



the NEWS

www.drugfreeamerica.org

Eyes On The Future

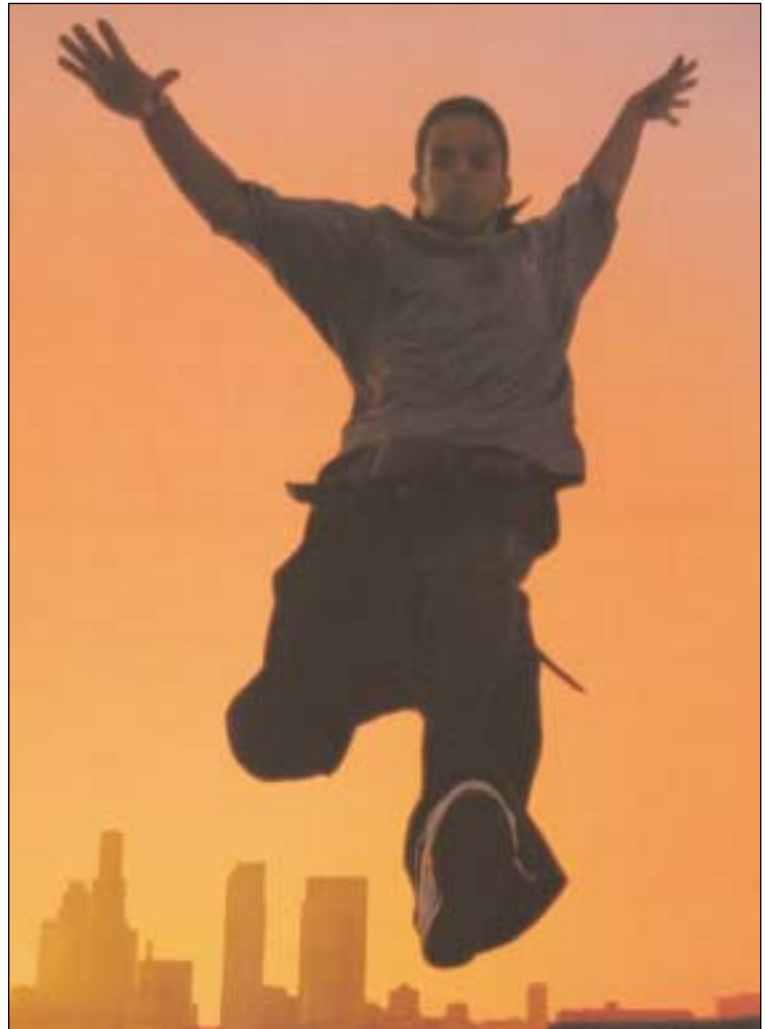
With the Partnership for a Drug-Free America's® (PDFA) national advertising campaign now in its 15th year, the organization's teen years are presenting new challenges and exciting changes at a maddening pace.

"We're traveling through our teenage years at a time when so much has changed in the world," said Stephen J. Pasierb, president & CEO of PDFA. "Compared to when the Partnership started, the media world is fundamentally different, the advertising industry has undergone permanent changes and the drug problem itself has evolved in significant ways.

"When change of this magnitude comes knocking, you either welcome it in," he said, "or stand back when the sheer force of it kicks down your door."

Of the significant changes underway at the Partnership, none is more important than the evolution of the organization's core mission: Building on its experience and expertise in addressing illicit drugs through media communication, the Partnership is in the early stages of evolving its mission to address the larger issue of adolescent substance abuse. Consistent requests from members of the Partnership's State/City Alliance Program were influential in persuading the Partnership to explore a more holistic approach to the issue.

The evolution in the organization's mission will play out programmatically through campaigns addressing the very behavior of drugging, through new strategic alliances with organizations addressing underage drinking and tobacco use and through new media outlets - namely, the Internet - and new media partnerships. *continued on page 2*



Taking Aim At Ecstasy, The "Rave Generation's Cocaine"

A second wave of advertising targeting Ecstasy is debuting across the country as the Partnership for a Drug-Free America® (PDFA) continues the first national education effort specifically aimed at the so-called "love drug."



The TV message "Cherrel & Anthony" is part of the Partnership's ongoing national Ecstasy education campaign.

"Teen experimentation with Ecstasy is now equal to or greater than adolescent consumption of cocaine, crack, heroin, LSD and methamphetamine," said Stephen J. Pasierb, president and CEO of the Partnership. "We will keep our focus on this drug to bring about a reversal in trends."

Pasierb said parents still have much to learn about Ecstasy: according to the 2001 Partnership Attitude Tracking Study (PATS), while 92 percent of parents have heard of Ecstasy, only half know about the drug's effects.

Chemically known as 3,4-methylenedioxymethamphetamine, or MDMA, Ecstasy is a psychoactive drug with amphetamine-like and hallucinogenic properties. According to PATS, a nationally projectable study of attitudes and behaviors regarding illicit drugs, 2.8 million teens - 12 percent of all teens in America - have tried Ecstasy at least once. While overall teen drug use is stable, teen trial of Ecstasy has climbed 71 percent since 1999.

The second round of ads in the anti-Ecstasy effort was distributed through PDFA's State/City Alliance Program in mid-summer. The messages include TV spots featuring 18-year-old former Ecstasy user Anthony Tarantino and his mother, Cherrel, both of Las Vegas, and TV and radio spots featuring a 21-year-old former user from Los Angeles identified as "Ashley." Like several of the messages included in the effort's first wave, the ads were directed by Adam Reed, a 26-year-old independent director based in Los Angeles. *continued on page 3*

A Changing World

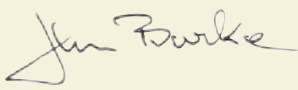
Right now, Great Britain is moving toward relaxing its laws against marijuana. Closer to home, Canada is thinking of doing the same. At home, voters in several states are considering ballot initiatives ranging from mandated treatment for drug offenders (possibly a good idea) to legalization of marijuana for recreational purposes (certainly a bad idea).

In short, it's a very different world the Partnership for a Drug-Free America® finds itself in today. It's a world where parents and caregivers overwhelmingly say they don't want their kids to get involved in substance abuse, yet are willing to soften social sanctions that could discourage their kids from trying drugs; a world where the need to fight terrorism has reduced the number of F.B.I. agents working on the drug problem; a world where that problem is as real today as it was when the Partnership first started its efforts in 1986.

America already has flirted with the idea of legalization. Between 1972 and 1979, 11 states decriminalized marijuana; not surprisingly, use of the drug increased nationally. By 1985, cocaine use was rampant and according to the Monitoring the Future study, six out of 10 high school seniors had tried some kind of illicit drug. But since Partnership volunteers began working together to reduce demand for illicit drugs, tremendous progress has been made.

Since 1985, the number of regular users of cocaine in America has fallen by 70 percent; the number of regular users of any illicit drug is down 32 percent. These remarkable changes are proof that those who would have us believe nothing is working in the fight against drugs are wrong.

The world may be changing, but this fact remains: dedicated people working together can encourage kids to reject substance abuse. These are the type of people who give so much of themselves to the Partnership, and in this changing world, they are needed now more than ever. ■■■



Jim Burke

Eyes On The Future

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"There's a tremendous opportunity for the Partnership in this area, and frankly, an obligation as well," Pasierb said. "Constituents have told us, over and over again, that no other organization in the field can do this type of quality communications work. For our constituents and for parents and kids, we simply must meet this need."

The Partnership is also taking steps to assess its brand equity and – to support future fundraising efforts – build greater brand identity. With the assistance of Interbrand, a leading brand consultancy, the Partnership is analyzing market research that explores how constituents – most importantly, parents and teenagers – define PDFFA's work and mission.

The research validates the need to evolve the organization's mission, and it provides invaluable insight into the benefits and strains of working within a federally funded media campaign, as viewed by partners in the advertising and media industries, and experts in the field. The Interbrand project will inform the strategic direction of possible brand-building campaigns for PDFFA, Pasierb said.

Since launching as the Media-Advertising Partnership for a Drug-Free America in 1986, PDFFA volunteers have created more than 600 drug-education messages; successfully launched breakthrough communications programs targeting cocaine and crack, heroin and the threat posed by inhalants; and, with the Office of National Drug Control Policy, created an unprecedented public-private sector media campaign designed to ensure drug-education messages consistently receive prime media exposure.

To maintain the Partnership's record of advertising excellence and in-market effectiveness, long-time PDFFA volunteer Allen Rosenshine – chairman and CEO of BBDO Worldwide and one of the most influential people in advertising – has accepted the new role of vice chairman and executive creative director of the Partnership. Formalizing and expanding his PDFFA responsibilities, Rosenshine now oversees development and approval of the organization's creative strategies and is working closely with the Partnership's creative development group on all new advertising campaigns, including the ongoing Ecstasy effort.

"What matters most to the Partnership and all its volunteers is the effectiveness, creativity and credibility of its communication with consumers," Rosenshine said. "That's exactly what sets the Partnership apart, and will continue to do so in the future."

To help PDFFA build on its success and answer new challenges, the organization's board of directors is being encouraged to play a more integral role in the governance of the Partnership, guiding and assisting the organization's efforts. Pasierb said the board is moving toward a committee-structured approach and will be expanded.

The Partnership also plans to build on the success of its Cause-Related Marketing (CRM) Program, expanding it from the local to the national level. "This will ensure the continued placement of drug-education messages from the Partnership in prime media locations," Pasierb said. ■■■

Actors Play A Major Role In PDFFA

The generosity of volunteers and supporters has been critical to the Partnership for a Drug-Free America® (PDFFA) throughout its history. However, the generosity of the members of the Screen Actors Guild (SAG) and the American Federation of Television and Radio Artists (AFTRA) is truly unique.

Since the Partnership first started creating anti-drug ads, SAG and AFTRA have waived all fees associated with paying an actor to appear in an ad. This includes session fees, the costs associated with paying an actor for appearing and working at a shoot, and residual fees, the money a performer receives each time an ad airs. The Partnership is the only non-profit organization to receive this waiver on a regular basis. Given what these fees can amount to for commercial advertisers, it's a remarkable donation to PDFFA's successful efforts

to prevent kids nationwide from doing drugs.

"I don't think any other organization ever has produced so much for as little cost as we have," said Tom Hedrick, director and founding member of the Partnership, "and that's a direct result of SAG and AFTRA's generosity. In my opinion, without their support from the start, the very existence of the Partnership would have been in jeopardy."

"The drug problem is an issue actors have been willing to go an extra mile to prevent," said Susan Rose, national director of commercial & industrial contracts, SAG. "SAG's membership is greatly diverse, spanning every nationality and age group. The guild recognizes that drug addiction has no boundaries and reaches members of every community. That's why, in short, it's easy to say that we're fighting a disease that effects us all."



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TV spots “Ashley” (left) and “Coroner Mosaic” are raising awareness of Ecstasy’s dangers nationwide.

Taking Aim At Ecstasy, The “Rave Generation’s Cocaine”

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Reed, whose younger brother has been battling addiction since 1997, said he wanted to create powerful, unscripted ads featuring real stories, so he found people like “Ashley,” the Tarantinos and Jim and Elsa Heird of Henderson, Nevada.

The spots “Elsa,” “Jim,” “Jim/Elsa” and “Coroner” helped launch PDFFA’s Ecstasy campaign at a Washington, DC, news conference early in 2002. “Coroner” features Clark County (Nevada) Deputy Medical Examiner Dr. Gary Telgenhoff, who reads word-for-word from the autopsy report of the Heirds’ 21-year-old daughter, Danielle. She died July 20, 2000 of what Dr. Telgenhoff identified as “acute drug intoxication” – the only drug present in her system, he says in the ad, “was Ecstasy.”

“Getting these people on camera was the most emotional experience of my life,” Reed said. “There were times when we stopped shooting and looked up to see everyone on the crew crying. It was just heartbreaking to everyone involved to hear what Ecstasy has done to these people.”

The campaign also features an Ecstasy microsite at the Partnership Web site, www.drugfreeamerica.org. Dozens of visitors to the microsite have sent e-mails to Elsa and Jim Heird via the site. There’s also a toll-free number – 1-866-XTC-FACTS – where parents and teens can call for more information about Ecstasy.

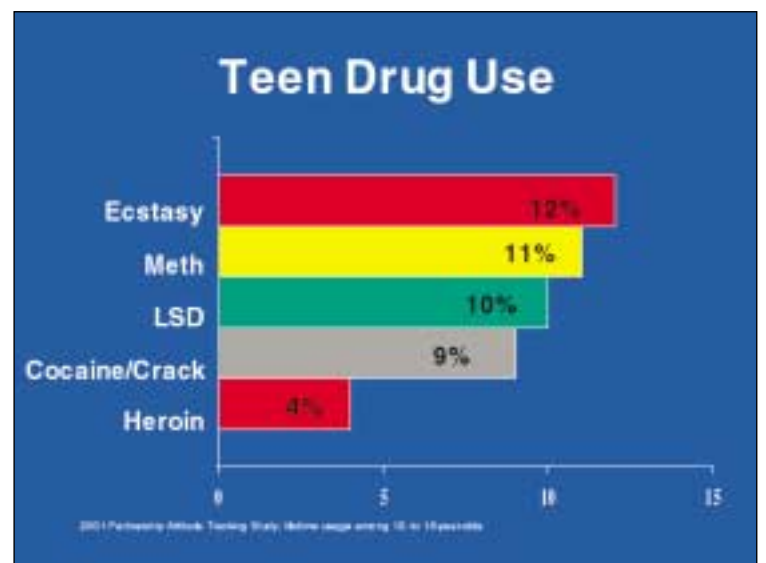
“According to our research, one out of every two parents said they want more information about Ecstasy,” Pasierb said. “The campaign is designed to respond to that need for parents and kids alike.”

In the first five months of the campaign, more than 10,000 PDFFA messages targeting Ecstasy ran nationwide, with media outlets in Baton Rouge, Phoenix and Cedar Rapids running the most ads. In all, roughly one of every four PDFFA messages (26 percent) that ran from February to June 2002 targeted Ecstasy.

The goal, Pasierb said, is to do for Ecstasy what previous Partnership efforts did for inhalants. “Inhalant abuse was a topic no one was talking about when we started the first national campaign targeting inhalants back in 1995,” Pasierb said. “Since then, there has been a 22 percent drop in inhalant abuse among kids in America.

“We know from experience that the greater the media exposure for these types of messages, the faster attitudes and usage can change. What worked with inhalants can work with Ecstasy.”

TV spots from PDFFA’s Ecstasy campaign also have been running in prime time as part of the National Youth Anti-Drug Media Campaign.



Trial use of Ecstasy by teens is up 71 percent since 1999.



A microsite at www.drugfreeamerica.org supports the Ecstasy education effort.

A New Team To K



Derek Jeter speaks to parents in this TV spot for the Partnership.

going to alter those," Jeter said. "If you want these things to come true, you have to stay away from drugs."

"Working with the Partnership for a Drug-Free America gives baseball the opportunity to deliver the anti-drug message in a very positive way," said Tim Brosnan, executive vice president of business for Major League Baseball. "A role model both on and off the field, Derek Jeter delivers a powerful message by example to both parents and kids."

As part of the campaign, Titan Digital (Baltimore) created an interactive microsite that can be accessed at www.drugfreeamerica.org. The interactive site features a behind-the-scenes look at Jeter's family and his early years, and his personal reflections on the major influences in his life.

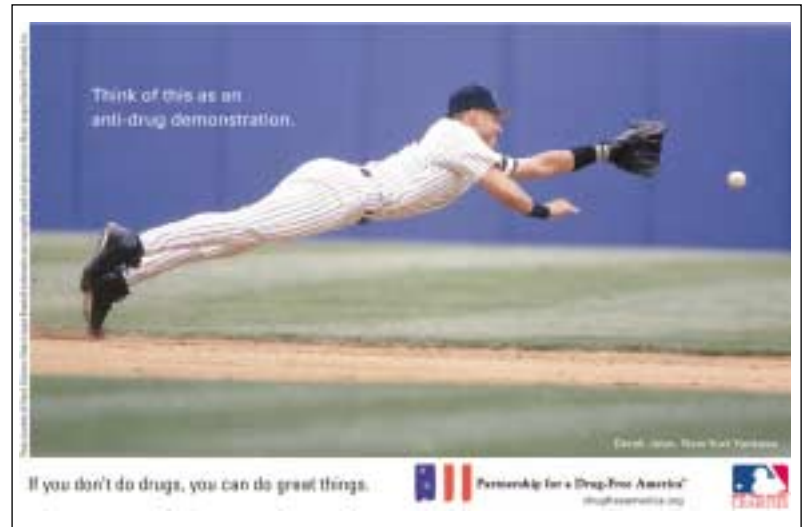
"The fact that Derek is so willing to take the time to deliver such a positive message is yet another tribute to his upbringing and to himself," said John Snow, CEO, Titan Digital Communications. The site also lets visitors view the campaign's PSAs and behind-the-scenes footage from the shoot that took place during Yankee spring training in Florida in March 2002.

In a parent-targeted television spot, Jeter – named by *The Sporting News* as the 2002 #1 Good Guy in Pro Sports – attributes his success to his parents. As

Major League Baseball has joined forces with the Partnership for a Drug-Free America® (PDFA) to help prevent drug use among kids.

A multimedia campaign featuring perennial All-Star and former World Series Most Valuable Player Derek Jeter is now running across the country. "If you have goals, if you have dreams, drugs are only

viewers see a photo montage of a young Jeter, he talks about the lessons his parents taught him when he was learning baseball – the value of practice, not being afraid to "get in front of the ball," and the importance of believing in himself. "Funny," he concludes, "all that time, I thought they were teaching me how to play baseball." The 30-second spot ends with the tagline, "Helping your kids find a dream can help keep them off drugs." The same message is included in an accompanying 30-second radio ad.



A teen-targeted print ad from the Derek Jeter campaign.

A teen-targeted TV ad opens with Jeter dressed in his Yankees' uniform next to a TV. "I'm Derek Jeter," he says, "and I'd like you to watch this anti-drug message." He then plays a video highlighting some of the great moments in his career. In a teen-targeted radio ad, Derek asks listeners to "hear an anti-drug message." Next, listeners hear a radio announcer say that Jeter is at the plate with a full-count. Jeter then hits a home run, while the announcer and crowd are heard going wild. Both of these 30-second spots end with the tagline:

Two Campaigns To Focus On Marijuana

Two leading advertising agencies are donating new campaigns focusing on marijuana to the Partnership for a Drug-Free America® (PDFA) for use in the National Youth Anti-Drug Media Campaign.

Both Leo Burnett (Chicago) and McCann-Erickson (New York) are creating messages focusing on the negative consequences of smoking marijuana – consequences many teens tend to overlook. The first ads from Leo Burnett began running as part of the National Youth Anti-Drug Media Campaign in October 2002; McCann-Erickson's campaign is scheduled to debut in early 2003.

"We spoke with kids about their views and thoughts on smoking pot," said Bea Bartolotta, senior vice president and director of creative development for the National Youth Anti-Drug Media Campaign at the Partnership. "At first, they tended to see marijuana as harmless, but they did believe people who use pot might do things they wouldn't

otherwise do, things they perceived as regrettable, stupid, even dangerous.

"Once kids realize that marijuana use can open individuals up to doing these things," Bartolotta said, "they begin to understand that perhaps it isn't so harmless after all. Both of these campaigns will aim to impart new information about the consequences of marijuana to counter their belief that pot 'isn't a big deal.'"

Burnett's campaign aims to illustrate how seemingly innocent situations can take a turn for the worse due to marijuana use. In one spot, viewers see a few scenarios featuring teens high on marijuana in a car at a fast-food drive-thru; in the last one the car pulls out and accidentally runs over a child on a bicycle. Another multiple-scenario ad shows a couple on a couch at a party; the final scenario shows the boy beginning to take advantage of the girl who is vulnerable because she's stoned. The ultimate goal is to communicate that individuals

are taking a chance anytime they smoke marijuana. It's really a gamble, and they never know when something terrible might happen.

McCann-Erickson's campaign aims to deliver new information to counter the widely held "myths" about marijuana that are so prevalent among kids. Each execution will present a different negative consequence of getting high, such as placing yourself in a dangerous situation or getting into an automobile accident. The drug-education messages intentionally give the viewer the impression that something positive is happening to the individual who used, but ultimately conclude by showing a very different result.

The National Youth Anti-Drug Media Campaign is a public-private sector initiative that uses federal funds to secure premium media placements for anti-drug messages. The Partnership donates ads to the effort and receives no federal funds for its role in the campaign. ■■■

Keep Kids Off Drugs

"If you don't do drugs, you can do great things." Jeter appears in the TV ads pro bono through the generosity of the Screen Actors Guild and the American Federation of Television and Radio Artists.

"Derek has a real sincerity that makes the message ring true - the spots practically wrote themselves," said Kathleen Van Hoff, copywriter at BBDO New York, the agency that created the TV, print and radio ads for free.

Two print ads are included in the campaign; one targets parents and the other targets teens. They all utilize taglines from the TV and radio spots.



This baby photo of Derek Jeter is featured in a parent-targeted print ad from the campaign.

The ads began appearing in summer 2002 in pro bono media via the Partnership's State/City Alliance Program. This program consists of local member alliances across the country that deliver PDFA's ads at the community level, reaching more than 96 percent of all U.S. television households.

According to Doria Steedman, PDFA's executive vice president and director of pro bono creative development, "Everyone involved in this campaign wanted one thing: to deliver powerful messages that would persuade kids not to use drugs. I can't think of a better person than Derek Jeter to deliver that message."

Steedman said the campaign would not have been possible without the efforts of the team at Major League Baseball, including: Tom Brasuell, vice president, community relations; Karen Clark, advertising manager; Carole Coleman, senior manager, public relations; and Jacqueline Parkes, senior director of advertising. ■■■



Titan Digital (Baltimore) designed this microsite as part of the multimedia Derek Jeter campaign.

Creative Credits for MLB/Derek Jeter-PDFa Campaign

Agency - BBDO New York: Ted Sann, chairman, cco; Jimmy Siegel, evp, executive creative director; David Frankel, svp, head of television production; Kathleen Van Hoff, copywriter; Jennifer Barbagallo, account director and Heidi Lamoriello, account executive.

Editorial - Crew Cuts (New York): Clayton Hemmert, editor, John Dowling, assistant editor and Craig Holzer, assistant editor

Production - Headquarters Films (New York and Los Angeles): David Cornell, director; and Tom Mooney, producer.

Broadcast Tag Voiceovers - Danny Aiello.

Music - Rocket Music (New York); Phil Ashley, composer/musician.

Microsite Design - Titan Digital: John Snow, CEO; and Kasey Shaffer and Chris Leicht, multimedia designers.

B2K Does More Than Sing

Pop sensation B2K is now delivering drug-prevention messages for the Partnership for a Drug-Free America® (PDFA).

With the continued support of the Musicians' Assistance Program (MAP) and Sony Music, PDFA is now targeting teens with messages from this popular boy band. MAP, a non-profit organization dedicated to helping members of the music industry get treatment for drug and alcohol addiction, works with musicians who want to deliver drug-prevention messages to teens and parents.

"We were grateful that such a popular and young band was willing to publicly discourage drug use," said Carole Fields, co-founder, executive vice president, MAP. "They don't preach or delegate; they describe what drugs can do to an individual." B2K simply delivers their message that drugs "tear down your life;" B2K lets kids choose if drugs are worth the risk.

"We are thrilled that the members of B2K have chosen to use their considerable talents to support this worthy cause," commented Amy Strauss, senior vice president, strategic marketing, Sony Music Entertainment. "We're delighted to be working with MAP and PDFA as they provide at-risk children with crucial information on how to live drug-free lives."

B2K, 2002 winners of "The Viewer's Choice Video of the Year" from BET, recorded messages that they felt teens could relate to - honest messages that speak about why they don't do drugs. "We work in the studio," announces the band. "We have to know our dance routines, words to the

music and dance steps." They conclude by saying, "You want to get somewhere? Forget about drugs."

The four radio PSAs, produced pro bono by New York's HSR Studios, were created in 60-, 50-, 30- and 20-second lengths, and were distributed to the top 75 media markets across the country via the Partnership's State/City Alliance Program. B2K recorded the spots pro bono through the generosity of the Screen Actors Guild and the American Federation of Television and Radio Artists.

George Moore, executive radio producer, HSR Studios, interviewed the band for the ads; the longer-length ads feature the band talking - unscripted - about why they don't do drugs. "Here, the message is literally delivered from the horses' mouths," Moore said. "Kids want to hear credible messages; that's just what B2K delivered."

"We were given the opportunity to have access to a band that is extremely popular among teens," said Bea Bartolotta, senior vice president and director of creative development, PDFA. "Teens across the country love and listen to B2K. Fortunately, the band was willing to deliver its message that B2K has 'no room for drugs in their lives.'" ■■■

Creative Credits for B2K

Production - HSR Studios (New York): George Moore, executive radio producer; Fernando Ascani, mixer.



The members of B2K can be heard in new anti-drug messages from the Partnership.

Chicago Hosts 2002 Partnership Leadership Conference

Nearly 150 volunteers, friends and staff of the Partnership for a Drug-Free America® gathered at the Sheraton Chicago Hotel and Towers September 4-6 for the Partnership's 2002 Leadership Conference. The gathering was designed to give the Partnership's City/State Alliance members and other volunteers a chance to share knowledge, success stories and new ideas with each other.

The conference included addresses from keynote speaker Dr. Steven A. Schroeder, president and CEO of The Robert Wood Johnson Foundation, and PDFFA President and CEO Stephen Pasierb. Drug Enforcement Administration (DEA) Administrator Asa Hutchinson, Teenage Research Unlimited President Peter Zollo, DEA Chief of Intelligence Steve Casteel and Timothy P. Condon, associate director of the National Institute on Drug Abuse, also addressed the conference. Attendees also received updates on several Partnership efforts, took in a show at The Second City (the famed Chicago improvisational theater group) and enjoyed a cruise along Chicago's lakefront aboard the Anita Dee II.

The Partnership's next Leadership Conference is scheduled for Spring 2004. 🇺🇸



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- 1) (l-r) PDFFA Regional Manager Terri Hill; Raleigh Key Market Coordinator (KMC) Peter Agiovlissitis; Greensboro KMC Ira Bass; Charlotte KMC Sue Tatge and Partnership for a Drug-Free North Carolina's Rich Boswell.
- 2) (l-r) Mary Haag, Coalition for a Drug-Free Greater Cincinnati; Claude Gilmore, Alliance for Wisconsin Youth; Amy Krueger, Omaha (Neb.) Community Partnership; and Percy Brown, Partnership for a Drug-Free Oklahoma.
- 3) (l-r) Leslie Bloom, Partnership senior vice president and director of Field Operations and Alliances and PDFFA President and CEO Stephen Pasierb present Ilse Yanis with an award for her years of service as coordinator for the Partnership for a Drug-Free New Hampshire.
- 4) PDFFA President and CEO Stephen Pasierb (standing, second from left) and Drug Enforcement Administration Administrator Asa Hutchinson (standing, third from right) with PDFFA's Entrepreneurial Alliance Award winners: (l-r, standing) Angelo Valente, Partnership for a Drug-Free New Jersey; Pasierb; Alex Goiticoa, Hector Guitierrez and Gustavo Ghersey; Alianza para una Venezuela Sin Drogas; Raquel Muñoz and Roxanna De Soto, Alliance for a Drug-Free Puerto Rico; Joe Wiese, Texas Commission on Alcohol and Drug Abuse and Partnership for a Drug-Free Texas; Chris Sharman and Dawn Doga, Partnership for a Drug-Free Texas; Hutchinson; Elizabeth McBride, Partnership for a Drug-Free Texas; and Jo Beyer, Partnership for a Drug-Free West Virginia; (l-r, seated) Rebecca Mendoza, Alianza para una Venezuela Sin Drogas; Mary Haag, Coalition for a Drug-Free Greater Cincinnati; Debbie Trent, Partnership for a Drug-Free West Virginia; Tibby Milne, Utah Council for Crime Prevention; and Shelly Miller, Partnership for a Drug-Free Arizona.
- 5) (l-r) PDFFA Chairman Jim Burke and Asa Hutchinson, Administrator of the Drug Enforcement Administration.
- 6) Dr. Steven A. Schroeder, president and CEO of The Robert Wood Johnson Foundation, provided the keynote address for PDFFA's Leadership Conference.
- 7) (l-r) Dawn Doga, Partnership for a Drug-Free Texas; Elizabeth McBride, Partnership for a Drug-Free Texas; and Lisa Holman, PDFFA Regional Manager.

“Keys” To Partnership Success in Local Media

Look in the nation’s top 50 media markets, and you’ll find a network of volunteers working tirelessly to secure prime media exposure for drug-education messages from the Partnership for a Drug-Free America® (PDFA). They are PDFA’s Key Market Coordinators (KMC), and for more than a decade, they’ve been an integral part of the Partnership’s State/City Alliance Program.



Jim Williams

Primarily senior executives of advertising agencies, each KMC shares two traits: an understanding of his or her local media market, and a passion for making a difference for kids and their communities.

That’s what drove Jim Williams to become one of the Partnership’s very first KMCs. Thirteen years ago, he was a Baltimore advertising executive who saw substance abuse as “the most serious threat to the fabric of our society.” Today, as associate director of the Johns Hopkins University Center for Communication Programs, Williams rallies Baltimore’s advertising and media communities to address the drug issue.

“Baltimore is a city that is extraordinarily victimized by illicit drugs,” he said. “Illegal drugs drive murder rates in Baltimore and they eat away at the economic structure of the area.

“I got involved because drugs drive just about every major issue affecting us today,”

Williams said. “My personal reward is the tiny sense that I’m making a contribution on some level. It’s hard to see, but we *are* making a difference and I’m not willing to settle for the alternative, which is doing nothing. You just have to keep trying.”

Williams says having two sons he wants to protect from the lure of illicit drugs makes him want to keep trying. A similar reason drives Seattle KMC Sydney Hunsdale’s involvement with the Partnership.

“I had too often heard that a lot of parents didn’t know much about drugs or how to approach the issue with their kids,” said Hunsdale, the chief operating officer of DDB Worldwide in Seattle and a mother of two. “I wanted to educate myself and talk openly with my kids about the dangers of drugs.”

Hunsdale says she doesn’t have to look far to see the results of her work.

“I started noticing the message was really getting through to my kids when they began talking to their own friends about not using drugs,” she said. “Whenever they had projects in school, they would focus on drugs as the subject of their assignments.”



Sydney Hunsdale

San Diego KMC Jim King had a different reason for getting involved in the Partnership’s issue. Growing up as part of the “free-spirited

drugs and rock-and-roll culture,” he saw too many friends ruin their lives because of substance abuse. “I wanted to really help people before they ever became involved with drugs,” said King, media director at San Diego’s Campbell Mithun advertising agency.




Jim King

King, Williams and Hunsdale are all long-time veterans of the KMC program and like all KMC volunteers, they promote the use of the Partnership’s anti-drug messages and serve as advocates for PDFA in their respective media markets. They inform media contacts about new Partnership research; distribute new PDFA commercials to stations; and meet with station general managers and public service directors to secure pro-bono time for anti-drug messages.

“You can be proud of promoting the Partnership’s advertising,” Williams said. “I have seen many non-profits over the years and this organization is the most professional, with the most superb, high-quality work I’ve ever seen.”

“I believe in marketing and I believe in advertising,” King said. “The Partnership’s got the people, they’ve got the research and they get the work done.”

For more information on the Partnership’s Key Market Coordinators, or if you’re interested in becoming a KMC, contact Don Byer at (212) 922-1560 (don_byer@drugfree.org). 

Actors Play A Major Role In PDFA

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According to Mathis Dunn, Jr., assistant national executive director for the American Federation of Television and Radio Artists (AFTRA), “This unprecedented waiver, which facilitated the launching of PDFA’s national campaign, has been mutually beneficial for all of its participants. AFTRA and SAG are pleased to be partners in a campaign which helps to educate the public about this important issue.”

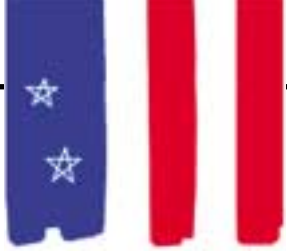
“These groups have made it possible for the Partnership to accomplish goals we never would

have accomplished otherwise,” said Doria Steedman, executive vice president and director of pro bono creative development for PDFA. “We will never be able to completely calculate the financial savings associated with this waiver, but we know that it has saved many lives, and that is priceless.”

The Screen Actors Guild is affiliated with the AFL-CIO through the Associated Actors and Artistes of America. Since its start in the 1930s, SAG’s goal has been to establish a standard for

fair wages and working conditions. Today, the union consists of 98,000 members nationwide.

The American Federation of Television and Radio Artists - also affiliated with the AFL-CIO - is a diverse union representing 80,000 professionals in news and broadcasting and entertainment programming on television and radio, as well as the recording industry, commercials and industrial work, and new technologies such as interactive programming and CD ROMs. 



Cuomo Helps Launch Donor Campaign

Former New York Governor Mario Cuomo, co-chairman of the Partnership for a Drug-Free America® (PDFA), helped launch PDFA's 2002 Corporate Partners Donor Campaign on May 2 in New York City. More than 150 friends and supporters of the Partnership attended the event.

Cuomo discussed the increase in teen Ecstasy use, stressing the importance of public service media campaigns, saying, "It's so important to educate the people. The ignorance is astounding and dangerous. You must make clear to the population of the U.S. what drugs are all about."

The New York Times supported the event by donating a full-page in its May 2 editions to carry a PDFA Ecstasy ad.

PDFA's Corporate Partners Program helps corporations personally involve themselves and their employees in the effort to reduce demand for illicit drugs. By summer 2002, Bob Caruso, director of finance for PDFA, said the Corporate Partners Donor Campaign was more than halfway to its fundraising goal. Caruso also said the Partnership will sponsor more events featuring PDFA board members such as former New York City Police Commissioner William Bratton. For more information on PDFA's Corporate Partners Program and the donor campaign, contact Caruso at (212) 922-1560 (bob_caruso@drugfree.org). ■■■



Tom Brasuell, vice president, community relations for Major League Baseball, and PDFA Co-Chairman Mario Cuomo.

MetLife Foundation Honored For PDFA Campaign

MetLife Foundation received the Gold Wilmer Shields Rich Award for Excellence in Communications from the Council on Foundations and the Communications Network for its multimedia "Parent Talk" campaign.

In collaboration with the Partnership for a Drug-Free America® (PDFA), MetLife Foundation developed and placed parent-targeted messages on radio stations in 13 markets. The Foundation also provided support for PDFA's Web site (www.drugfreeamerica.org) to help communicate the importance of effective parenting in substance-abuse prevention.

In the fall of 2002, MetLife Foundation continued its support for the

Partnership's efforts by placing new parent-targeted messages on the air in 16 markets nationwide. The two new radio messages aim to remind parents of the importance of monitoring their kids' time.

The Council on Foundations is an association of more than 2,100 grantmaking foundations and corporations worldwide. The Communications Network is a non-profit membership organization that promotes strategic communications as an integral part of effective philanthropy. For more information, contact Bob Caruso at (212) 922-1560 (bob_caruso@drugfree.org). ■■■



Major League messenger (see page 4)

the NEWS

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