

MEMORANDUM OF CALL

Previous editions usable.

*Let's Discuss*

TO: *CR*

YOU WERE CALLED BY  YOU WERE VISITED BY

*Diz Robbins*

OF (Organization)

PLEASE  FTS  AUTOVON

*P6/b(6)*

WILL CALL AGAIN  IS WAITING FOR YOU

RETURNED YOUR CALL  WISHES AN APPOINTMENT

MESSAGE

*Wants to arrange meeting of Joanne Woodward + Jackie McDonald (Paula's 1st wife) on April 27. Re: Drug*

RECEIVED BY: *Roz* DATE: *4/2* TIME: *3:35*

63-110 NSN 7540-00-636-4018 STANDARD FORM 63 (Rev. 8-81)  
Prescribed by GSA  
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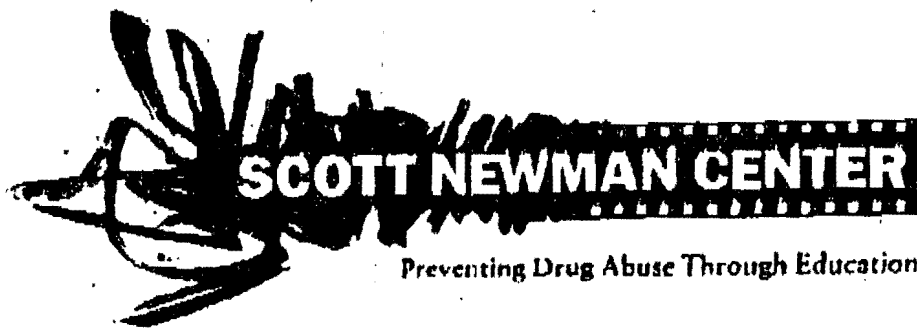
*JoAnn Newman*

*P6/b(6)*

*Lisa DeMottis*

*P6/b(6)*

*Mark Wade*



# FAX TRANSMITTAL

DATE: 4-26-93 TIME: 11:30

NO. OF PAGES 3

(INCLUDING COVERSHEET)

TO: RASLYN KELLY

COMPANY: \_\_\_\_\_

FAX NUMBER: 202 456-2878

FROM: P. ALLEN AS PER LIZ RODINO

PHONE: 213-469-2029

FAX: 213-469-5716

REMARKS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE CALL 213-469-2029 IMMEDIATELY IF YOU HAVE ANY PROBLEMS RECEIVING THIS TRANSMISSION.**

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# ABOUT THE SCOTT NEWMAN CENTER

## *Mission*

*The Scott Newman Center is dedicated to the prevention of substance abuse through education. The Center continues to develop innovative, research-based drug prevention materials and projects which target families, schools and communities nationwide.*

## *History of the organization*

The Center, founded in 1980, is a non-profit organization located in Southern California. Since its inception, the Center has maintained close ties to the entertainment community and has access to many of its resources.

The organization also has partners in the academic community through its special relationship with the University of Southern California. This unique combination of access to the world's largest pool of media resources and the most accurate and current research and evaluation data contributes much to the professional quality of the Center's projects and materials.

## *Description of programs*

### Drug Abuse Prevention Awards

Initiated in 1981, the Scott Newman Drug Abuse Prevention Award program is a collaborative effort of the Scott Newman Center, the federal Office for Substance Abuse Prevention, and the Academy of Television Arts and Sciences. It was established to encourage and reward creative, informative and accurate television programming with an alcohol or other drug abuse theme. The networks and cable stations submit appropriate programs once each year in the categories of drama, comedy, informational and children's programming. Submissions are judged for both technical accuracy and creativity in their dissemination of a strong prevention message. Winners are honored at a special Awards dinner and given a sculpture especially created by Vasa for this event. ♦

### PSA (Prevent Substance Abuse/Public Service Announcement)

In its seventh year, the Center's PSA project has educated over 75,000 middle and high school students from 44 states on the impact of advertising, with a special emphasis on alcohol and tobacco ads. The purpose of the project is to enable participating students to evaluate the impact of media on their decision making, to recognize the techniques of commercial advertising, to understand the dangerous effects of alcohol and other drugs, and to apply critical thinking skills to all forms of media. The PSA project involves an active, participatory process whereby students, working in teams of two to four, create their own anti-drug public service announcements for submission to a national competition. Thousands of submissions are judged each year by representatives from media, health, law enforcement, and education, with one winner chosen to be professionally produced and distributed to television stations nationwide. Every participating student receives a certificate of recognition for his efforts. ♦

### (NIA) Neighborhoods in Action

NIA was developed in 1988 to educate community members, especially parents, about effective methods for preventing the use of alcohol and other drugs by youth. Neighborhoods in Action has over 1,300 trained facilitators from 16 states, representing over 250 communities and organizations. NIA is a two-part adult education series which explores the ways drugs affect the community, signs and symptoms of drug use, methods to prevent drug use in families, parents as role models, and community resources. The NIA project is designed to be taught in cooperation with law enforcement, schools, chemical dependency experts, and local community groups. The course is available in both English and Spanish and was developed to be adaptable for a variety of settings or to be combined with existing programs such as Neighborhood Watch. ♦

### (ABC) America Belongs to our Children

ABC, initiated in 1990 in collaboration with Washington D.C.-based Very Special Arts, is dedicated to addressing the increasing phenomenon of infants exposed in utero to alcohol and other drugs. The goals of the project are to foster national support for the provision of needed services for pregnant women with alcohol or drug problems, their children and families, to inform policy makers about the urgency of the problems, to provide news and entertainment media with accurate, research-based information regarding the short and long term effects of exposure to alcohol and other drugs on unborn children, and to serve as a resource to community-based organizations and other service providers. ABC has developed a brochure and distributes a public service announcement in both English and Spanish to be used by community-based organizations, and is developing a National Advisory Council of prominent citizens to focus attention on the issue. ♦

### Project A.T.A.C.K. (Alcohol & Tobacco Advertising Curriculum Kit)

In May, 1992 the Scott Newman Center was awarded \$250,000 by the Robert Wood Johnson Foundation to develop a groundbreaking new curriculum in media literacy for junior high school students. Based on the PSA program, A.T.A.C.K. is expected to take 15 months to complete. This media literacy program will educate young people regarding the significant influence of advertising on society and on individual behavior. The program will specifically target the impact of media on young people's decision-making and enable them to apply critical thinking skills to all forms of advertising. ♦

### Prevention Films

The Center has two drug prevention films in active circulation throughout the country. "Drug Free Kids: A Parent's Guide," for adult groups, and "Straight At Ya," for junior high school students. "Drug Free Kids" is a 70 minute video which features a series of vignettes depicting typical parent-child conflicts and provides the tools and techniques to facilitate communication within families. It is used nationally by counselors, PTA's and other community groups, and was aired nationally on PBS. "Straight At Ya" was produced with a grant from the federal Department of Education and has been distributed by the Department to junior high schools throughout the country. Hosted by Kirk Cameron, the film discusses candidly the pressures of growing up, outlines meaningful reasons for avoiding alcohol and other drug use, and demonstrates practical face-saving resistance techniques. Using a combination of classroom scenes, dramatic vignettes, and animation, the film maintains a high interest level for middle school students while communicating its strong drug prevention message. ♦

### Media Literacy Workshop Kit

The Scott Newman Center and the Center for Media and Values have designed a powerful multi-media program that focuses on tobacco and alcohol advertising. The *Selling Addiction* (workshop kit) and *Consumer Seduction* (Video) are powerful tools to combat the manipulative images that make tobacco and alcohol advertising so effective. ♦

### Publications

Each Center project publishes a quarterly newsletter for its participants which is distributed free of charge. In addition, the Center has published a book for Spanish-speaking parents titled, "Familias Unidas," which has been distributed to Hispanic communities nationwide. ♦