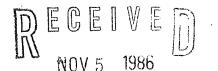


**City of Seattle** Charles Royer, *Mayor*  King County Tim Hill, Executive

## Seattle-King County Department of Public Health

Bud Nicola, M.D., M.H.S.A., Director

October 30, 1986



OFFICE OF DIRECTOR SEATTLE-KING COUNTY DEPARTMEN OF PUBLIC HEALTH

Mr. Monty Grau General Manager KOMO-TV 100 Fourth Avenue North Seattle, WA 98109

Dear Mr. Grau:

We write to express our concern over the decision of KIRO Television to not air the public service announcement supporting AIDS risk reduction in homosexual men. This spot was produced by the Northwest AIDS Foundation with funding from the Seattle-King County Department of Public Health and the U.S. Centers for Disease Control. It presents its message in a sensitive and inoffensive manner, and we believe it could contribute importantly to reducing the spread of the AIDS virus in Western Washington. Although the message is directed primarily toward gay men, the general population (including your listeners) is increasingly at risk, and it is in the interest of all citizens that this epidemic be curtailed.

We urge you to reconsider the decision. The importance of AIDS for society in general continues to be underestimated. The historical and social significance of AIDS equals or exceeds those of all the great epidemics of the past 100 years, including tuberculosis and polio; it far outranks the importance of Legionnaire's disease, toxic shock syndrome, and other recent epidemic diseases. We urge KOMO to become actively involved in the control of this epidemic.

We are available to discuss these issues with you at your convenience.

Sincerely,

Robert W. Wood, M.D. Director, Aids Project Associate Prof. of Medicine University of Washington

Allench Handster

H. Hunter Handsfield, M.D. Director, STD Control Program Associate Prof. of Medicine University of Washington

cc: Bud Nicola, M.D., Director of Public Health Robert Rohan, President, Northwest AIDS Foundation

L.KOMO(PM10)



**City of Seattle** Charles Royer, *Mayor* 

King County Tim Hill, Executive

## Seattle-King County Department of Public Health

Bud Nicola, M.D., M.H.S.A., Director

October 30, 1986

Mr. Glenn Wright General Manager

KIRO-TV



OFFICE OF DIRECTOR SEATTLE-KING COUNTY DEPARTMENT OF PUBLIC HEALTH

Dear Mr. Wright:

2807 Third Avenue Seattle, WA 98121

We write to express our concern over the decision of KIRO Television to not air the public service announcement supporting AIDS risk reduction in homosexual men. This spot was produced by the Northwest AIDS Foundation with funding from the Seattle-King County Department of Public Health and the U.S. Centers for Disease Control. It presents its message in a sensitive and inoffensive manner, and we believe it could contribute importantly to reducing the spread of the AIDS virus in Western Washington. Although the message is directed primarily toward gay men, the general population (including your listeners) is increasingly at risk, and it is in the interest of all citizens that this epidemic be curtailed.

We urge you to reconsider the decision. The importance of AIDS for society in general continues to be underestimated. The historical and social significance of AIDS equals or exceeds those of all the great epidemics of the past 100 years, including tuberculosis and polio; it far outranks the importance of Legionnaire's disease, toxic shock syndrome, and other recent epidemic diseases. We urge KIRO to become actively involved in the control of this epidemic.

We are available to discuss these issues with you at your convenience.

Sincerely,

Robert W. Wood, M.D. Director, Aids Project Associate Prof. of Medicine University of Washington

H Heure Handofee

H. Hunter Handsfield, M.D. Director, STD Control Program Associate Prof. of Medicine University of Washington

cc: Bud Nicola, M.D., Director of Public Health Robert Rohan, President, Northwest AIDS Foundation

L.KIRO(PM10)



**City of Seattle** Charles Royer, *Mayor*  King County Tim Hill, Executive

## Seattle-King County Department of Public Health

Bud Nicola, M.D., M.H.S.A., Director

October 30, 1986



Mr. Sturgis Dorrance Vice President & General Manager KING 5 Television P.O. Box 24525 Seattle, WA 98124 OFFICE OF DIRECTOR SEATTLE-KING COUNTY DEPARTMENT OF PUBLIC HEALTH

Dear Mr. Dorrance:

We are taking this opportunity to thank KING Television for its decision to run the Northwest AIDS Foundation public service announcement on AIDS risk reduction. KING has led the local electronic media in its contribution to control of both the AIDS epidemic and the resulting public hysteria, largely through your superb documentary of one year ago. We are grateful for your continued leadership in this area.

We would appreciate your insight as to how we might influence your major competitors, KIRO-TV and KOMO-TV, to air the PSA. Alternatively, if you have professional contact with your counterparts at those stations, we and the Northwest AIDS Foundation would greatly appreciate any influence you can bring to bear on them.

Thank you once again for your valuable contributions to the control of AIDS.

Sincerely,

Robert W. Wood, M.D. Director, Aids Project Associate Prof. of Medicine University of Washington

H Here & Handsfeedd

H. Hunter Handsfield, M.D. Director, STD Control Program Associate Prof. of Medicine University of Washington

cc: Ansel Payne, President, KING Broadcasting Bud Nicola, M.D., Director of Public Health Robert Rohan, President, Northwest AIDS Foundation

L.KING(PM10)