you. It's been an informative panel so far. One of the other jobs that I have is Director of the Employee Assistance Program for the San Diego Padres, and Executive Director of Operation Cork, which was founded by Mrs. Joan Crock

over a decade ago dealing with the whole issue of family and drug issues and alcohol issues.

As a bit of history, in February of 1981 a conclave was called with then Commissioner Bowie Kuhn at the Crock's ranch in Santa Barbara. In July of '81 employee assistance programs were mandated throughout professional baseball as a result of that conference and as another bellweather sign in the drug prevention program with the San Diego Padres, we instituted two years ago, drug testing. I would like to just comment briefly on that.

I think drug testing as a part of an employee assistance program, not to drum up like I've heard on the commission earlier, stiffer penalties, but more effective and earlier treatment is a project who's time has come. I hope Peter Uberroth is successful in mandating testing throughout baseball because it is an important role model situation in the private sector. I'm not sure what all the issues are surrounding drug testing in other sectors; however, in the area of public safety and health, in the running of nuclear power plants, in trains, and so on, I believe drug testing carries a place if it results in help for the person and is not used as a strictly punitive way of dealing with dismissal, and so on. So we were actually number two in starting the baseball program. Since I'm in Los Angeles, I'll say it out loud but the Los Angeles Dodgers were the first ones to have an effective employee assistance program.

We have found some interesting things in running our employee assistance program. I would take exception to the use of recovering players at the level of press, radio, or television to convey any antidrug message. As you may be aware, we have had singularly poor success with that approach.

One of the first things that needs to be done in the area of working with the young fellows, particularly I'm thinking of the minor league players, is that there's a public perception of sports which I do not agree with. I think many, many people involved in baseball and in other sports are involved in an event, not a career. Their lives and their presentations to their communities are often not realistic. This next year we are working with our minor league programs to install a more realistic presentation of our players to their various communities. In other words, I think the public looks at them unrealistically and that's certainly a part of Operation CORK's mission and we see the development of employee assistance as being real important on this whole effort on drugs.

Let me talk just a second about prevention issues in California. I'm also on the Attorney General's Commission on Prevention. It's an area that my colleague, Ken Hoyt here, and I have been working on in San Diego. Last year our foundation contributed \$7.5 million to build a sports education and training center in Center City, Minnesota. This center has state of the art treatment, it's on the grounds of Hazelton Treatment Center. It's state of the art treatment for drug dependency, but more important, we plan on running awareness programs for people involved in professional and amateur sports, to talk about prevention issues, chemical dependency issues, and what can be done. This is probably the largest foundation attempt to deal with prevention issues in a sequential, integrated way.

I have a lot of reservations about looking at TV clips as being anything but a small

part of the prevention issue. I visited about 20 school districts in the Midwest. In the State of Minnesota alone, over 300 school districts have student assistance programs, along with employee assistance programs for the staff, along with good prevention programs that have a built-in response mechanism, a health promotion component, and good prevention and education issues being taught to the youngsters. In other words, a TV spot ain't the whole ball of wax. We need a lot more.

One of the recommendations that I plan on making to the Attorney General's commission and I'd like to make it here, is that I think the State of California, since we have so many competing programs and so many good ideas out there, that basically I think many of them can respond to local issues, you know, better than a statewide program on prevention, but to encourage the idea that schools can develop good prevention programs, I would like to see a State Office of Prevention formed and I think that is an issue who's time has come. When Operation CORK started ten years ago, you couldn't get very many people to listen to the idea that chemical dependency was a family illness, and five years ago when I joined Operation CORK, you couldn't get too many people to listen to the idea that prevention could work. But I believe prevention can work. It's just that we have not been able to articulate some of the key issues. In other words, superintendents out there aren't unwilling to start good prevention programs, they just don't know what the good ones are and I think a State Office of Prevention would be a real step forward in promoting prevention programs throughout the State of California.

That's all I have at this point. I do have some literature and also some program guidelines that have been developed by the Hazelton CORK Prevention Program that is sport specific.

CHAIRMAN SEYMOUR: Very good, Bob. Thank you. Next is Michael Wolf from the Anheuser Busch Companies.

MR. MICHAEL WOLF: Thank you, Senator Seymour. My name is Michael Wolf, I'm Manager of Consumer Affairs to the Anheuser Busch Companies based out of St. Louis. Let me begin by expressing my appreciation for this opportunity to talk with you about our company's activities in the area of alcohol abuse prevention.

We at Anheuser Busch share with all thoughtful citizens a concern for our social environment. Because Anheuser Busch, Incorporated, our brewing subsidiary, is the largest producer of beer in the world, we are keenly aware of the problems that can result from the misuse of our products. As the leader of our industry we feel it is appropriate that we assume a leadership role in helping to solve this problem. Moreover, because California is both our largest single market and as a result of our breweries in both Los Angeles and Fairfield, also our largest single source state. We feel it is particularly appropriate that we be involved with your committee today.

At Anheuser Busch we have always encouraged the responsible use of our products. We believe that the only effective and enduring solution to the problems of alcohol abuse and drug use is through a positive, educational approach which emphasizes both the rights and

the responsibilities of the individual, industry, and the society as a whole. We firmly believe that the problems of alcohol abuse can be addressed effectively and fairly without infringing on the rights of the tens of millions of Americans who drink responsibly. We are committed to working towards such a solution through our own actions and through the support of effective public and private programs.

We at Anheuser Busch actively support two broad strategies to address the problems of alcohol abuse. First, we believe educational efforts should be directed toward the normally responsible drinker who may on occasion overindulge. By creating a climate of public opinion that strongly discourages such situational abuse, we will take a giant step toward reducing the overall problem. Of course, this broadly focused activity must be supplemented by additional awareness programs at both the high school and college levels, programs designed to develop responsible and healthy attitudes towards the use or nonuse of alcoholic beverages among young people on the verge of adult life.

Secondly, we are convinced that actual cases of alcohol abuse should be confronted head on rather than through tactics designed to discourage or eliminate all drinking. We must always keep in mind that overconsumption, not consumption per se, is the problem that must be addressed by our society.

In order to create increased awareness of the responsibilities of individual consumers to drink in moderation, Anheuser Busch has developed a distinctive marketing program called Know When to Say When. This grassroots program is being implemented in communities throughout the nation by our independent wholesaler family. The Know When to Say When program communicates a simple but important message: every person who chooses to consume alcoholic beverages has an obligation to act responsibly, to obey the law, to drink moderately, and most importantly, to know when to say when. Although the message is simple, the program provides a wide range of community activities and materials focused on the general consumer and specific target audiences. The program's primary objective is simply to remind consumers to drink in a responsible manner.

The message is carried in a variety of ways: newspaper and radio advertisements which create broad general awareness of the activities; counter cards and table tents for use in retail establishments; pocket cards with BAC charts and pertinent state laws for distribution to the general public; along with home entertainment guides, bartender booklets, key chains, bumper stickers, and a host of other items. The program also includes a 25 minute film developed for use with civic groups and business organizations. Narrated by noted health expert Dr. Art Uling, this film takes a dramatic look at a DWI arrest and shows how responsible consumers can avoid this embarrassing and potentially tragic situation.

Finally, the Know When to Say When program is supported by paid television messages featuring San Diego Padre First Baseman, Steve Garvey, and Miami Dolphin Quarterback, Danny Marino. These two active athletes and positive role models convey the Know When to Say When message in a series of spots which air during key holiday periods throughout the year.

Another key element of our program to combat alcohol abuse is to improve retailer ability to identify and cope with potential problem situation, be they under-age drinking or abusive consumption. Our program is called TIPS, Training for Intervention Procedures by Servers of Alcohol. It was originally developed by Dr. Morris Chafe, it's founding director of the National Institute on Alcohol Abuse and Alcoholism, and a member of both the Presidential and National Commission on Drunk Driving. The TIPS program teaches retailers how to handle such situations gracefully, tactfully, but effectively.

In addition to our Know When to Say When and our support for the TIPS activities, Anheuser Busch is a substantial financial sponsor of Students against Driving Drunk, or SADD, an organization which has reached millions of high school students nationwide with its antidrunk driving message. SADD mobilizes students to help one another to face up to the potential dangers of mixing driving with alcohol or drugs. It utilizes peer pressure to encourage responsibility rather than permitting that pressure to entice young people into irresponsible, illegal or dangerous acts. The program also encourages frank discussion between teenagers and their parents. The SADD contract for life enables the student and his parents to make a commitment to one another, to assist each other should they ever find themselves in a potentially dangerous situation. Through our support for SADD, we at Anheuser Busch are helping to foster responsible attitudes towards the use of alcohol among young people in our society and, more importantly, helping parents to reassess the type of example they set for their children.

Although we undertake many activities that focus on the normally responsible drinker, we've also provided support to efforts which assist the chronic abuser. For example, Anheuser Busch has been a leader in the development of employee assistance programs, programs which provide confidential intervention and assistance to employees and their family members when troubled by marital, financial, drug or alcohol problems. As a result of the success of our own EAP, we offered it as a model to thousands of businesses nationwide through the United States Brewers Association and the United States Chamber of Commerce. In addition, we have helped our almost 1,000 independent distributors establish EAP's for their own employees. Anheuser Busch is also a major supporter into the research into the causes and potential cures for the problems of alcohol abuse. We, along with the other North American Brewers, have joined to support the Alcoholic Beverage Medical Research Foundation located at John Hopkins University School of Medicine. That foundation provides in annual grants, sums in excess of \$3.7 million over the past three years to academic researchers throughout the United States.

Within the State of California, the Anheuser Busch Foundation underwrites the publication costs of Abstracts and Reviews in Drugs, Driving and Alcohol, which is published by the Brame Research Center at UCLA. Early in 1985 we also sponsored an international conference at UCLA dealing with the problems of drug and alcohol impairment as it relates to traffic safety. And finally, in the State of California we are one of the sustaining sponsors of Friday Night Live, a program which takes an antidrunk driving message into

high schools throughout the state.

Through each of these programs we have taken an aggressive stand to increase awareness of the dangers of irresponsible use and to support research and treatment of chronic users. But we further realize that our efforts to promote responsible consumption of our products must be companywide and we have undertaken a variety of steps to ensure that our marketing programs and promotional activities are in keeping with this goal. While we strongly defend our basic right to communicate with the consuming public through our advertising, we also recognize that we, as other advertisers, have an obligation to act responsibly. Our advertisements do not encourage abusive or under-age drinking. They do not imply that consumption of our products leads to professional, social or sexual success, and they do not demean any social group. We are committed to the continual monitoring and evaluation of all of our advertising to ensure that they continue to meet those standards.

In closing, let me reemphasize that everyone has a part to play in dealing with the problems of alcohol abuse in our society. We at Anheuser Busch pledge to continue and expand our efforts to increase awareness among consumers of our products to the dangers of irresponsible or immoderate consumption; to maintain substantial funding for research and treatment programs which address the needs of the chronic abuser; to support legislative and regulatory proposals which focus on the problems of alcohol abuse, provided that they do not unfairly penalize responsible drinkers. Irresponsible consumption is a serious problem but it is a problem that can be addressed through a cooperative effort of the public and private sectors to develop realistic and workable programs. Thank you very much.

CHAIRMAN SEYMOUR: Thank you very much, Michael. Next we have Ken Hoyt representing the Scripps Memorial Hospitals. Ken.

MR. KEN HOYT: Thank you, Senator. We come really with two sources of information for the senators to take a look at. One, we'd also like to share in the topic of the success of celebrity role models, but on the other hand, we'd also like to emphasize some direction we'd like to see state leaders pursue in the area, as Bob mentioned, in prevention and intervention.

First of all, I'd like to mention our source of credibility. We not only are dedicated as a nonprofit corporation to disseminating information in our community on prevention, but we are a provider of the rehabilitation service. In San Diego we presently provide in-patient service for, residential service for adolescents. In that capacity we see the problem at the grass roots level. You mentioned some frightening statistics, Senator, and you're absolutely right. Today now the age group of 15 to 25--we know the three leading causes of death are accidents, suicide and homicide. Daily working in the hospital area I have yet to see an adolescent accident or suicide or homicide where drugs and alcohol are not connected. It is the exception when you can find a young person's death not connected with drugs or alcohol.

The cost to the state--you mentioned, we've mentioned \$17 million. I think...

SENATOR MONTROYA: Billion.



MR. HOYT: Billion. I think even in billion, I think that's all costs that we've ever taken a look at and analyzed are extremely conservative. Those are only the most blatant costs to society. The subtle impairment of drugs and alcohol through young people and older people alike not achieving their full potential as productive citizens as happy, successful human beings which stagger our imagination.

One of the things that we've been most amazed by in the state that we all call our home is that as a provider we're look to in our community for direction in drug and alcohol area, in both the prevention and intervention area. The overwhelming feeling that one gets, though, is the lack of state direction in this area. I can't emphasize this enough. Bob has mentioned it, but seen as a small nonprofit corporation, it is amazing to see the zest of many sections of our society that want the direction, that want some coordinated effort. So one of the things we want to do is add with the people of Operation CORK, particularly Bob, is a need for some overall state direction. Even today, sitting here and seeing the fine work done by the entertainment industry is so enlightening, it would be nice to see a coordinated group that could share this information.

What we've done basically to try and share, and very much like the last panel, of what's been successful, I want to emphasize that celebrity role models are very successful and we're finding some success. We do think, though, that the success of the celebrity role model is most effective for the younger age group remarkably. The younger children particularly are very, very impressed by any leadership from an older celebrity. Being around them in any capacity is very, very important; praising the professional baseball teams as we see these individuals go out into the schools and endorse rallies. This is very, very powerful.

The older kids seem to have this need to shun, both in the establishment of their own identity both a role as myself or yourself or their parents or even celebrities, so celebrity role models are limited by our experience. They're primarily very, very effective when we take a look at the younger child.

The media's presentation--we believe the media can't do enough and what they're doing here today was very, very exciting to see. In our own community we have just now for the month of January, Channel 10 down in San Diego will be doing for the first time in the State of California a month long awareness in drug and alcohol. Channel 10 has invited every single hospital provider in the county to participate on the board, to be able to share first the concrete information of both prevention and intervention, share it in such a way that for the month of January every major news segment on Channel 10 will have nothing but drugs and alcohol as one of its focus. Whether it's talk show or news follow-up, you will be seeing some member of our community speaking of the San Diego effort at drug and alcohol awareness.

It's been exciting for us to be part of other celebrity endeavors, things that have been very, very successful. We are presently, with the help of Atlantic Records, trying to sponsor and bring to San Diego a celebrity concert. We're taking some big names in in

the entertainment industry who have strong personal views against any drug and alcohol use. A concert, something young people love to be at, very, very clear that the message of that concert is you can have fun at a concert without drugs and alcohol and we appreciate the cooperation again of industrys like Atlantic Records.

Other interrelated role model activities that have been very, very impressive is presently a coalition of effort in dealing with one Little League district in the state. In San Diego one of the largest Little League districts is District 32 and in that district the administrator, Harold McCoy, has been able to cluster a number of community organizations: Operation CORK; ourselves; and county drug and alcohol programs. In that, one Little League district is trying to take all of those resources and make a strong statement to young children. What we found in being the principal consultant in this area is that where we could use the celebrity role models here is to the adults more than to the kids. It seems as if we are also overpowered with the idea of trying to do something significant in drugs and alcohol that we are overwhelmed. The coaches and presidents of the Little League chapters all feel as if it's a problem too large to tackle, but when a celebrity or someone of importance comes before them and says yes, there is something you can do, just a little. So the utilization of a celebrity in the area of kicking off with the parents is equally important as making the message to the kids. I want to commend the efforts of Harold McCoy and his being able to approach people like Bob and the Operation CORK, who has generously donated their film Dugout, which is, by the way for the committee's attention, it's one of the finest films that we've seen in the area of prevention for young children.

CHAIRMAN SEYMOUR: Can we get a copy of that film? Thank you.

MR. HOYT: It's a short film utilizing Bo Bolinski. The children don't find out about him until the end of the film. What's critical about this is that young people don't even need to know that. It's a nonjudgmental film made very age appropriate. It's very, very significant because what it ends up doing is it gets to the roots causes and gives the kids a chance by choosing no to exhibit some sense of heroism on their own part. It's an incredible film and I recommend that the committee take a look at that.

That brings us to some of the needs in the area, some of the remarkable need in this state are the endorsing of quality educational films that actually are accurate. In fact, to our knowledge in the treatment area there are few film professionals who really have the credibility or use the resources to produce quality AV material. In fact, I am only familiar with two sources, three sources of accurate media: Hazelton, the Johnson Institute, and Gerald Rogers who is the producer of the film Dugout'. So any kind of endorsement or funding for quality educational materials in the area of prevention and intervention could be greatly appreciated.

Other things that we think could make a substantial difference in California would be following some of the other state models. In Minnesota, one of the most remarkable, we think, efforts at both prevention and intervention is the Adolescent Receiving Center.

The State of Minnesota is the only state in the nation where ...

CHAIRMAN SEYMOUR: Is this the same one that you were speaking of?

MR. HOYT: Same state.

CHAIRMAN SEYMOUR: No, same program?

MR. HOYT: No, the Adolescent Receiving Center--Senator, as you probably know, what we have is a powerful social policy issue and also for mental health is in the state we have a law, 51/50, where basically a civil servant, a police officer or a doctor may for 72 hours take someone who is a danger to themselves and others and place him in a safe environment where he can be assessed. In the State of Minnesota they've gone one step farther. Today there is a 72-hour hold for intoxication for young people. Any minor in the State of Minnesota who is caught in an intoxicated state can be taken to an Adolescent Receiving Center for three days, be given a full evaluation to see what the cause of this intoxication is. Is it chemical abuse, is it a psychiatric disorder, is it family disruption, is it just a normal obnoxious teenager? The point is that the state has made an extremely powerful statement saying that it's not all right, that we're not condemning anybody, but for a young 14 or 15 year old person to be found in public totally intoxicated, there's a problem we need to take a look at, and if the parents only wish to walk away after three days and not meet that, we at least believe the state has made a very powerful statement.

We think today one of the largest problems in our school is the lack of any kind of policy. Firm school intervention policies where the schools basically make a clear blanket statement that drug and alcohol abuse is not accepted, that a first-time violation results in a certain penalty, a second time some mandatory counseling, a third time, and on would be the kind of direction our school children are needing. So a schoolwide or statewide model intervention policy would be very much appreciated. Again, a first step in such a policy would be to follow the lead, such as the State of Kansas, and I know the legislature is now looking at a bill presently that would give educators freedom from liability for practicing intervention. In other words, it's a very simple bill. It simply says that any school official who using their school office attempts to confront a child about their drug or alcohol use could be free from financial liability. It's a simple law but a very important first step. Again, ask Bob, some kind of coordination, even on the volunteer level of state coordinated efforts would be very, very welcome.

So far, for us in the private sector again, yourself and Senator Montoya and Senator Rosenthal and Assemblyman Mojonier are the only people that we know in the state that have really been able to take some real leadership roles in this area and we'd just like to encourage that but maybe ask it also to please continue. That's pretty much we wanted to say and I appreciate the time to be before you. Thank you.

CHAIRMAN SEYMOUR: Senator Montoya.

SENATOR MONTOYA: Yes, just a couple of points at this time. One of the difficulties that we face in trying to get something done in school is that there's this whole stigma

attached to having the problem, so school officials throughout this state have tried to suppress the fact that there is drug abuse going on on their campuses and as a result of that, they will not report to the local authorities. Perhaps that was more acceptable once upon a time when it only happened in the barrios and the ghettos. You will find it is happening in the most affluent neighborhoods of, you know, of this state; and the secondary problems that results is the violence that comes on campuses as a consequence of people being spaced out.

I don't think there's any question that we need a multidimensional approach as you have mentioned because the stars will have a bigger effect, if you will, on young people, but it is a critical element. You know, speaking cynically for a moment maybe young people would reject drugs just because their folks are into them, but I'm not sure that's going to happen, but there's no question that we need a multidimensional approach to it.

To Mr. Fredericks I would just say to the comment you were indicating in your testimony that we look at professional athletes unrealistically. I don't think that some of us look at professional athletes unrealistically. I mean, the reality is that they are super phenoms in the society and that transition takes place overnight and professional athletes today are more a part of that than anybody, and as a result of that--I mean, it's unrealistic in the salaries that they make, it's unrealistic in the sense that they become stars overnight. I think that all we have to do to see if that's true is to look at the latest phenom, look at the Refrigerator Perry. I mean, six weeks ago nobody in the world knew, including probably some of his teammates, knew about that young man. You know, three weeks later after that national game, the guy is a national star, six weeks later he's selling McDonald's to the world and it's not unrealistic. I mean, the unrealism is reality and those stars are as if in professional sports are as if they were regular movie stars. No question about it.

MR. FREDERICKS: I agree. I guess what I was responding to was the fact that through this learning process about prevention programs in Minnesota, one of the things that we found was that in talking with student panels, parent panels, and coaching panels we found out that the expectations of the sports program and the perception of sports was entirely different among those three groups. Surprisingly, in Kalamazoo, for instance, the coaches saw the program as being one that provided lifetime skills and recreation and physical fitness, and so on, all the good things that a sports program should be about. When the parents were taken off to the side and said what do you expect out of the program, they said to win, period. And when the kids were taken aside, they said to win, period, but we can't, there's too much drug use going on. So the development of rules and regulations and so on, I think, can start to create perhaps a more balanced view of this. I agree. The only thing I knew about Perry was that he was the guy who could drink 48 cans of beer in one sitting, so McDonald's has him now. [Laughs.]

CHAIRMAN SEYMOUR: Okay, next we'll hear from Eric Norrington representing Southland Corporation. Eric.

MR. ERIC NORRINGTON: My name is Eric Norrington, I'm the Public Affairs Manager for the Southland Corporation based in Dallas, Texas, and I'd like to begin by thanking you for this opportunity to discuss the "Come of Age" program. It's a program of which we are very proud and we hope you'll agree that it effectively deals with one small part of the major public concern that we're here to discuss today.

I want you to know a little bit about the Southland Corporation because I think it may be important down the road. We were founded in 1927 in Dallas, Texas, and today Southland operates and franchises 7,600 7-11 Stores in North America. We are a diverse corporation with a successful independent operation other than 7-11 in retail auto parts, oil refining and marketing, manufacturing and distribution, dairy processing, and fast foods. It all added up to over \$12 billion in sales during 1984. Here in California Southland is very significantly represented. In Santa Ana we have our Adohr Dairy Plant that employs over 350 people, and I was very happy to see that Larry Stewart is getting the entertainment community to urge American to make milk their drink of choice and I applaud that...

CHAIRMAN SEYMOUR: Think what it will do to your beer sales, though. [Laughs.]

MR. NORRINGTON: That's okay. We'd be happy to sell them. We also run a distribution center in San Bernardino with about 200 employees that serves all of our 7-11 stores in the state. In addition, during the Olympic Games for 1984, we built the Velodrome, which was a venue for cycling and also for our athletes to train on. The results of that, I think, were very obvious and something all Americans can be proud of. After the games we donated that permanent facility to Cal State at Dominguez Hills where we hope it will be used by athletes for some time to come. We also own and operate Chief Auto Parts here in California, but our core of business is 7-11 stores and that's what everybody knows us for. We operate 1,250 7-11 stores in this state. I think it's significant that we do so. We operate them almost in every community, certainly in every major population center in the state. We have over 1,000 customers per store per day and if you do that arithmetic, that adds up to 1,250,000 Californians who are coming into 7-11 every single day, 7 days a week, 365 days a year, and we think that exposure is significant and perhaps could play a role in some of the things we're talking about here today.

We're very proud of our record as a member of the community in terms of fundraising. This year we raised \$7.5 million for the Muscular Dystrophy Association, \$1,400,000 of that was raised here in California. It stays in the state to help with patient care and research, not the least of which is the Jerry Lewis Neuromuscular Research Center right here at UCLA. And we also raised \$2.5 million for the March of Dimes, again \$300,000 of that in the State of California.

Let's go back to 7-11 because that's really why we're here and that's what we're here to talk about. One of the things that we have on our agenda is to become a responsible member of the community that we serve, and when we began to look at the issue, the burgeoning issue of the concern that the American public had over the consumption of alcohol, we very quickly came to this point; that it is not a right to sell alcohol in this country

or in this state, it is a privilege and with any privilege, responsibility is incumbent. And when that equation becomes imbalanced, when the responsibility is not equal to the privilege, you end up with some very negative factors and they are community condemnation and punitive legal action, in this case. That is something no corporation wants to face, very frankly. And so we began to search for some answers and we looked all over the country. We went to the national brewers and the distillers and we looked at the programs that they had and they certainly serve their interests very well. But we needed to, because we are a leader in the retail business in this country, we are the preeminent operator of convenience stores in country, we needed our own program as a leadership statement and right in our own backyard we found one called Come of Age.

It's a program that began in our Virginia division and it was a very simple premise, that we would ask for identification for anyone who appeared to be 25 years of age or younger. When they came into our stores, they would have to know that they were going to have to show an I.D. We explained the laws to all of our clerks, we had them sign a document, put it in their personnel file, so they also understood. Well, the program was very successful, very well received by the regulatory agencies who handle the sale of alcohol, by the community at large, and so we took that program and we instituted it nationally. I don't need to tell you that when you hold over 5,000 liquor permits in over 46 states, it is a big, big task and a big challenge.

The program is a year old. We are implementing it in all of our stores. I will tell you, though, that because of the arrangement that we have with our franchisees, they are independent businessmen, and if they choose not to follow the program, they are free not to do so. But we go to great lengths to get them to follow the program. I visited a couple of stores here in Los Angeles yesterday and today and I noticed they had the signing up and they were running the program. We were very, very pleased to see that.

And important component of the program is the training. We invested a great deal of money in a rather sophisticated training program and I have a piece of video tape that I'd like to show you, if you'll roll that tape at this time. This is just one small section but I think it points up the problems with a very basic issue and that is being able to determine the age of consumers when you're confronted with them at the store. [Video shown.]

...isn't always easy and we observe these customers in a 7-11 store and then check to be sure of their ages. There are ten of them. As we raise the camera on each of them, jot down your estimate of the customer's age. Are you ready? Do number one.

MR. NORRINGTON: Take the test if you think you're good at guessing ages. Okay, at this point in the training the instructor comes back in and says a few things and they roll back into the tape. I'll go back now and show you how old each of those people actually were.

That's all ten. As we look at each one of them again, check your estimate of their ages with those shown on the screen. Place an 'x' by each one you guessed incorrectly.

Number one is young, concerned with how she looks, but could be old enough to buy alcohol in your state. Actually, she's only 20 years old.

Now here's a typical college type, a photography buff. Would you believe he's 27 years old?

Just another one of the neighborhood crowd but you probably didn't guess that she's really 26.

Big, mature, obviously athletic. Twenty-one, twenty-two?  
No, he's a high school football player and he's only 17.

Now this one's trying to act cool because he's hoping you won't guess that he's under 21.

This one looks fairly sophisticated, maybe old enough to purchase alcohol. No, in most states he wouldn't qualify because he's only 19.

And what probably gives this one away is a stoop, but in high school? College? The latter. She's only 20.

Humm, moustache. He could be wearing it only to appear older, but that's not the case with number eight. He's 25 years old.

One of the 7-11 soft drink crowd coming to purchase alcohol? No, actually she's 28 years old.

This one doesn't hardly look old enough to smoke but he's really a young businessman of 28.

MR. NORRINGTON: Well, the point of the exercise, obviously, is to show you that you can be fooled very easily and so if there is ever a doubt in your mind, we say I.D., and that's why if you go into a 7-11 store you'll see signs all over the place saying we I.D. under 26.

The program also has additional units. One is called Know the Law. It familiarizes the clerk about state laws, sales to minors, after-hours sales, and selling to an intoxicated person. The second unit helps the clerk to be aware of customer behavior, making judgments on age, validating an I.D. The third unit deals with refusing prohibited alcohol sales and it shows four steps in refusing a sale, which is sometimes the most difficult componet of that program.

In concert with our in-store program and to further Southland's work in substance abuse, in February we mailed over 40,000 of these educational packets to almost every junior high or middle school in the United States. The demand for it has been unprecedented. We had to go back and print an additional 10,000 and we've had requests from as far away as Guam and the Canary Islands. I think we're going to go back on the press and print some additional kits.

What we found out when we began to look was that there was a dirth of material. It just simply was not something that would go in unsolicited to any school. The response that we've had from legislators and from educators has just been phenomenal. The Governor

of Maryland, Governor Harry Hughes, formally recommended this to his state board of education to be adopted into the curriculum. We are now looking for a way to enhance this program. This one was aimed at junior high school students. Perhaps there's a program we could aim at primary grades, or perhaps even to high school, although the high school students are a little more cynical, they are obviously the high risk group for abuse and for underage purchase.

One other thing that I hadn't planned to show today which I brought along I really think is germane to what this committee is looking into and that is a program that we've produced in association with--can you take this tape, please?--I'm very happy to see Susan Newman here today because late in 1982, in concert with the Scott Newman Foundation, we underwrote this particular project which you're about to see, and it was aimed at the entertainment community and asking them to take a responsible position at the power they've got over young people. I think a lot of the things that I've heard here today would demonstrate that they were successful in doing that.

This is obviously geared to entertainment professionals, it was shown at a number of industry functions. We are prepared, perhaps in concert with this committee, to underwrite a revision of this presentation that may fit in some way in a program that we might do in the future. I want you to know that this tape is a video tape of a multimedia slide presentation, so if you'll go ahead and roll it please. It's narrated by Paul Newman. [Video shown.]

It's a beautiful Friday night on KNYB. What time is it? It's time to get high.

Adolescence is a time of experimentation and danger. It's also a time of confusion and emotional changes. Today in every school and neighborhood in this country highly promoted, celebrity endorsed products are available which guarantee the temporary relief of this pain and confusion. These casually used, magical potions are called drugs.

The United States today is the highest level of drug use among young people of any nation in the world. The increase has been rapid. A survey of high school seniors in 1962 showed that only 4 percent had tried marijuana. Today this number has risen to 64 percent. Two-thirds of these users have tried drugs other than marijuana. Those who stop after one or two experiments, but 10 percent will remain regular users. Approximately half of those who began with marijuana will go on to try cocaine or hallucinogens. Seventy percent of these students also use alcohol on a regular basis.

Contributing to the problem is the availability and increasing potency of drugs on the market and that they're being used by younger and less physically and mentally developed children. Many attribute the rising drug use during the past two decades to a change in our drug mentality. Through the advent of tranquilizers in the 1960s a new era began. Why confront a problem when it's easier to take a pill and anesthetize yourself from the pain?

Products and paid advertisements were promoting a fast answer to just about all of our everyday hang-ups: insomnia, stress, anxiety.



It's no secret that drugs have been used throughout history, primarily in association with religious rituals and ceremonies, but only in the last 100 years have drugs become a social problem. Much of the past drug addiction was accidental, developing from continual use of legally available medication. These handy products contained such addicting formulas as heroin and morphine. Until about 1905, Coca Cola had cocaine in it and favorite Aunt Tillie was probably hooked on that cough medicine she took everyday with her quilting bee group.

As early as the turn of the century, films began to show drug use, usually as a social taboo having negative consequences. Although cigarette smoking was very visible in the 1940s and '50s, drinking was still considered fast lane living. By the late '60s this image had changed. Drugs were now frequently advocated.

Encouraged by the media, young people used them as a political statement. Drugs, which still involved a relatively small percent of the population became a common and acceptable theme in popular films and music. The initial shock and eventual fascination wore off as drugs gradually became accepted. By the end of the 1970s, they were being shown as a normal part of everyday life.

This whole nation, between teenage crimes, drugs is no coincidence. As a society we're bombarded with the concept of instant readings. For this we pay a price: teenage crime, violence, murder, suicide, the single highest cause for teenage death is drug and alcohol related automobile accidents. Drug abuse costs the American taxpayer over \$20 billion a year. Alcohol abuse costs another \$50 billion; tobacco, \$38 billion.

When celebrity role models share his or her personal drug stories, when a comic tells drug jokes, when rock songs celebrate getting high and ads for liquor equate alcohol with sex appeal, young people not possessing the judgment or experience to evaluate these messages often misinterpret these statements as blanket endorsements.

Don't go away kids. Heckle and Jeckle and Popeye will be right back.

By the time a child graduates from high school, he or she will have spent about 15,000 hours in front of the television set and only 11,000 in the classroom. The average home keeps their set on for almost seven hours a day. The way many young people perceive reality is through the media, therefore, it is important that the lifestyles promoted are not destructive, but positive reinforcements.

Remember when smoking was considered chic from romantic scenes of smoke-filled rooms with an aura of sexuality and seduction? Today one would be hardpressed to find an individual who's unaware of the serious health hazards of smoking. This information distributed by the media has helped the public to begin a turnaround in tobacco use. The rate of smoking among high school seniors has dropped 30 percent in the last five years. Wouldn't it be extraordinary if someday soon drugs and drinking looked as foolish as smoking does today? Help someone somewhere who is turning to you for support.

It's so easy to start into drugs, man. It's out there and everybody knows it.

I lost six years of my life to drugs and I'll never get them back. The worst part is I went out of my way to do that to

myself.

My sister turned me on drugs because she said it would be fun, but I don't think she thought it was much fun, though, the night I beat her face in for a lousy dime bag.

With this little one in my arms I saw myself as a little girl thinking, oh no, I'd never, ever do anything like that.

There is some question as to whether the media neglects or determines the most popular drug of the time, but we do know that it has the power to increase or decrease the amount of that abuse. Maybe it's time for those in positions of influence to recognize the price of drugs and alcohol in human lives and resources is just too high.

Now is the time to stop bombarding our young people with songs, stories, ads, and photos promoting legal and illegal drugs as in or glamorous or sexy. Let's level with our children. Yes, growing up is hard, full of painful experiences, but denying this pain through drugs doesn't make it go away. It only allows it to fester. Ultimately, problems must be faced and resolved. Apathy could cost us our next generation.

MR. NORRINGTON: Well, obviously, some of the statistics in that are outdated and perhaps if there is a new audience where we could refocus the editorial of that tape, change the statistics, we'd be happy to do that in concert with your work on this committee. Thank you.

CHAIRMAN SEYMOUR: Thank you, Eric. And our final panelist is Susan Newman representing the Scott Newman Foundation. I'd like to thank you on behalf of the committee and the State Senate for taking the time to be with us today.

MS. SUSAN NEWMAN: My pleasure. My name is Susan Newman and I am Director of Special Projects for the Scott Newman Center. To give you briefly a little bit of background about who we are and what we've been doing. I'm not entirely clear why I'm on this specific panel but I am more related to the entertainment industry. We are the oldest group that have worked directly with the entertainment industry. We've been in operation for five years. Perhaps because I just celebrated the seventh anniversary of my brother's death due to drugs and alcohol, I have less patience with putting optimistic viewpoints and patting ourselves on the backside about what kind of good work we have been doing than some of my counterparts.

I think that first to orchestrate some of the things that we have done in the past and are continuing to do would be helpful and then move on to some statements here. We have initiated the Scott Newman Drug Abuse Prevention Awards, which give a \$10,000 cash prize to six eligible categories of television programming. We did that so that the networks would begin to take a more responsible look at what and how they're depicting drug issues on television and to take the glamorization, inaccuracy, and lack of repercussions out of current programming.

Today I heard a lot about the nice things that are going on and yes, there is a small degree of progress. But this year, in November, we handed out our awards and I'm sorry to tell you that out of the six eligible categories we only had one winner. And, ABC, NBC,

and CBS produce about 3,000 hours of original programming annually, 9,000 in total and I could not find 15 hours worth awarding. We do not have a sliding scale. We have a point system and if you fall one point beneath our required minimum, we will not award that category . I think that basically speaks for itself.

I think that the educational films available in the marketplace are for the most part amateurish and misplaced. Yes, there is progress, but again, I showed the Mr. T tape and the Gremlins tape to a group of 25 psychologists, behavioral sociologists, psychiatrists with a very far and wide ranging group of talent and expertise, and they said yes, they're flashy, they're slick, they're well produced, they will definitely get the attention of the child, but what are the underlying messages even within this public service announcement? Mr. T is beating the hell out of somebody and on the one hand saying don't take drugs. What is the message then if you don't like what someone is doing? Violence might be an alternative. That provides its own level of problem for an impressionable mind. The Gremlins, for a lot of people, became kind of a funny tape. I mean it's very amusing, but again, you're laughing while the Gremlins are crashing into a car. That is not necessarily the kind of image or the kind of message we're trying to disseminate out to our young people.

Frequently, good intentions--and we've had many of them ourselves and failed ultimately in the objective we were trying to attain--do not provide proper education on many levels, especially to young people. That's why it's so important that this role model issue is addressed and addressed very straight forwardly. We've made some films that have been bombs and totally missed our target audience. We have made other films that have been very productive because after five years of being in operation it became very clear to me that you cannot, as a film maker, understand all the technicalities of what goes on in prevention strategies. I don't care if you take a month of research time. It's not the same thing as having an immediate relationship with someone who's doing 20 years of clinical research, has been out in the field, has provided educational programs which are in operation in school systems all over the country, addressing very different needs depending on socioeconomic backgrounds, etc., etc.,

So, as of January 1, 1985, we affiliated with the University of Southern California, their School of Pharmacy, and more specifically, their Health Behavior Research Institute, so that when I sit down to make a film, I am working directly with doctors of a number of different kinds of backgrounds--from socio to psychological--and bringing those components in in addition to what I have inherently as a film maker and my communications skills, working those science and art fields together. We already have had a public service add, if you want to call it, when Paul's film, Harry & Son, came out. We worked with Orion Pictures and we took one of our short educational films, we edited it down to three minute running time and we put it on as a prelude to Paul's film.

Now in terms of the response and cooperation from the MPAA, exhibitors, distributors, it was questionable how responsive they were. In fact, Orion went to a great expense-- Paul and I begged, pleaded, signed our lives away in order to set a precedent for this

kind of thing and being a productive tool in the community and especially for kids. And what we found out is, unfortunately, Harry & Son had a rather brief run. It was not a successful film, but distributors and exhibitors, if they chose to show the film, they did. That was a very, very small minority. Most chose to fast forward past the opening of the film and go directly to the opening credits and the beginning of the film. They said they did this because if they started with substance abuse, next thing it would be the anti-abortionists, it would be this group, it would be that heart association, and this one and that one, and eventually, there would be no time. But since I have to sit through L.A. Times commercials and any number of other things, I think as a productive measure in terms of educating the community that this is, in fact, a beneficial tool.

Again, I have made my living within the entertainment industry and I'm not sitting here today to reprimand and to police them, but our progress has been so slight and after five years you lose patience. And yes, again, there has been progress but PSA's made with good intentions that still play at 2 o'clock in the morning when no youngster is watching them, when they are misdirected at best in terms of underlying messages and subliminal messages, we can't overlook those any longer. The air time is too precious.

We had many seminars and conferences that are directed toward people in the entertainment industry. They may be young actors--the Melissa Gilbert's, the Christopher Atkins'--who are brought in and directly we address the issue of this is the broad stroke problems of drug abuse as it relates to young people. These are the high risk groups. This is the impact that television or future films have directly on the behavior, the judgmental and decision making capacity of our young people. If you like it or not, you do have a responsibility and Lauri spoke very well to that today earlier.

The problem with taking celebrity role models is number one, most of them don't take the time to truly become educated and going out and being a big star and saying, "Gee kids, this is a reason why you shouldn't use drugs," in and of itself isn't going to do a darn thing to turn around the drug problem in this country. If they take the time and energy to learn--I mean I find it ironic because many of the people who have not only done things for me, sadly, and I found out in retrospect are drug users, but there were several people up there now that I know are drug users. So again, you have to select so carefully and our research has shown, and Stanford, Michigan, UCLA, and a number of other sources agree with this, that role models can have a backfire effect.

If you take a, especially a testimonial and have someone who has recovered, come up and say I blew two years of my life, don't do what I did, kids, again without offering very tangible alternatives, you can frequently have--I'm talking about a 12-year old now who interprets that message--and says wait a minute. This guy drove up in a red Ferrari, he's got this gorgeous blonde he walked in on this arm, he has a gorgeous house in Bel Air, so they took away his TV show for two years. He's got a better one, a bigger one, and a bigger contract now than he had before. I'm 12 years old. What's blowing two years of my life and he still won. He still came out ahead. You have to be very, very careful about

what those messages are.

All research from all major universities and all the major leaders in the field of drug prevention, which is in it's infancy which is why we're not having particularly good success with it, demonstrate in order to have a successful program, one must incorporate several important components. Number one begins within the household and we have a real hypocrisy going on in this country about what our lip service attitudes are toward drug abuse versus what the realities area. And there is still an attitude that daddy is very proud when little Jimmy can shove down that six-pack of beer and take it like a man, but don't you ever get behind that wheel and drink and drive! I'm 15 years old. How do I distinguish one situation from another situation? Mommy's still, you know, taking half of her valium and giving it to a hysterical daughter who just broke up with her first boyfriend. These are messages that can't be tolerated, so first and foremost, we have to go in and evaluate what's going on within the family.

CHAIRMAN SEYMOUR: Susan, on that point, we had another interim hearing a couple of weeks ago and the question we asked that day is, what is working in DUI? And the testimony went on with programs, educational programs, treatment programs, etc. Some kids--and it was a trauma center in Orange County that had financed a film that was very professionally done, and in essence the film said here are four examples of young people who lost their lives. There was no blood and guts. It was professionally done. Then they went on to say that the only way we can sell this in the classroom--and that's where they take it--is they cannot talk about not using alcohol. Using alcohol is a reality and if they start off on the basis in the classroom that alcohol is bad if you're a minor, you lose them. Therefore, the only thing they can focus on, and these are the professionals telling us this, the only thing you can focus on is don't drink and drive, and the ills and the bad of that. Could you comment on that?

MS. NEWMAN: I think that's a dangerous posture to take...

CHAIRMAN SEYMOUR: I thought it was too, by the way.

MS. NEWMAN: The reality is that people drink, people do drugs--both prescription and nonprescription--and it's been going on. This didn't come about day before yesterday. We can look historically and see very major patterns. The first thing you have to do is address--for some segments of the population information alone will be helpful, the 1964 Surgeon General's Report: The Danger's of Smoking--well, a million new teenagers start smoking every year and only 6 percent of the population stopped smoking and that's after, you know, 20 some-odd years of propaganda about the health hazards. We're slow to assimilate. We're slow to bring about behavioral change.

Another group of the population might respond to scare tactics, although that is not an approach which we frequently take. Others need this kind of reenforcement. Number one, if daddy's getting drunk every night, that's a certain statement in itself. Or, if he's not, he's quite a respectable drinker in terms of his responsibility, but whenever there's a problem he turns to that and won't deal with the family until he's had his scotch or two.

Those are the signals that can be detrimental above and beyond the obvious alcoholic or druger user right within the home.

Then you have to have an ongoing program within the schools. If celebrities help to complement that program, terrific! But celebrities alone, I think their effectiveness is overblown and I have a celebrity as a father, so I'm certainly not in to do them in either, but I think that it's imperative...[Changing tape.]...home as best you can. You move on to an ongoing program within the school and teachers are not equipped to come in and start teaching drug education. So, their supervisors, the state must provide them with the funds so that health educators who are versed in drug prevention strategies, self-management and resistance training can come in--and that's a one day program. That's coming in on Saturday and being exposed to eight or nine hours of this is a program that can be instigated within your school. And then you have a good program that goes into the school.

Then there has to be interaction between the school and the home and unless there is interaction, whether that's a shared homework assignment or the parents participate in some kind of evening presentation, or whichever channel that may take, that's what begins to bring about a fundamental change. Then if you get lucky enough to have those components working together, if the community at large does not support an antidrug posture, you'll have less success with the other two, that is enforcing the existing laws. You know, whether that's kids going into R-rated movies who are under the proper age. I'm thrilled to hear about Southland's policy on giving alcohol to potential minors. We do not enforce the laws we have to protect our young children as it is. There are imperative beginnings. Until the population, the culture really puts it foot down and stops playing footsies with each other under the table and superficially saying we don't want this behavior, but very clearly demonstrating by our daily activities that, well, sort of do as I say but don't watching what I'm doing, we are not going to have effective measures in drug prevention.

Schools are dreadfully underfunded. Teachers are not well educated to address this and there are many people who say why should it be the burden of the teacher, but in reality, the chances are it is going to be the burden of the teacher. Those components have to come together. There are some fundamentals about drug education. Awareness is just the baby step. We know you have to be exposed to a public service add three or four times to even know what the subject matter is, much less what the chances are, what the steps are to take to get out of that undesirable behavior.

Once you've had a repeated exposure to a more prosocial or acceptable health pattern, then you might, if you're lucky, begin to get a change in attitude. That is a slow and painful process, as is evidenced with cigarette smoking in this country today; 450,000 deaths a year, the most preventable source of health problems in this country and we haven't gotten the message across to millions and millions of Americans. It costs us a lot of money. The current liabilities for alcohol, tobacco and drugs now sits at \$160 billion a year. Those are the new figures. So, we're up from \$108 two and-a-half years ago.

Then, once you begin to get that attitudinal change, you may, in fact, to bring about

the final thing that we're in this for in the first place which is the behavioral change. It is a slow and laborious process. It must be supported by a number of things. We have made headway on television, but to become overly optimistic about that is, I think, foolish. We still, as evidenced with the Scott Newman Drug Abuse Prevention Awards, have a long, long way to go. We do that in conjunction with the National Institute on Drug Abuse and we're beginning to question whether that is the best way to spend our time and our money, although this year we got off very inexpensively.

We look to see consistency in role models. Once they're well educated and once they're willing to go out and address the schools in the community, there must be consistency. I'm not talking about the horrors of being found with drugs in their possession after they've just made this wonderful stand about their antidrug posture, but truly people who can take the time and energy to go out. I think the entertainment industry has been fearful that if they become a leader in the antidrug movement, they are somehow confessing that they are an inherent part of the drug problem. The AMA, Wall Street, Detroit and our car makers, any profession you want to address today has a significant drug problem. I travel all over the country. I meet rich, poor, black, white, you name it, and there is a major drug problem. So, I think we have to get over the stigmas, that if we are courageous enough to become a leader in the field, that we are condoning our own use because it is everywhere.

I think that there's something which not too many people know about and I'm just beginning to learn about it myself, which is what can we do of the assets that are confiscated from these gigantic dope deals? Everyday I see a cocaine dealer and there's \$150,000 in cash and three houses and 26 Rolls Royces and I say, where does that go? Well, I'm beginning to find out where it goes and those monies could, in fact, be put to very productive use by channeling those. Yes, we need to improve our roads and our bridges, which is where most of the money goes from what I understand, but if a portion of that money and a hefty portion could be rechanneled into programs, and check your programs out very carefully.

There are a lot of people in the antidrug movement. Most of them are very well intentioned, but good intentions do not necessarily make for a significant and ongoing and productive program; and as I've said, we've made many mistakes over the years. Hopefully, we've learned from them, but I implore you to be sure that should you be able to facilitate that coming about, and there are millions and millions of dollars available from what I understand, could go to the appropriate sources. And my bet would be to put it into the school systems, but only if you can really get the health educators in to work directly with the teachers that you would then begin to put a curb on the problem.

If every gratuitous drug statement were taken off of radio, out of newspapers and magazines, out of feature films, and out of television we would still have a very, very horrendous drug problem. Actors are human beings. They are prone to the weaknesses of anybody sitting in this room or walking around UCLA campus today. They can be helpful, but to eggs in the celebrity basket might or might not be your wisest choice. There are some people who are working here in a very concentrated way and doing very productive work, but with the scope of the problem and knowing all of the components that feed into

that problem, unless you address parental first, educational second, interaction between the first two, and then a community support system, we are just not going to be terribly effective in combatting this problem. And with all the PSA's that are available, the networks basically pays lip service and I've worked in the television community for six years. I have Emmy nominations and Golden Globe Awards and all of those lovely things sitting on my mantle, and the reality is five years ago their eyes glassed over. Now they see me coming, they just get a nervous twitch. So, I think they need to have more pressure exerted on them in an appropriate way. There's money there, there's talent there, but it isn't always put to the best advantage.

So I think that some of those suggestions will be helpful. I also think that people have to begin to see I--I'm a little uncomfortable living and sitting on the corporate panel. Southland's been very generous to us and I hope will continue to be in the future, but there's also--Anheuser Busch has done some very wonderful things for the community, but on the other hand, they also have rock songs that address the selling of beer. They just--one of the breweries hired Phil Collins to be their spokesperson. My sister's 17. She buys Phil Collins. My mother's 50. She doesn't. So, I don't want to bite the hand that helps a lot of positive programs, but I think we have to be really sensitive to what's going on here. Jack Valente heard the substance abuse rating for the first time and facetiously said, "Oh, I thought that stood for sex appeal." So, how helpful are they being? They're being pressured into responding to a public need. Most of them have been touched, probably within their nuclear family or an immediate group of friends and had to look at this, and when that doesn't get you in terms of a human response, economics do.

The estimated cost of the entertainment industry's money loss is about \$25 million a year and those are probably fairly inaccurate figures, so I don't want to turn people away from the support that we're getting, but on the other hand I think we often paint a much more optimistic and prettier picture than in fact exists. Thank you.

CHAIRMAN SEYMOUR: Thank you very much, Susan. That was about the best presentation and we've been holding these hearings for about two years now--best presentation that's started to pull the pieces together because there are so many pices. And quite honestly, the bottom line of what this particular hearing is supposed to get at, and that is we have learned of great programs, outstanding programs, good programs for treatment, get tough laws for education, for the family as a unit, and how these things come together and I think you articulated bringing those pieces together better than I have hears. So I thank you for your attendance. I couldn't write fast enough, so I am dependent upon the tape machine over there.

MS. NEWMAN: None of that is in my statement. Oh, good.

CHAIRMAN SEYMOUR: I don't have any questions for any members of the panel. I thank Anheuser Busch and Southland Corporation because I would agree with Susan that you have made a big contribution, although sometimes there's mixed message sent out. I would agree. Thank you very much.



Our last panel is on the community program models. We have representing the Achilles Project, Dr. Paul Good; representing Teenwork '86, John Berndt and Carmen Gonzalez; representing the Committee to Prevent Alcohol Abuse by Minors, Joe Saraceno and Karen van Buskirk; and finally, the California Correctional Peace Officers Association, Gavin McHugh. First, we'll hear from Dr. Paul Good.

DR. PAUL GOOD: Thank you, Senator Seymour. Also, it's a pleasure to be here. I am, I developed a program called the Achilles Project which works with the San Francisco public school system now, using professional athletes, college athletes. We haven't heard much about the college ballplayers but I think they are, being a little closer in age, can also have the impact that we hope will come about with the pro-athletes, working with high school athletes in an attempt to make some impact on their substance abuse; and then hoping that because they're leaders in the school community, that that will translate or rub off on some of the other kids. So, we are doing treatment, we are doing prevention work, and the celebrity athletes, the celebrity movie actors are all a critical part of this new wave in the substance abuse field. And it really is the newest, most optimistic way that's come through in a while. But like some of the other panelists, including Susan, the celebrities are the glitz and while glitz is a necessary condition, it's not sufficient.

The infrastructure of the substance abuse movement are the community programs. Those are the programs that stick around after the celebrities have left. These are the people that then have to implement and to follow through and we know that the follow-up is absolutely critical. I just wanted to, without reiterating the earlier points, just state what I think are critical points for these community programs.

One, of course, is accurate information. We need good research and Ken Hoyt mentioned that one off the important things to remember about the celebrity model is that it is a little more effective with younger kids. We also--it's very crucial to have comprehensive training. Now with the use of these professional athletes, with the ex-addict athletes, with some of the paraprofessionals, it's very critical that they be trained, that they have some background in substance abuse; and I'm pleased that Senator Rosenthal has passed that legislation. I think it's SB 1796. That was for a variety of health professionals to have substance abuse training. I think we have to also have that for paraprofessionals.

One example is the--I heard a talk given by a former addict athlete who told a bunch of students that cocaine was not an addictive drug in the sense of heroin, that it did not produce a physical dependence. Now, this happens to be untrue. The research has just shown completely the opposite, that it does produce a physical dependence, even more powerful than heroin and other drugs.

I think the penalties have to be clear and set out for high school kids as well. The new program in Texas in which they now have the "no pass, no play" rule.

CHAIRMAN SEYMOUR: What's that one?

DR. GOOD: It's called "no pass, no play." and essentially if you do not have the grade point average equivalent to 2.0, you can't play ball or engage in other extracur-

ricular activities. Now, a lot of parents are complaining about this. A lot of people in the community are saying well, you're taking away the only activity that a kid may be doing something socially constructive, but I think as long as you've got an activity that kids are looking forward to, you've got to use that as a hook.

CHAIRMAN SEYMOUR: Sure.

DR. GOOD: And then I think we need to do some training of key personnel, the coaches, the teachers, of people who need to recognize signs and symptoms and if they can do it at an early stage, perhaps treatment interventions will be more successful. So, I think those are the critical components of community programs.

Now, as a recommendation to this panel I just spent a day with Charlie Jackson of the NFL Commission on Drug Security, and the Drug Enforcement Administration, the FBI, the Justice Department, and what we were talking about is this; that industry, very few industries really do have EAP programs, the employee assistance programs. I think the percentage is only 10 to 20 percent, and yet drugs in the workplace are a significant problem. We were talking about the possibility of doing some kind of free dog and pony shows for industry in which we took the legal point of view, the medical point of view, the social, psychological, brought that to the workplace as a major corporation and brought the celebrities in in exchange for these industries then funding programs in the communities in which their employees lived and in which they delivered services. This would be a way of providing something to industry and at the same time getting something back from them in the way of supporting community programs.

It seems to me that the celebrities have to be used from that standpoint also, from getting us access to the chief executive officer of a major corporation. What a nice way to go in front of a company and perhaps make your point.

CHAIRMAN SEYMOUR: Dr. Good, I'd like to suggest, however, you're right. I would agree with that but I might suggest that if you want to get an EAP into a corporation, in my opinion, in having had 18 years as an entrepreneur and a businessman, the way you talk to me is bottom line. I mean, you know, in that environment celebrities are okay, maybe would turn employees on more, but if you want me to put in an EAP, you've got to show me how I'm going to profit by that.

DR. GOOD: Yes, and the data on that has been clear as well.

CHAIRMAN SEYMOUR: Yes, plenty of good data.

DR. GOOD: So you're right.

CHAIRMAN SEYMOUR: Okay. John Berndt and Carmen Gonzalez. John, thank you, Carmen.

MR. JOHN BERNDT: Thank you for allowing us to be here. My name is John Berndt and I'm representing the Teenwork '85, Teenwork '86 Conference that we put on last year and we are intending to put on again this year. I might also say that, Senator Seymour, you were very generous in being the keynote speaker. We appreciate that.

CHAIRMAN SEYMOUR: Great conference.

MR. BERNDT: The students also--something that's in your packets that we presented

to you--part of the recommendations that the students came up with over that four-day period of time are in there which were presented to you at the end of the conference, and we will probably intend to do the same thing again this year.

Let me first state that the conference concept, we all know and we've been talking about and we've been hearing that one shot approaches are not going to make the issue go away; that if we do only so much, that it's still going to continue unless we start working collectively. One of the approaches that we were wanting to see happen in a conference setting was to set up a forum for sharing and for giving information out. To students, by students, it was a conference that was set up--we had it in April--we had students running the conference. They were the ones that planned it. They were the ones that were giving the workshops.

This year the same thing is going to happen. We had about eight or so students last year that helped out. This year we've got between 26 and 30, so we're hoping that it will be the same type of energy. We wanted to start networking, having students start networking. We've talked a lot about how can we in corporations and in businesses and in the community and private sectors start working together. One of our approaches was how can students--they've got a problem and the problem is that they are drinking and driving, they're using drugs--how can they as students deal with the issue themselves. And this was what we hoped would be the start of an open communication and an open forum to deal with that.

I will talk a little bit later about some of the premises of the conference but I want to divert it over right now to Carmen Gonzalez, who was not only a participant, but also a member of our planning committee this year, and talk a little bit about what happened with Teenwork '85.

CHAIRMAN SEYMOUR: Very good. Carmen.

MS. CARMEN GONZALEZ: My name is Carmen Gonzales and I'm from Indio, California. Last April I participated in the Teenwork '85 Conference. From the conference I got many ideas, but the most significant thing I got was motivation. Seeing other teenagers against a good cause really gave me incentive to back to my community and do something against drinking and driving. Also, have the conference run by teenagers really made a difference; seeing if they can do it, then I can do it.

At the conference they had eight workshops that we could participate in three. I participated in peer counseling, safe rides, and public speaking. At peer counseling and safe rides, I got information on how to start these programs in my community and who to go to for funding or for sponsoring these programs. From public speaking, they showed us how to speak to a group and present our ideas and get our point across. And yes, I went back and gave a presentation to the Kiwanis Club and we got their support and we got some donations from them. We also gave a presentation to the junior high as to options to not, when they got to high school, not to drink, or if they were at a party and there was somebody drinking, not to go home with them. You know, call their parents. Make some kind of arrangement before they faced that situation.

I feel our community benefits from having a SADD chapter because there have not been any drinking and driving accidents caused by teenagers in our community. An example of this is at our prom, we gave out these cards--we called them "buddy cards"--and on them we had the students write their name and write the name of somebody who wasn't going to the prom who'd, you know, sign that they wouldn't be drinking that night and who they could call if they were drinking so they wouldn't have to drive.

Another thing we did at the conference was we met with other schools from our county and we shared problems that we had, such as lack of support by other students. A lot of students think that SADD is totally against drinking and although we don't condone drinking, if you go up to students right now and tell them don't drink, it's not right, they'll just turn around. They don't even pay attention to you. But this way we're facing the problem in a way where at least we can do something about it without having them turn our backs on us.

CHAIRMAN SEYMOUR: Excuse me, Susan, on that point. Ms. Newman addressed that point. Did you hear her testimony a little earlier?

MS. GONZALEZ: Yes.

CHAIRMAN SEYMOUR: And you are saying what we heard at our last interim hearing and that is hey, if we start off on the premise that you shouldn't drink, we'll lose the student, we won't be able to communicate to them and therefore, we won't get the other message through which is an important message; don't drink and drive. Is that what you're saying?

MS. GONZALEZ: Yes. In junior high schools when we give presentations we tell them, well, there you can basically say it's better not to drink because they haven't faced, most of them haven't faced that situation yet.

CHAIRMAN SEYMOUR: Can I ask you another question, Carmen? And I accept that as reality, although I don't agree with it, but I do accept that that's the real world out there. Do you find that when you attempt to carry that message that the message is okay, it's okay to drink, but don't drive, do you think, in your opinion, that there are a number of students who translate that message one step further by saying well, I'm just going to have a couple of drinks and I won't drive and I'm going to be sober and therefore, I've lived up to the peer pressure that you've created?

MS. GONZALEZ: We've never said it's okay to drink. That's one thing we've never said at any presentations or within our meetings.

CHAIRMAN SEYMOUR: No, I'm asking how it might be interpreted. You see, that's what Susan was talking about. She was talking about you say this, but the message you send out is that. Or, do you have an opinion on that?

MR. BERNDT: Yes, I do. I think that the message that's going on of don't drink and drive is a very nonjudgmental--if I tell you not to do something, in human nature and the reality is that maybe we will go just the opposite. Don't, don't, don't equals do, do, do, and that type of thing. We're also dealing with an indestructibility of human nature,

especially within you saying it's not going to happen to me.

CHAIRMAN SEYMOUR: Correct.

MR. BERNDT: When dealing with the issue of a nonthreatening don't drink and drive, the effects of what you're talking about, yes, there will be students that will say okay, I'm just going to drink a couple and I'm not going to drive and that will take care of it. There are other students that will say oh, maybe it's okay to also say I don't need to drink or I don't need to do drugs, and what I've been seeing happening in doing talks and stuff to students is that there's a group of students out there that are saying hey, wait a minute, I don't even get involved in that but the pressure was so hard on me before that I couldn't say anything. Now I'm beginning to say it. It's kind of a trickling effect that occurs.

I agree that the issue of drinking and driving and drinking in and of itself with underage has to be dealt with, but I think that in doing it in such a way that is going to --and we're not patting people, but what we're doing is we're trying to get it into a very nondestructive and nonthreatening way so at least the mind will be open to hearing other things, like you don't need to drink, or it's okay not to drink, or it's okay not to do other drugs. What the attempt of the conference was and is the attempt of the conference is to really say to students, listen, you've got a problem out there. We, as adults, have a major problem also and that's we drink and drive and we do drugs and we do all of those things too, but you have a major problem. Don't look at us as being just your role models and we're going to go out and you're going to emulate us, but also, start emulating your friends and start caring about your friends. You need to start dealing with this issue up front and start dealing with it effectively. Students were then given all these types of programs that have been effective. They have in nowhere near dealt with the whole issue in total but we have started to make a dent.

I think one program, one type of approach in and of itself is not going to make a difference. I think that if we start working together and we've heard a lot of things and you've probably heard over the last few weeks tons of programs that are wonderful out there, but isolate those programs and you're not going to do anything. Start working together with those programs, and that was part of what the approach of the conference was to tell to students, listen, you can't in Indio, for instance, or in San Bernardino or Modesto, you can't just be alone to do that, to deal with that problem. You've got to start talking to other students throughout the state, throughout the country, in your own community, which is your school, and also your community, which is your town, start dealing with that and deal with it effectively. The hope was and what we have seen since the first conference is that students went back to their communities as motivated individuals and said, we're going to deal with the issue of drinking and driving. That's going to be our focus right now. We need to focus on some other issues but the time and place is not there.

CHAIRMAN SEYMOUR: Well, thank you very much. We appreciate your testimony. Next

we'll hear from Joe Saraceno and Karen van Buskirk representing the Committee to Prevent Alcohol Abuse by Minors.

MR. JOE SARACENO: Senator Seymour, thank you...

CHAIRMAN SEYMOUR: If I could ask you, Joe and Karen, to try--and I know you may have prepared remarks--but in the interest of time could you try to address what seems to be bubbling up out of this hearing, and that is getting back to what Susan Newman had to say, she said it's a well, tying these things together?

MR. SARACENO: I agree with you wholeheartedly, Senator. I'll first of all need to say thank you for having CPAAM here. I'm Joe Saraceno, President of the Board of CPAAM and Chairman of the Coalition of 7-11 Associations. We represent some 1,700, 1,800 retailers through that organization and probably thousands of retailers in California.

I wanted to say that Susan Newman's statements were absolutely on the mark and I only wish I could have a tape of that. CPAAM in many ways agrees with almost everything that was stated by Susan and so in my statement, which I'm going to try to make brief, in fact, I think I'm going to do something else. I do have some material in front of me that I'd like to read to you and the reason I've decided to read it is because I want my statement about CPAAM to be concise and succinct, and I don't want there to be any confusion about it. After all, we're here to try and sell you and maybe some of the spectators on our program. It's a little disappointing to me that we're kind of at the tail end of the panel discussion. We've lost some of our audience, we've lost the other two senators. I hope we haven't lost your attention and enthusiasm for new public programs. And so, let me just go on. I'm going to read to you from the notes that...

CHAIRMAN SEYMOUR: I might say, Joe, that shouldn't bother you. It doesn't bother me. The press and the media go where the stars are and that's just life.

MR. SARACENO: That's true. Maybe we can change that somehow. Maybe they need to be more aware of some of the programs that are happening in California.

CHAIRMAN SEYMOUR: Well, the good news is that our programs are good programs that we can tie together. We'll utilize those role models as tools.

MR. SARACENO: We welcome the opportunity to join other groups and key individuals in combatting the substance abuse problem and I want to emphasize the word abuse. I agree wholeheartedly we can't tell people they can't do something. We need to probably teach them not to abuse it. Each of the individuals and organizations represented here today has a unique contribution to offer. Both public and private sectors face a complex problem and both must resolve it together.

CPAAM, the Committee to Prevent Alcohol Abuse by Minors, was established in 1983 as a nonprofit, tax exempt corporation working to prevent substance abuse by minors. CPAAM's focus lies solely with the young alcohol abuse and prevention. Our goal is to ensure that our young people, our contry's future, grow up healthy and free of the problems of alcohol abuse. Therefore, our objective is to prevent the problem before it begins--try stopping children from jumping into the lake rather than trying to haul them out after the fact.

To that end, CPAAM has created a unique program for the prevention designed to provide a supportive environment for youth through the involvement of adults, retailers, law enforcement, and the beverage industry. We believe retailers, in particular, are vital to the achievement of a major CPAMM objective, deterring those under 21 from obtaining alcohol. The solution should begin on a community level with retailers and law enforcement working together to find ways to prevent the purchase of alcoholic beverages by those under age.

CPAAM's board of directors includes a police chief, in particular, chairman of the National Retailers Association, and many others. This is an example of our team concept in action. This team concept allows different perspectives and orientations to be brought together to address a common concern - minors misuse and abuse of alcohol.

In order to accomplish our goals and objectives, the CPAAM approach includes the following programs:

Retailer training--training retailers to identify illegal alcohol purchases made with phony I.D.'s or through second-party participants is an important feature of our program. Training also raises awareness and creates peer pressure on those retailers who are not diligent in checking I.D.'s or who violate other related laws, such as after-hours sales or selling to an intoxicated person. CPAAM is presently evaluating all available programs formulated by industry and community organizations to ascertain which would be best suited for its statewide program. A pilot training session is current planned for South San Francisco retailers under the auspices of the South San Francisco Police Department and Police Chief Jim Datsman.

Business community education programs--involving the business community in the fight against substance abuse is essential. CPAAM is not only concerned that it reach businesses affected by minors' conception of alcohol, such as motels and hotels, restaurants, bars, and retail outlets, but that it also extend to the business community at large.

Another tool which CPAAM which feels is essential to the coordination of public and private efforts in the fight against substance abuse is a newsletter.

And lastly, in this particular series of programs that I'm sharing with you, the I Promise Campaign. Through a public education program involving radio and television public service announcements, point of sell materials, posters and bumper stickers, CPAAM will focus on the shared responsibility of all adults in the community to prevent minors from abusing alcohol. The I Promise theme works in three ways. Not only does the retailer or server promise not to sell beer, wine or liquor to someone under 21, but other adults promise not to buy for them. And, the kids themselves promise not to buy or to ask adults to make that purchase.

It is well known that celebrities, such as sports figures or entertainment stars have a major impact on many areas of our lives, particularly among young people. Therefore, CPAAM has designed the PSA segment of the campaign to include the appearance of a celebrity to solicit the public's commitment to joining the I Promise Campaign. We are currently

seeking the right celebrity role model to play a major part in PSA's and to appear in other campaign promotional materials.

CPAAM is presently in the funding phase for its prevention program. Several major companies in the beer industry--Stroh's, Miller's, Coors, etc.--have indicated their support and interest. CPAAM was and is successful in its early, has been successful in its early fundraising, received money from the Southland Corporation, 7-Up USA, Hyatt Motels, Miller Brewing, Anheuser Busch, Ralph's Groceries. Many of our 7-11 stores and we are now presently waiting to be endorsed by an affiliate member group of the National Coalition which represents about 52 major corporations. Among the endorsers of CPAAM are the National Coalition of Associations of 7-11 Franchisees, California Grocers Association, the Cal-Pac, California Package Store and Tavern Association.

I have material I'm going to hand you, Senator Seymour, and any other interested parties. It seems as though time is starting to run out and there are some key points that I would like to share with you and those who are with us today. I will just go to the summary and my comments and what we have in printed form here.

Through public education, retailer business partnership, retailer training and unique programs, such as the I Promise Campaign, we feel strongly that CPAAM has designed an effective preventive program and we are confident for its success. I would just make one suggestion to the Senator and to your staff and that is if you could supply to us, those of us who have been on the panel and participated to some extent, a list of the panel participants so that we might communicate with each other and possibly help each other promote some of the ideas and programs that we've heard and talked about. Thank you again.

CHAIRMAN SEYMOUR: Thank you, Joe, and I appreciate your accommodation of the time, and we will do that by the way. I would ask you for a favor in return. As I was going through your presentation I came across under your accomplishments Governor Deukmejian's Task Force on Youth and Alcohol Abuse, and then you went on to talk about the implementation of a statewide program, a legislative funding package that was put together, but unfortunately, etc.--I'm reading this and perhaps that's where Karen caught your attention. What I was saying to my consultant is "I've never seen that." I am absolutely amazed, and I'm not blaming you, I'm telling you that that's how diverse programs are, ideas are. Here's the Chairman of the Senate Select Committee and my consultant--we never even saw it. So, we would like to have that. Maybe we can carry that ball for you.

MR. SARACENO: Well, I would appreciate it. I unfortunately stopped just before we could mention some of our accomplishments, which is always nice for any group to mention, but because of the time...

CHAIRMAN SEYMOUR: I appreciate that, but if you'll give us that proposal that came out of that, we would appreciate that. Okay. Thank you again. Our final witness of the day, as a matter of fact, and under Community Program Models, is Gavin McHugh representing the California Correctional Peace Officers Association. Gavin.

MR. GAVIN MCHUGH: Thank you, Senator Seymour and other members of the panel. My



name is Gavin McHugh. I represent the California Correctional Peace Officers Association. Just to give you a little background of who and what we are. We are an employee association that represents all the staff peace officers that work in the state prison system and the Youth Authority. We represent approximately 10,000 state employees. What I'm going to do is kind of give you a rundown of why we are here today and again, we're going to do a little patting on the back of ourselves and what we've done in the past. We're fairly new at this. We've only been involved for about the last nine months and as time goes on, we'd like to become more active.

An obvious question is why would we be involved? State employees? Well, it's very simple. We deal with the casualties of drug abuse every day of the week. Our prison system currently, which is designed for 29,000 persons, is a little over 50,000. Our employees deal with the violence, the overcrowding, and of course, the taxpayers of the state deal with the cost of building new prisons. We would hope that someday we wouldn't need as many prisons and maybe someday we could close them down.

Discussing with Senator Rosenthal earlier, he had said that there is a direct relationship between drug abuse and crime. He said 60 percent of all crime is related to drug abuse in some way, and that is shocking and that is why we're here today. That is why our staff are interested, our employees interested in working with you.

CHAIRMAN SEYMOUR: By the way, one of the other statistics that you may be aware of, perhaps you're not but you could certainly use as you make your presentations in tying in with what Senator Rosenthal had to say, and that is of the heroin addicts in the State of California, they commit some type of crime--burglary, theft--what is that number, Grace? It's over every other day they have to commit a crime to feed their habit, so although we talk about heroin and all the bad things there don't even address the number of crimes that they perpetrate on society. I think it is about 185 days out of the year they commit a burglary or a theft to feed their habit.

MR. McHUGH: It's so related. All these things tie together. It's just a question of when we're finally going to put a stop to it and do something solid. This generation may or may not be too late, but it's our children and our grandchildren that we've got to think about. I mean, how long are we going to keep building more prisons?

What we have done in the past--our involvement in this started about eight months ago. We were at a Muscular Dystrophy Association fundraiser. At that fundraiser there were representatives from the Pros for Kids organization--Delvin Williams, some of the others. They at the time were sponsoring legislation, AB 2126, which, Senator Seymour, you were very active in helping to become a reality. It was authored by Assemblyman Agnos from the San Francisco area. What this legislation very briefly would do, or will do is set up pilot projects, two of them--Northern and Southern California--to provide positive role models for children to deal with, drug abuse problems. It's a real common sense kind of approach to the problem and they asked us if we'd help with it. We did. We testified in support of that legislation. We lobbied the Governor's office. He signed it and hopefully,

it will really take off. Leonard Gray mentioned earlier that that's what they're working on.

CHAIRMAN SEYMOUR: I want to thank you for your role. Peace officers normally wouldn't be thought of supporting that type of legislation and you guys did an outstanding job. In my opinion, you made the difference, Art Agnos and I working closely on that. But you guys punched the ball across the goal line. Thank you.

MR. McHUGH: We'll do more. You can count on it. We've also been active in raising money for Pros for Kids. We were, as you were, attended that function last week in Oakland, and we've also been active in doing as much publicity as we can for them because we see it as a real solid organization and something that can really take off.

Now to get to our idea and what we're going to try to do in working with you and other members of the panels today, and that is during that legislative session last year, we hosted a luncheon for the Pros for Kids. And at that luncheon I had an opportunity to sit next to George Atkinson, who is a defensive back for the Oakland Raiders for a number of years. I don't know his personal story but during our discussions he asked if it would be possible for him to become active in working with kids in Youth Authority institutions, which are member-staffed. I took his name and number and I have it all in my file here and he'll be one of the first people I'll call when we get something moving here. That is where I'm going to start talking about our program.

What we want to do, and we are currently working with the Youth Authority. They have throughout the state, they have 10 institutions where they house juvenile offenders. What they have currently are specialized drug programs that currently work with kids that have been either drug offenders or as a result of what you had mentioned, resulting other crimes, violence. We want to set up a program working with the Youth Authority in bringing the positive role models into the institutions to work with the kids. That's what we're going to do. It has been done informally. We want to set up a formal program to do it and be aggressively pursuing it. We've been in discussions over the last couple of months with the Youth Authority. We're going to be meeting with them again next week. They are very encouraging. They want to work with us. It's almost an open door and I'm not saying we were surprised, but they were very encouraging.

Two parts to this program--we're going to need money to identify a person that would be a coordinator, would act as a conduit and interface throughout the community with the sports people, the college athletes--that was a great idea I hadn't thought of--maybe even some of the entertainers, some of the contacts we've made today. The other is some way to reimburse these athletes for their travel expenses in some way. I think it would be a very modest cost, something to cover their mileage, maybe, if they have to fly in. Whatever would be needed.

We're looking at three target areas. There is a new institution that will be opening in the San Diego area that is going to provide drug treatment for females. Also, we want to look at the L.A. area where there are several Youth Authority institutions and also in

Northern California.

The question is funding and I've come across five possible sources. Working with the Youth Authority we've identified--you may come up with some others--maybe we could set it up and do it collectively using several options here. The possibility of legislation. We've talked to some committee staff and they said they're very interested if we should decide to go that route, depending upon what we work out with the Youth Authority. Maybe a modest appropriation to provide maybe a pilot project for a year or two. Also looking at approaching the budget process if necessary with a budget change proposal, it may be too late for that. We may have to work some other...

CHAIRMAN SEYMOUR: No, you've got time.

MR. McHUGH: We've got time?

CHAIRMAN SEYMOUR: Sure. Probably, oh, April. Then it's getting a little late, but you have plenty of time now.

MR. McHUGH: That's encouraging. Also the possibility of the Youth Authority absorbing the cost themselves. Again, that's something we'd have to work out. We also understand there's a possibility of Federal grant money available. We'll be exploring that with them. Also, again, the contacts we've made here today in the private sector. Their interest in maybe providing some money. Again, there's probably other possibilities but what we might do is take from several areas here and collectively pull a pretty good program together here.

What the legislative committee can do? Well, you've done quite enough today by bringing us all together and for that we're very glad and grateful and look forward to working with you. If, again, we come up with legislation, we would hope you would support it and help us lobby it, maybe even sponsor it. And again, the budget process, if we need that.

One closing point I'd like to make and this is somewhat--I don't want to say negative, but in essence it is. In some of my discussions over the last few weeks on this whole issue, one of the driving points that I heard several times from people that have worked in these kinds of programs before, and that is that if a person makes a commitment to work with a kid--education them about drug abuse--it's so important that the follow through occurs. So often people have promised kids things--and I'm not saying that's the cause of their drug problems--but they've been disappointed. And if you make a commitment, follow through. If you say you're going to come and see them once a month for six months, do it. If you're going to come once a week for a year, do it. Don't just come half the time and disappear because it makes it tougher for the next person to come along. We create a tremendous credibility gap and what we're trying to do is help kids, not make the problem worse. Thanks again.

CHAIRMAN SEYMOUR: Thank you very much, Gavin. Before we conclude, one of my staff members pointed out, Carmen, that I cut your presentation off and that's the last thing in the world I want to do. So why don't you pick up where you were going before I so rudely interrupted you.

MS. GONZALEZ: I was talking about our county meeting that we had at the conference

and we shared, you know, we shared the same problem--lack of participation. We also shared the problem of lack of donations. Most of the people wanted some kind of donation and some of the people there said that fundraising was just as good a way to get money as donations, and so they gave us ideas of how we could raise money in our community for getting, you know, buttons and stickers, to get publicity.

Also, in conclusion, I just wanted to say that this year I'm helping plan Teenwork '86 with John Berndt in hopes of another successful conference. Thank you.

CHAIRMAN SEYMOUR: Thank you. Do you have any additional comments, Carmen? You've been here most of the morning. Have you got anything unprepared you want to say? If you had to sum up what you've witnessed and learned or participated in today, how would you report back to your group?

MS. GONZALEZ: That there is a lot of support in legislation and in the business world for, against drug abuse and alcohol abuse. That's about it.

CHAIRMAN SEYMOUR: Okay, thank you and thank you very much, members of the final panel. I believe we are going to have a luncheon. There's a luncheon to be served here, right in this room for any of the panel participants. Whoever's in this room who would like a bite to eat, stick around. We'll have luncheon and maybe carry on some individual discussions. Thank you again.

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