

# NORTHWEST CRACKDOWN

## Northwest CrackDown

### Number One Show:

28% Market Share, Over 7,000 Calls

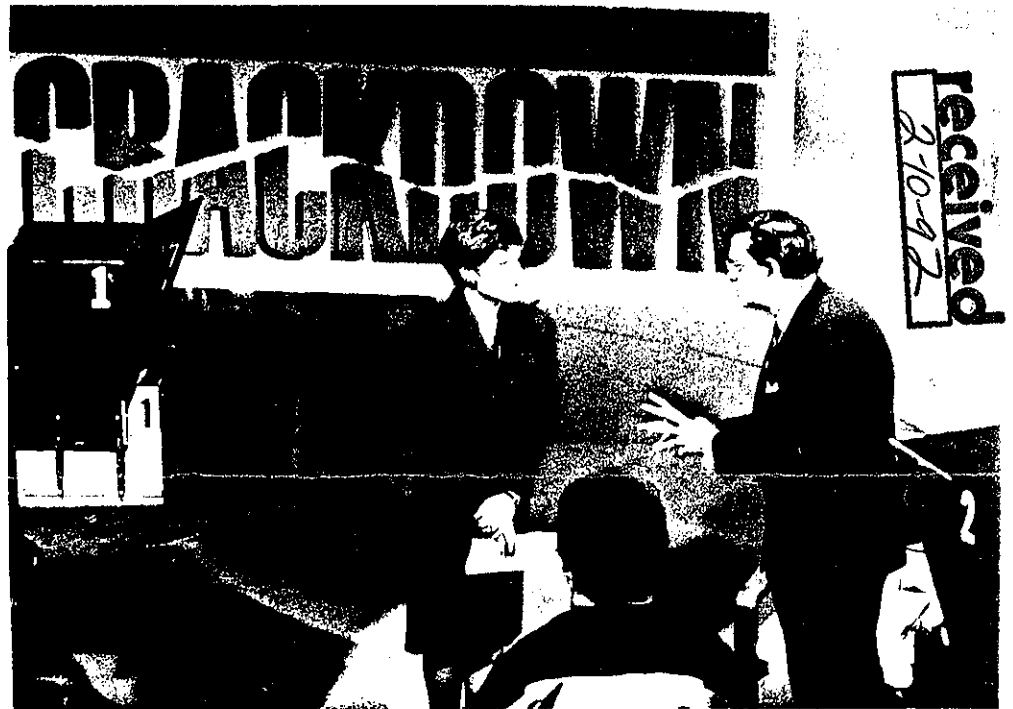
Overnight surveys in Portland and Seattle identified *Northwest CrackDown* as the number one program January 22, with a 28% share. "A big audience," said the *Seattle Times*. At the hotlines, over 7,000 calls were received, "more than twice the number expected," said Ross Davis, Co-Executive Producer.

In Seattle, Detective Myrle Carner of Crime Stoppers reported 2,000 calls on the tipline during the airing of *Northwest CrackDown*. The morning after the show calls continued to stream in; three people were answering the phones continually, with a backlog of calls at times reaching 90. Carner said, "people felt compelled to talk."

Tipline calls included reports of parents forcing their kids to sell drugs; money laundering schemes; airfields used for landing with shipments; people selling drugs in schools; the specific locations of meth labs. Carner noted that most of the calls were quite detailed, including names, addresses, and complete physical descriptions.

At the helpline, the response was similarly impressive. Callers asked for information for self and family; several calls were received on the effects of

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Jim Harriott and Catherine Carbone on set

of *Northwest CrackDown*.

## Media Supports

### *Northwest CrackDown*

"Unique 'CrackDown' wide-ranging," said the front page of the Sunday *Oregonian's* TV Click. " 'CrackDown' Doesn't Back Down," said the *Seattle Times*. The *Herald* (Everett, Wa.) said that the program made clear that "substance abuse has found a home here and the scourge won't go away unless citizens decide to pack it up and run it out of town." Other papers throughout the region provided information about air times and stations for the show, with a description of the show's contents.

The *Oregonian's* front page coverage included a description of the program and lists of the local stations and sponsors. Richard Schrock was quoted as saying that he hoped, "the show illustrates how drug activity in the region is interconnected, not an isolated problem in a few "bad" neighborhoods, or parts of cities". He is also quoted as saying, "The feeling we as producers came away with was that this problem touches every element of society."

The *Seattle Times* opened their story with the revelation that the *Northwest CrackDown* camera crews

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## Costco Employees Choose Drug Free Workplace

Costco provided major support for *Northwest CrackDown* because of the importance to Costco employees of a drug free environment. Costco employees largely work in busy warehouses with moving equipment. Because drug impairment endangers other workers, employees pushed for a drug free workplace.

Costco management accepted the recommendations and developed a three part program, consisting of

**Costco** education, assistance  
WHOLESALE

and testing. The first part was a safety incentive program. After the success of a trial run, the program is used in all warehouses. Employees are taught safety procedures and, if they complete 50 weeks of service without an on-the-job injury, they

receive a cash bonus. Most employees received the maximum of \$200.

Costco also has an employee assistance program. This includes counseling and referral services for employees and their family members for any problems related to substance abuse, as well as personal, legal or financial problems.

The third aspect is testing. Every new employee or rehire is tested for a variety of drugs and for alcohol. Applicants who fail the test are not hired - 14,000 applicants (6%) failed in the last year and a half.

### Spanish and Straight Talk

*Northwest CrackDown* was covered in Spanish on KDNA-FM 91.9, in Granger, Wa. And the third hour of *Northwest CrackDown* was simulcast as part of KEZX-AM's Straight Talk program on alcoholism and drug addiction (1150, Seattle, Wa.)

## NOID Has Anti-Drug Message

Domino's Pizza, the world's largest pizza delivery company, with more than 5,500 stores, was a major contributor to *Northwest CrackDown*.

Their reason? They felt *Northwest CrackDown* had an important message to share with the community.



Drug abuse education is important to Domino's, which supports drug abuse education through its "NOID says no to drugs" program. NOID activity kits are provided to elementary school teachers free of charge.

Domino's also helped on the night of the production, providing Helpline volunteers in five Northwest cities and the hungry, hard-working *Northwest CrackDown* production crew at KIRO-TV, with pizza.



*Helpline volunteers answer phones.*

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got the exclusive on the arrest of the "Drugstore Cowboy", the man who wrote the book on which the critically acclaimed movie, "Drugstore Cowboy" is based. The article noted that the *Northwest CrackDown* crew beat out the "hotly competitive local TV news channels." As stated by the co-executive producer, Richard Schrock, "We've had an entree to the enforcement community."

The Seattle Times's three-column article described the program, the sponsors, the success of previous *CrackDown* programs, and the talent. The article also noted the endorsement of over 300 law enforcement agencies.

The show was also mentioned in a Seattle Times article on the apprehension of "the suspected mastermind of a global multimillion-dollar drug ring." The article noted that the "mastermind", Bill Shaffer, would be profiled on the program (he was included in a wanted poster).

Both Spokane's Spokesman-Review and The Chronicle covered the program, noting that *Northwest CrackDown* "showcases" the success of a local businessman in eliminating alcohol and drug abuse at his engine remanufacturing business. The owner is quoted as saying, "I can declare a war on drugs in my business. You can declare war on drugs in your home. Noone is stopping you."

Two hosts of the Spokane segment are also quoted in the articles. Jeff Burnside, a former reporter for KREM, was quoted as saying, "It's such a huge topic, I'm not even sure three hours is enough." And Spokane Chief Terry Mangan is quoted as follows: "I've never heard of television being used that way. They've certainly heightened people's awareness, gotten kids to talking to their parents."

The Idaho Statesman gave front page coverage to *Northwest CrackDown*. Boise police chief Brent Archibald said, "I think what they're doing is pretty effective. They're really showing what the problem is. I don't think they're holding back any punches." Ed McGuire, a member of Parents and Youth Against Drug Abuse, thought the show "went really well." He added, "I especially appreciated the fact that the show was commercial free. I think it had much more impact than having a commercial every few minutes. That says a lot for the sponsors."

*Northwest CrackDown* was also featured on the front page of the Yakima Herald-Republic, the first time in the history of the newspaper that an article on television had reached the front page. The banner article noted that "the show is intended to put more pushers behind bars while urging addicts to seek treatment."

## Students Write Poems on Drugs

Prior to the airing of *Northwest CrackDown*, educational materials were sent out to all the schools in Washington state, and to educational leaders in the other Pacific Northwest states and in British Columbia. Included in the packet was information on art and writing contests.

Poems about drugs have arrived from Riverside Middle School in Chateroy, Wa. From Doug Kapelke: "If you're wondering about drugs my opinion is they're bad. If you're thinking about sports, I think they're really rad. With drugs you can choose, don't do them or you'll loose. If you want to smoke a joint, think about my point. Why do they call it dope?"

## Drug Use Significant Factor in High Cost of Health Care

Winlock Pickering feels strongly about the need for reduction of substance abuse in Washington state. He states that drug abuse is a major contributing factor to the rising cost of health care. He should know. He is president of King County Medical, which provides health care to 1 million people in Washington state.

The costs of providing health care are enormous and include costs for medical care and for psychological treatment, as well as for treatment. Pickering described several cases to illustrate the problem. The first was of a 16-year-old who has been into drug abuse treatment twice and is now in psychological rehabilitation, with costs of \$300,000; another was of a drunk whose medical expenses for a car accident totaled \$200,00; and there is the person whose use of cocaine resulted in brain damage, with expenses of \$300,000.

In addition to all this, there are 5 million persons infected with AIDS, with annual expenses of \$40,000 per person; half are expected to die.

King County Medical supported the program because they are interested in doing something for Seattle; because of the rising impacts of health care; and more importantly, says Pickering, because they want to do something about one of the important problems in the region - drugs.

Pickering's only disappointment with the show was that there was so much information to present and not enough time.

**King County Medical**  
 **Blue Shield**

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alcohol or heroin on pregnancy.

The support on the lines was impressive. On the drug enforcement tips line, support included persons from the U.S. Marshall's office, the FBI, the Drug Enforcement Agency, postal inspector's office; state/provincial agencies; and local agencies, such as city, county and private (e.g., Union Pacific, the Fairchild OSI and security) police.

Agencies responsible for the help lines included the Oregon Council on Alcoholism and Drug Addiction, the Nelson Institute in Boise, the British Columbia Ministry of Health, A.J. Consultants in Yakima, and six

communications, crisis intervention, prevention, and in accessing referral resources on a statewide basis." The personnel are trained to respond to a variety of concerns, from drug abuse to AIDS to suicide. A teen coordinator and a hispanic bi-lingual coordinator were also present.

Closing with...

**A Big Thank-You  
to All Who Made  
This Project a Success**

from:

Ross Davis,  
Richard Schrock, and  
Greg MacAleese

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Greg MacAleese

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Patricia Aste'

**Managing Producers**

John Wilson  
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**Senior Producer/Writer**

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**Production Co-ordinator**

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**Associate Producers**

Alison MacNeil  
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**Production Assistants**

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Kristin Zemek

**Publications Editor**

Pat Irle



Live entertainment on the Seattle set... the "Rapping Cops!"

different organizations in Spokane.

In Seattle, help was provided by persons from the preexisting Alcohol and Drug Helpline. According to Anne Forbes, director of the Seattle helpline, these persons have all received "80 hours of comprehensive training in all areas of chemical dependency. All team members have undergone extensive training in telephone

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