



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

Seattle-King County Department of Public Health
 Bud Nicola, M.D., M.H.S.A., Director

October 30, 1986

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 NOV 5 1986

OFFICE OF DIRECTOR
 SEATTLE-KING COUNTY DEPARTMENT
 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

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)



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Mr. Glenn Wright
General Manager
KIRO-TV
2807 Third Avenue
Seattle, WA 98121

OFFICE OF DIRECTOR
SEATTLE-KING COUNTY DEPARTMENT
OF PUBLIC HEALTH

Dear Mr. Wright:

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.

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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. 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)