

COMMITTEE ON GOVERNMENT REFORM
SUBCOMMITTEE ON CRIMINAL JUSTICE, DRUG POLICY AND HUMAN RESOURCES
MARK E. SOUDER, CHAIRMAN



MEDIA ADVISORY

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Drug Policy Subcommittee to Review
National Youth Anti-Drug Ad Campaign

“ONDCP Reauthorization: The National Youth Anti-Drug Media Campaign”

What: Government Reform Subcommittee hearing on the reauthorization of “The National Youth Anti-Drug Media Campaign”

When: Thursday, March 27, 2003, 2 pm

Where: 2154 Rayburn House Office Building

Background:

Congress authorized the Media Campaign in 1998 to support the airing of national advertisements to prevent drug use among young Americans. The program has subsequently become a highly visible manifestation of the Federal Government’s commitment to drug prevention. Well-known advertisements on subjects such as drugs and terrorism, the consequences of marijuana use, and parenting skills have carried important messages to youth about the consequences of abuse and reminded parents of the importance of keeping kids from drugs.

Statutory authorization for the Media Campaign expired at the end of Fiscal 2002. This is the second hearing in a series considering issues related to upcoming legislation to reauthorize the Office of National Drug Control Policy and its programs. “The Media Campaign is a key program in meeting President Bush’s targets to reduce youth drug abuse,” said Subcommittee Chairman Rep. Mark Souder. “It should be reauthorized expeditiously, and I look forward to continuing that process in the hearing by examining the many reasons we need the program and ways to ensure its efficiency and effectiveness.”

Witnesses:

The Honorable Rob Portman (Ohio-R), Founder and Chairman, the Coalition for a Drug-Free Greater Cincinnati;

Mr. Chris Marston, Chief of Staff, Office of National Drug Control Policy (ONDCP);

Mr. Steve Pasierb, President, Partnership for a Drug Free America;

Mr. David McConnaughey, Ogilvy & Mather; and

Ms. Peggy Conlon, President and CEO, The Ad Council.

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