

(Pub. L. 105-277, div. C, title VIII, §834, Oct. 21, 1998, 112 Stat. 2681-702.)

CODIFICATION

Section was enacted as part of the Western Hemisphere Drug Elimination Act, and not as part of the Office of National Drug Control Policy Reauthorization Act of 1998 which comprises this chapter.

CHAPTER 23—NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

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§ 1801. Requirement to conduct national media campaign

(a) In general

The Director of the Office of National Drug Control Policy (in this chapter referred to as the "Director") shall conduct a national media campaign in accordance with this chapter for the purpose of reducing and preventing drug abuse among young people in the United States.

(b) Local target requirement

The Director shall, to the maximum extent feasible, use amounts made available to carry out this chapter under section 1804 of this title for media that focuses on, or includes specific information on, prevention or treatment resources for consumers within specific local areas.

(Pub. L. 105-277, div. D, title I, §102, Oct. 21, 1998, 112 Stat. 2681-752.)

SHORT TITLE

Pub. L. 105-277, div. D, §1(a), Oct. 21, 1998, 112 Stat. 2681-751, provided that: "This division [enacting this chapter and section 7144 of Title 20, Education, and enacting provisions set out as notes under this section, section 1703 of this title, section 6301 of Title 20, and section 3751 of Title 42, The Public Health and Welfare] may be cited as the 'Drug Demand Reduction Act'."

Pub. L. 105-277, div. D, title I, §101, Oct. 21, 1998, 112 Stat. 2681-752, provided that: "This subtitle [subtitle A (§§101-105) of title I of div. D of Pub. L. 105-277, enacting this chapter] may be cited as the 'Drug-Free Media Campaign Act of 1998'."

§ 1802. Use of funds

(a) Authorized uses

(1) In general

Amounts made available to carry out this chapter for the support of the national media campaign may only be used for—

- (A) the purchase of media time and space;
- (B) talent reuse payments;
- (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.)