

FOIA MARKER

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HACC [Houston AIDS/HIV Coordinating Committee]

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Operation W.A.V.

The War Against The Virus Is Evolving.

A Project of Radio One...

The Urban Radio Specialist

"A House On Fire"

The AIDS Epidemic in Houston and Harris County

Profile: Houston, Texas

-From 1981 to 1998-

- * Reported AIDS cases in Whites decreased from 64% to 44%.
- * Reported AIDS cases in Blacks increased from 24% to 40%.

-From 1994 to 1998-

- * The percentage of Blacks diagnosed with AIDS increased from 27% to 53%.

-From 1990 to 1998-

- * AIDS cases diagnosed in Black females increased from 59% to 74%.

-In 1999-

- * Whites represented 23% of new HIV reports.
- * African-Americans represented 61% of new HIV reports.

-In 1999-

- * In the state of Texas, Black women accounted for 56% of all AIDS cases.

-In 1999-

- * African-American children represented 58% of cumulative pediatric AIDS cases in Houston/Harris County.

-In 1999-

- * In the richest and most affluent country in the world, AIDS was the leading killer of Black men and women between the ages of 25 and 44.



Houston HIV/AIDS Coordinating Committee

Houston HIV/AIDS Initiative

4 Step Plan

1. Convene local HIV/AIDS service providers and commit the radio station to a public relations campaign for those groups.
2. Train HIV/AIDS service providers and distribute House on Fire video.
3. Distribute HIV/AIDS educational material (testing and counseling focus) and condoms (when appropriate) at all radio station sponsored events.
4. Initiate an aggressive testing campaign using radio station premiums.



CITY OF HOUSTON

Health and Human Services Department

8000 N. Stadium Dr. Houston, Texas 77054 713/794-9311

Lee P. Brown, Mayor

CITY COUNCIL MEMBERS: Bruce Tatro Carol M. Galloway Mark Goldberg Jew Don Boney, Jr. Rob Todd Mark A. Ellis Bert Keller Gabriel Vasquez
John E. Castillo Annise D. Parker Gordon Quan Orlando Sanchez Chris Bell Carroll G. Robinson CITY CONTROLLER: Sylvia R. Garcia

M. desVignes-Kendrick, MD, MPH
Director of Health and Human Services

July 21, 2000

Ernie Jackson
Vice-President and General Manager
ClearChannel Communication
24 Greenway Plaza, Suite 1508
Houston, Texas 77046

Dear Mr. Jackson:

On behalf of the Houston Department of Health and Human Services (HDHHS), HIV Prevention Program, I want to extend my sincere thanks and congratulate you on efforts of the Houston HIV/AIDS Coordinating Committee (HACC). This unique public/private partnership, spearheaded by ClearChannel Communications, is a model that demonstrates the power of collaboration between organizations and individuals. As you are aware, addressing the African-American HIV/AIDS State of Emergency in Houston requires a concerted effort of public health, private industry and the community to address myths and barriers, provide risk reduction education and most importantly to encourage early HIV screening.

I am particularly pleased with the results of HIV testing campaigns conducted by HACC. In three short months, nearly 1,600 persons were screened at the Zydeco festival, Pan African festival, the Eric Benet concert and the Master P concert. This substantial increase in HIV testing matches the total number of persons screened by our Mobile Outreach Program for all of 1999. This increase in HIV screening indicates the successful use of incentives, a model we hope will continue indefinitely.

Again, I applaud your efforts and look forward to your continued leadership.

Sincerely,

A handwritten signature in black ink, reading "Steven L. Walker".

Steven L. Walker
HIV Prevention Program Manager
Houston Department of
Health and Human Services



Houston HIV/AIDS Coordinating Committee

HIV Test Count As of June, 2000

<u>EVENT</u>	<u>DATE</u>	<u># TESTED</u>
AIDS Awareness Day <i>(Note: According to the test sites, over 80% of all tested 'heard about it on the radio'.)</i>	December, 1999	82
Zydeco Festival	March, 2000	80
Houston Blues Festival	March, 2000	<i>educational materials only</i>
Pan African Cultural Festival	May, 2000	60
Juneteenth Concert – Eric Benet	June, 2000	308
Master P/Snoop Dogg Concert	June, 2000	1,052

TOTAL TESTED: 1,582 (December 1999 – June 2000)

Master P/Snoop Dogg Concert
June 29, 2000



Eric Benet/Destiny's Child-Juneteenth Concert
June 17, 2000





Alfred C. Liggins, III
Chief Executive Officer/President
alfred@radio-one.com

Dear General Manager:

As you know, we are facing an epidemic in Black communities all over America. In the year 2000, in the most affluent country in the world, AIDS is now the leading killer of Black men and women between the ages of 25 and 44. Many of the cities where Radio One operates radio stations have HIV/AIDS rates rising at an astronomical rate.

KBXX-FM and KMJQ-FM, two of our radio stations in Houston, Texas, along with the NAACP and Dupont Pharmaceuticals, have launched a major HIV/AIDS awareness campaign. As a result of this campaign, our stations in Houston have tested more people for the HIV virus in the last 60 days than were tested in the whole city of Houston the previous year.

I have approved and committed our company's resources to launching the Houston initiative on all Radio One stations in all of our markets.

Ernest Jackson, Jr., the VP/General Manager of our Houston stations will be contacting you sometime soon after the merger to solicit your support for this campaign at your station.

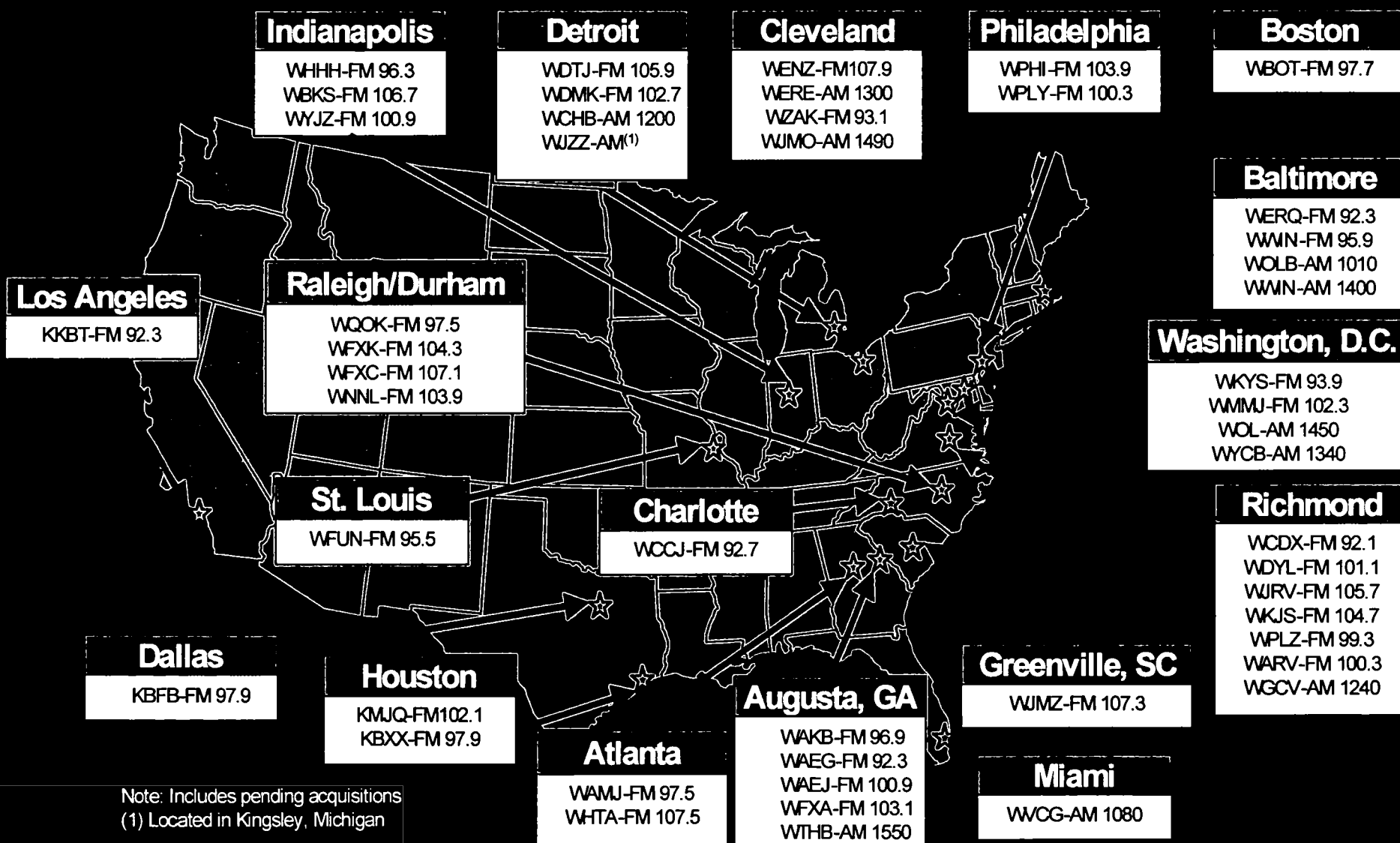
In the meantime, feel free to contact Ernie at his office at (713) 623-2108, or by fax at (713) 622-6066, or you may e-mail him at ejackson@kmjq.com to discuss the program or to ask any questions.

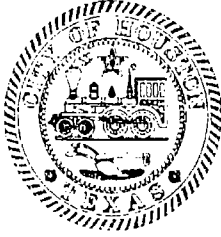
Sincerely,

A handwritten signature in black ink, appearing to read "Alfred Liggins", written over a white background.

Alfred Liggins
CEO/President

RADIO ONE IS TRULY A NATIONAL RADIO COMPANY





JEW DON BONEY, JR.

CITY OF HOUSTON MAYOR PRO-TEM
DISTRICT D COUNCILMEMBER

COMMITTEES

CHAIR, COUNCIL GOVERNANCE
CHAIR, M/WBE AND SMALL CONTRACTOR DEVELOPMENT
CHAIR, SUB-COMMITTEE ON AFRICA AND THE CARIBBEAN
CHAIR, REGIONAL PLANNING AND CHARTER ORDINANCE
TRANSPORTATION, INFRASTRUCTURE & TECHNOLOGY
FISCAL AFFAIRS AND MANAGEMENT INITIATIVES
INTERNATIONAL TRADE
REGULATORY AFFAIRS
ETHICS

July 20, 2000

Ms. Sandra Thurman
National Policy Director for HIV/AIDS
736 Jackson Place, N.W.
Washington, D.C. 20503

Dear Ms. Thurman:

Congratulations on your appointment as the National Policy Director on HIV/AIDS. I am sure that I don't have to tell you that we are in the midst of an epidemic that is wreaking havoc in the United States, particularly among the African-American population in Houston, Texas. So serious is the impact of HIV/AIDS in Houston that on World AIDS Day 1999, Mayor Lee P. Brown declared a "State of Emergency" in the African-American community after the city's health department determined that African-Americans represented 61% of new HIV infection reports in 1999. In Houston, African-American females, African-American gay, bisexual and non-gay identifying men who have sex with men, and incarcerated African-Americans are carrying the burden of the disease.

As chair of the City of Houston's HIV/AIDS Task Force for Mayor Brown, Health Department officials and I have worked with task force members to develop a speaker's bureau, implement an effective mass media campaign, provide medical testing and campus outreach. The State of Emergency plan targets three specific African-American neighborhoods as ground zero for the disease. We have also strengthened our partnership with members of the Houston Independent School District Board of Education and President Priscilla Slade of Texas Southern University.

We are taking the prevention message straight to the community with culturally sensitive public information campaigns. A billboard campaign and the distribution of brochures and posters in churches, beauty parlors, STD and WIC clinics, grocery stores, drug stores, homeless shelters, and public sex environments, and community forums hosted by various organizations, all helping to stress the prevention message. Houston City Council is funding a successful radio campaign that targets the 13 to 21 age group, our middle school and college-level students. The Houston City Council also increased funding and education to African-American CBOs and CBOs serving African-American populations.

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Ltr. to Sandra Thurman
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Corporate citizens such as the local Radio One affiliate, which includes the stations Magic 102 FM, 97.9 KBBX, and 98.5 FM, incorporated HIV/AIDS programming to their listenership with great success. The combination of offering free tickets as an incentive to get tested brought out over 1,000 people to one event. Under the community-oriented leadership of Ernest Jackson, the station vice president and general manager, these stations also opened up the airwaves to help blanket the community with the State of Emergency message and encourage testing at numerous venues, including during concert intermissions and family festivals. Eller Media, another corporate citizen, joined forces with our Health Department and donated 150 billboards for placement in the targeted neighborhoods. Additionally, Glaxo-Wellcome, offered OraSure, a quick saline-based HIV/AIDS test, access to PROJECT S.O.U.L. counselors, and sponsored the local Midnight Basketball program targeting youth 13-21.

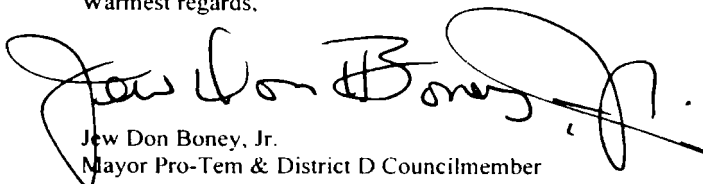
Moreover, we enlisted the help of our faith-based communities in our outreach efforts. For centuries, the church has been the foundation for African-American life and has continued to play an influential role in our communities. Organizations like the Urban AIDS Ministry Task Force and the national program, A Balm in Gilead, increased the involvement of Houston's African-American ministers. By providing training on how to deal with HIV/AIDS in the church community, these programs have given us an additional voice to take the message of prevention to those who may have otherwise missed it.

The final component of the State of Emergency plan is to increase primary level behavioral modification. City health educators are offering one-on-one educational and support counseling to reinforce safer behaviors and providing training in sustaining behavior change. Other activities including classes on sexual assertiveness and communication training, personal responsibility for sexual decisions, and role-playing exercises to illustrate risky sexual situations are also being offered to the targeted groups.

Since the initial onslaught of the HIV/AIDS epidemic, the African-American community has been asleep at the wheel regarding the seriousness of this disease. Unfortunately, our community service providers were taken off guard and the fact that funding did not follow the disease in United States has not helped either. For example, although Houston is the fourth largest city in the nation, we are sixth in the nation for funding behind Philadelphia, an even smaller city with lower HIV/AIDS infection rates.

In Houston, we believe that we are developing an effective model for fighting HIV/AIDS in the African-American community. The mayor's declaration and the resulting State of Emergency model have raised the awareness of the disease, the first step in combating it. In your capacity as National Policy Director for HIV/AIDS, I would like to extend an invitation to you to come to Houston to view this model first-hand and to address a city-wide conference that will be convened on December 1, 2000, the 2nd anniversary of the mayor's declaration. Please find enclosed a copy of the State of Emergency plan for your review. I look forward to hearing your input and confirming you as a speaker. I may be reached at 713-247-2001 and you may also follow-up with my staff member Kimberly Nichols.

Warmest regards,



Jew Don Boney, Jr.
Mayor Pro-Tem & District D Councilmember

JDB:knn

Houston City-Wide Testing Day

AUGUST 11, 2000

Sunny Side Multi-Cultural Center

10am - 2pm



**Talk to Your
Partner about**

HIV.

It's Preventable.

713 794-9020

A Public Service Message by ELLER MEDIA COMPANY

Houston Department of
Health and Human Services



**Talk to Your
Partner about**

HIV.

It's Preventable.

713 794-9020

A Public Service Message by ELLER MEDIA COMPANY

HIV INFO-LINE

Houston Department of
Health and Human Services



HIV.

**Talk to Your
Partner.**

**It's
Preventable.**

HIV INFO LINE 713 794-9020

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KMJQ FM

24 Greenway Plaza #1508 Houston, TX 77046-2402 / P.O. Box 22900 Houston, Texas 77227-2900 (713) 623-2108 FAX (713) 623-0106