

(C) out-of-pocket advertising production costs;

(D) testing and evaluation of advertising;

(E) evaluation of the effectiveness of the media campaign;

(F) the negotiated fees for the winning bidder on request for proposals issued by the Office of National Drug Control Policy;

(G) partnerships with community, civic, and professional groups, and government organizations related to the media campaign; and

(H) entertainment industry collaborations to fashion antidrug messages in motion pictures, television programming, popular music, interactive (Internet and new) media projects and activities, public information, news media outreach, and corporate sponsorship and participation.

## **(2) Advertising**

In carrying out this chapter, the Director shall devote sufficient funds to the advertising portion of the national media campaign to meet the stated reach and frequency goals of the campaign.

## **(b) Prohibitions**

None of the amounts made available under section 1804 of this title may be obligated or expended—

(1) to supplant current antidrug community based coalitions;

(2) to supplant current pro bono public service time donated by national and local broadcasting networks;

(3) for partisan political purposes; or

(4) to fund media campaigns that feature any elected officials, persons seeking elected office, cabinet level officials, or other Federal officials employed pursuant to section 213 of Schedule C of title 5, Code of Federal Regulations, unless the Director provides advance notice to the Committees on Appropriations of the House of Representatives and the Senate, the Committee on Government Reform and Oversight of the House of Representatives and the Committee on the Judiciary of the Senate.

## **(c) Matching requirement**

Amounts made available under section 1804 of this title should be matched by an equal amount of non-Federal funds for the national media campaign, or be matched with in-kind contributions to the campaign of the same value.

(Pub. L. 105-277, div. D, title I, § 103, Oct. 21, 1998, 112 Stat. 2681-752.)

### **CHANGE OF NAME**

Committee on Government Reform and Oversight of House of Representatives changed to Committee on Government Reform of House of Representatives by House Resolution No. 5, One Hundred Sixth Congress, Jan. 6, 1999.

## **§ 1803. Reports to Congress**

The Director shall—

(1) submit to Congress on an annual basis a report on the activities for which amounts made available under section 1804 of this title have been obligated during the preceding year, including information for each quarter of such year, and on the specific parameters of the national media campaign; and

(2) not later than 1 year after October 21, 1998, submit to Congress a report on the effectiveness of the national media campaign based on measurable outcomes provided to Congress previously.

(Pub. L. 105-277, div. D, title I, § 104, Oct. 21, 1998, 112 Stat. 2681-753.)

## **§ 1804. Authorization of appropriations**

There is authorized to be appropriated to the Office of National Drug Control Policy to carry out this chapter \$195,000,000 for each of fiscal years 1999 through 2002.

(Pub. L. 105-277, div. D, title I, § 105, Oct. 21, 1998, 112 Stat. 2681-753.)

### **SECTION REFERRED TO IN OTHER SECTIONS**

This section is referred to in sections 1801, 1802, 1803 of this title.