

# FOIA MARKER

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**OA/ID Number:** 21067

**FolderID:**

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**Folder Title:**

Michael Darling and Associates

**Stack:**

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**Row:**

**66**

**Section:**

**7**

**Shelf:**

**11**

**Position:**

**3**

# Michael Darling and Associates

Los Angeles, CA      Washington, DC      Santa Fe, NM  
1400 20<sup>th</sup> Street, NW, Suite 504, Washington, DC 20036 TEL: 202.232.4039 FAX: 202.232.4089

August 1, 2000

Ms. Sandy Thurman  
Director, White House Office  
of National AIDS Policy  
736 Jackson Place, NW  
Washington, DC 20503

Sent by facsimile: 202.456.2439

Dear Sandy:

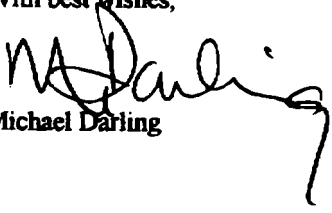
I am dropping you a note to say "hello" and to tell you that Allen Carrier and I hope we'll have an opportunity to catch up with you – if your schedule has a few "loose" minutes in it – during the convention. In fact, should you need any senior level volunteers to assist you with your duties in Los Angeles, please give us a call. I know Allen would be happy to get involved and help you with whatever needs to be done. I am sending along his bio for your review.

Also, I wanted to tell you that it was great seeing you representing our country during the signing ceremony at the conclusion of the World's AIDS Conference. Allen said he saw your satellite interview on CNN's Talk Back Live where you "shared the stage" with Rev. Jesse Jackson (not an easy feat when Rev. Jackson is anywhere near a microphone!). Congratulations on all of your hard work in that effort.

In an unrelated matter, I also wanted to tell you about some of the current activities of **Michael Darling and Associates**. We are assisting R. Scott Hitt, MD, with financial support from Bristol Myers Squibb, with the launch of the **American Academy of HIV Medicine**. We are also continuing to work with our pharmaceutical clients to develop an event this fall focusing attention on the critical need for re-authorization of the Ryan White Care Act. In a related matter, Allen and I had a chance meeting with Irwin "Magic" Johnson during a return flight from Mexico City in May. He indicated that he would like to be involved in such an event as a way to "rally" the troops in Congress regarding national AIDS policy before the fall recess. We will keep you posted regarding the above and – when you have a minute – would appreciate your input.

Sandy, we look forward to seeing you at the convention. In the meantime, if there is anything we can do to assist you, please call me at 202.232.4039; or in the Los Angeles office at 323.851.4039. Allen Carrier can be reached at 323.314.2924.

With best wishes,

  
Michael Darling

for the **Arizona Daily Star** and **United Press International**. Additionally, he served as a congressional press secretary and speechwriter to former California Congressman, and the current U.S. Secretary of Commerce, **Norman Mineta**.

Since the 1997 opening of **MD&A's** West Coast office, Mr. Carrier's account management activities have included providing international marketing and crisis communications counsel to the \$5 billion **Baxter Healthcare** in both Europe and the U.S. In other health care related business, Mr. Carrier is the account manager on a public relations and fund raising and development campaign for the \$2 million, 500-physician members organization, the **American Academy of HIV Medicine**. He has also managed patient advocacy campaigns and media relations opportunities for several pharmaceutical manufacturers, including **Eli Lilly and Company**, **Bristol-Myers Squibb** and **DuPont Pharmaceuticals**. In addition, **MD&A** has provided pro-bona media counsel to the **White House's Presidential Advisory Council on HIV/AIDS**.

He has also assisted the media relations operation for the \$10 billion **Northern Trust Bank of California** and the **Los Angeles Area Chamber of Commerce**, promoting the Chamber's first woman President, **Alison Winters**, who served as President of **NTB**. Mr. Carrier is also a media trainer and has conducted presentation skills-building seminars for the senior management of the \$2 billion software company, **Peregrine Systems**, in San Diego, CA

In a unique retail marketing communications effort between **MD&A's** client, **Prime Retail**, and the **NBC-TV** hit series ***Suddenly Susan*** starring **Brooke Shields**, Mr. Carrier arranged a product placement promotion with **Warner-Brothers Productions**. Cast members appeared in wardrobe provided by **Prime** and, in exchange, the show participated in a nationwide media campaign around the wardrobe tie-in in addition to participating in a sweepstakes involving **Prime's** 53 outlet centers.

Before joining **MD&A**, Mr. Carrier served as Communications Director for the \$21.5 million **AIDS Project Los Angeles**. While at **APLA** he worked with many of Hollywood's best-known studio heads, including **Barry Diller**, **Jeffrey Katzenberg** and **Ron Myers**. In addition, he has worked with such Hollywood celebrities as **Madonna**, **Tom Hanks** and **Roseanne** on special fund raising events.

Among his production credits are managing the media relations activities around the **ABC-TV** special ***Frank Sinatra's 80<sup>th</sup> Birthday Salute*** and **Gucci's Tom Ford** Los Angeles runway show.

**Carrier Bio./Page 2**

Before moving to Los Angeles in 1995, Mr. Carrier was a Senior Vice President for the \$60 million Henry J. Kaufman & Associates, a subsidiary of the \$1.5 billion, London-based, Shandwick PLC. He served as the National Media Director for Shandwick North America's 15 subsidiaries including Rogers & Cowan and Golin Harris.

Mr. Carrier began his public relations career at Daniel J. Edelman, where he managed the public affairs activities for the U.S. National Pavilions at Expo'86, Canada and Expo'85, Japan. Mr. Carrier was also congressional press secretary to James Lloyd of Los Angeles. In addition he served as an Associate Editor in Washington DC for the Times/Journal Company

President William J. Clinton recently nominated Mr. Carrier to the Board of Directors of the Institute of American Indian Art, based in Alaska and New Mexico. Mr. Carrier is expected to receive U.S. Senate confirmation to its board this fall. Also, New Mexico Governor Gary Johnson is expected to name Mr. Carrier to a term on the New Mexico Governor's Mansion Foundation. The group is to oversee the \$2.5 million renovation of this historical Santa Fe property.

Among Mr. Carrier's honors are two Emmy Awards for an NBC-TV After School Special and a local KNBC-TV news segment on AIDS. An audio book that Mr. Carrier helped develop, *Voices Within* published by Simon and Schuster, was nominated for a 1998 Grammy Award.

Besides his Grammy and Emmy honors, Mr. Carrier's other professional honors include three national Silver Anvil Awards presented by the Public Relations Society of America, for outstanding achievement in public affairs, marketing communications and non-profit social marketing.

Mr. Carrier is a member of the National Press Club, the Human Rights Campaign and a former member of the national Board of Directors for the Victory Fund Political Action Committee. Last year he served on the host committee for a \$1 million Presidential Dinner honoring President Clinton and benefiting the Democratic Congressional Campaign Committee. Mr. Carrier was an early supporter of the U.S. presidential candidacy of Vice President, Al Gore.

Mr. Carrier has a Bachelors of Arts degree in journalism from The American University, Washington DC. He is a recipient of the Eagle Scout Medal of Honor and the Citizenship Award Medal and Scholarship awarded by the 150-year-old Philadelphia Union League.

Mr. Carrier lives in Los Angeles and Washington, DC, and also maintains a home in Santa Fe, NM. He shares his life with his best friend, Mr. Beezer, a 2 year-old Boston Terrier.