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Meeting with Country AIDS Awareness Media Briefing 1/13/94

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COUNTRY AIDS AWARENESS

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING
ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Billy Ray Cyrus
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Holly Dunn
Darryl & Don Ellis
Charlie Floyd
Rodney Foster
Cleve Francis
Vince Gill
Ricky Lynn Gregg
Clinton Gregory
Vern Gossdin
Emmylou Harris
Highway 101
George Jones
Kentucky
Meadhunters
Kieran Kane
Kris Kristofferson
Little Texas
Kathy Mattea
John Michael
Montgomery
Lorrie Morgan
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

M E M O R A N D U M

TO: Stan Byrd, Mark Chesnutt
Jeff Custer, AAF
John Gurrola, Office of National AIDS Policy
Chad Jenkins, Congressman Clement
Bill Johnson, Organizer
John Simson, Mary Chapin Carpenter
Bob Schultz, Ad Council

CC: Cynda Drebes, TV Access
Teresa George, CMA

FROM: Ellie Noel (615) 269-5374

DATE: January 11, 1994

RE: Press Conference January 13

PROGRAM:

11:00 a.m. Congressman Clement introduces self.

WELCOME LADIES AND GENTLEMAN. THANK YOU FOR COMING TODAY. I'D LIKE TO ASK YOU NOW TO LOOK AT THE TELEVISION SCREENS ON EITHER SIDE OF ME. HERE ARE THREE VERY IMPORTANT REASONS WHY WE'RE ALL HERE TODAY.

11:01 a.m. Showing of segment of video documentary "Jason - The Way We Live" This features a family from rural America with AIDS

11:02 a.m. Congressman Clement:

IT IS NOW MY HONOR TO INTRODUCE TO YOU JIM BRIGGS

11:03 a.m. Jim Briggs speaks

11:06 a.m. Congressman Clement:

THANK YOU JIM. I AM HERE TODAY TO JOIN JIM IN PRESENTING TO MEMBERS OF THE PRESS A NEW CAMPAIGN WHICH WE HOPE CAN HELP PREVENT FURTHER DEVASTATION OF INDIVIDUALS AND FAMILIES FROM THE HIV VIRUS.

COUNTRY AIDS AWARENESS IS A BRAND NEW PUBLIC SERVICE CAMPAIGN CREATED BY THE COUNTRY MUSIC INDUSTRY IN MY DISTRICT OF NASHVILLE, TENNESSEE. IT IS A COALITION OF 46 ARTISTS OF COUNTRY MUSIC WHO HAVE MADE A SERIES OF 8 TV ADS, 15 RADIO ADS AND 12 PRINT ADS. ITS SIX MESSAGES

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTIONS
PRODUCTION
Robert Deaton,
George Flanigen,
Deaton Flanigen Productions
FILM SCORING
Randy Wachler,
615 Productions

RADIO PRODUCTION
Jim Reylund,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

ARE AS FOLLOWS:

1. SHARE INFORMATION ABOUT AIDS WITH FAMILY MEMBERS
2. IF YOU ARE A TEEN, LEARN ABOUT AIDS
3. USE CONDOMS
4. LEARN ABOUT THE HIV TEST FROM LOCAL AIDS AGENCIES
5. ABSTENTION FROM SEX IS THE ONLY 100% SURE WAY NOT TO BECOME INFECTED SEXUALLY
6. DISREGARD MYTHS ABOUT AIDS

THE CAMPAIGN -- WITH THE THEME BREAK THE SILENCE-- HOPES TO REACH THE 50 MILLION AMERICANS WHO LISTEN TO COUNTRY MUSIC PARTICULARLY THOSE LIKE JIM FROM RURAL AMERICA.

MANY ORGANIZATIONS HAVE OFFERED THEIR INVALUABLE AND VOLUNTARY SERVICE TO COUNTRY AIDS AWARENESS. VERY EARLY ON THE COUNTRY MUSIC ASSOCIATION CAME FORTH WITH ITS OFFICIAL ENDORSEMENT OF THE CAMPAIGN. DISTRIBUTION SUPPORT HAS BEEN PROVIDED BY THE AMERICAN NATIONAL RED CROSS, CABLE POSITIVE, THE NATIONAL ASSOCIATION OF BROADCASTERS AND TECHNICAL SUPPORT BY THE U.S. CENTERS FOR DISEASE CONTROL.

I AM ALSO VERY PLEASED TO ANNOUNCE TODAY THAT THE AD COUNCIL -- THE PREEMINENT SOURCE OF PUBLIC SERVICE ANNOUNCEMENTS IN THIS COUNTRY FOR OVER 50 YEARS -- HAS OFFICIALLY ENDORSED BREAK THE SILENCE. WHAT IS MOST UNUSUAL ABOUT THIS IS THAT THE AD COUNCIL DID NOT ITSELF PRODUCE THE CAMPAIGN BUT RECOGNIZED ITS IMPORTANCE. THE AD COUNCIL HAS NOT ONLY PLACED ITS OWN LOGO -- A TRUSTED SEAL OF APPROVAL -- ON THE CAMPAIGN BUT HAS ACTIVELY SOUGHT HIGHLY VISIBLE MEDIA SUPPORT FOR THE CAMPAIGN.

THERE IS ANOTHER ORGANIZATION IN PARTICULAR WHOSE ASSISTANCE HAS BEEN OF IMMENSE HELP TO COUNTRY AIDS AWARENESS AND WHO HAS ALSO ENDORSED THE CAMPAIGN: THE AMERICAN ADVERTISING FEDERATION. IT IS NOW MY PLEASURE TO INTRODUCE THE HEAD OF THE AAF MR. WALLY SNYDER.

11:09 a.m.

Mr. Wally Snyder discusses AAF's involvement with the campaign and introduces 2 30-second and 1-15 second tv spots. They were produced and directed pro-bono by Robert Deaton and George Flanigen of Deaton Flanigen Productions in Nashville; written by Daniel Butler from Carden Cherry Advertising Inc. and freelancers Leland Gregory and Perry

Wilson; and scored by 615 Productions.

He announces that ABC, CBS, NBC, TNN Country Music TV, Superstations WTBS and WGN are running the spots; Fox is sending them to 140 affiliates. Spots are being sent this week to 500 local tv stations, over half of which requested them. They are being placed on USA Network satellite feed tomorrow; the Potomac Television satellite feed on Jan. 18th; and were sent on the National Association of Broadcasters satellite feed on Dec. 15.

At conclusion of tv spots, Mr. Snyder points out print campaign on display in room. Art directed by Rollow (pronounced ROLLO) Welch of Sony Music; written by Leland Gregory and Perry Wilson. Participating print artists are Mark Chesnutt, Mary Chapin Carpenter, Garth Brooks, John Michael Montgomery, Clint Black, Tammy Wynette, Vince Gill, Emmylou Harris, Billy Ray Cyrus, Willie Nelson, Diamond Rio, and Kris Kristofferson. 20 publications so far are giving donated ad space to the campaign:

He introduces the campaign's radio spots. There are 15 30-second radio spots voluntarily produced by Jim Reyland (pronounced RAYLAND) of Audio Productions in Nashville; written by Nashville freelancers Leland Gregory and Perry Wilson; and scored by Michael Stanton.

Some 4,500 radio stations are receiving the CDs this week (shows sample CD) including 3,000 radio stations courtesy of MCA Nashville and CDX in Nashville and 1,500 other format radio stations courtesy of TV Access. Already we've received commitments from Westwood One Unistar, and ABC radio networks to air the campaign.

11:29 a.m. Congressman Clement:

THANK YOU MR. SNYDER. NOW, IT IS MY PLEASURE TO INTRODUCE TO YOU THE ORGANIZER OF COUNTRY AIDS AWARENESS. HE IS THE TWO-TIME GRAMMY AWARD WINNING DESIGN DIRECTOR OF SONY MUSIC IN NASHVILLE, MR. BILL JOHNSON.

11:30 Bill Johnson thanks:

1. The artists in the campaign and dozens of Nashville professionals and many national organizations who lent time, talent, and services

2. Major contributors

MCA Nashville
Sony Music Nashville
Arista Records Nashville
American Airlines
Country America Magazine
Towery Graphics of Nashville
Opryland Duplicating Services
Opryland Productions
Elite Post of Nashville

3. Ellie Noel

11:32 a.m. Bill Johnson:

AND NO ARTISTS BETTER REPRESENT THIS OUTPOURING OF SUPPORT THAN OUR CO-CHAIRS MARY CHAPIN CARPENTER AND MARK CHESNUTT. MARK IS FROM BEAUMONT TEXAS AND HAS RELEASED THREE ALBUMS ON MCA ALL OF WHICH HAVE GONE GOLD. HE HAS RELEASED 18 SINGLES -- 11 OF WHICH WERE TOP TEN HITS AND 7 OF WHICH WENT NUMBER ONE. HE IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION HORIZON AWARD WINNER. CLEARLY, MARK IS A VERY TALENTED SINGER AND ONE WHO IS LISTENED TO BY A LOT OF PEOPLE. WE'RE VERY LUCKY FOR THAT REASON THAT MARK CHOSE TO BREAK THE SILENCE ON AIDS AND LEAD THIS INITIATIVE FOR THE COUNTRY MUSIC INDUSTRY.

MARY CHAPIN CARPENTER AS YOU ALL KNOW IS FROM THE WASHINGTON DC AREA. I'VE WORKED WITH HER FOR YEARS ON THE COLUMBIA LABEL AND HAVE HAD THE PRIVILEGE OF AT LEAST BEING AROUND WHILE SHE HAS COLLECTED HER MANY AWARDS FOR BOTH SONGWRITING AND PERFORMING. SHE IS THE HOLDER OF TWO GOLD AND ONE PLATINUM ALBUM, TWO GRAMMIES, AND IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION FEMALE VOCALIST OF THE YEAR.

LADIES AND GENTLEMAN, MARK CHESNUTT AND MARY CHAPIN CARPENTER

11:34 a.m. Mark Chesnutt and Mary Chapin Carpenter

11:39 Congressman Clement

THANK YOU MARY CHAPIN AND MARK FOR LEADING SUCH AN

IMPORTANT CAMPAIGN. I ALSO WANTED TO LET YOU KNOW THAT NOT ONLY HAS THE CITY OF NASHVILLE CREATED AND LAUNCHED THIS CAMPAIGN FOR AIDS, BUT TWO DAYS AGO, THE CITY DEDICATED A BRAND NEW FACILITY CALLED THE COMPREHENSIVE CARE CENTER WHICH WILL BE STAFFED BY VANDERBILT AND WILL PROVIDE COMPREHENSIVE OUT PATIENT CARE FOR HIV RELATED CARE.

11:37 a.m. Clement: introduces Kristine Gebbie who speaks on AIDS in rural America

11:43 a.m. Clement: points out key people in front who may accept questions from the press in addition to the featured speakers:

Ellie Noel, Executive Producer, Country
AIDS Awareness

Mary Cotton, American Red Cross

Eva Kasten, Ad Council

Don LeBrecht, National Association of
Broadcasters

Teresa George, Country Music Assoc.

Larry Frankenbach, Nashville Advertising
Federation

Dr. James W. Curran, Centers for Disease
Control

11:45 a.m. Clement: invites press questions

11:55 a.m. Questions end. Set up for photo
opportunity shots

12:00 p.m.. Speakers available for one on one
interviews

12:30 p.m. Press conference ends

Items to resolve:

Press kit contains:

Press release

Photos of Mark and Chapin

Bios of Mark and Chapin

Bio of Kristine Gebbie

Statements from Mark Chesnutt, Mary Chapin Carpenter and
Kristine Gebbie

List of news conference guests and speakers

Ad Council insert

Facts about AIDS in rural America

CD

Print Ads

Tape of tv scripts

Photoboard

COUNTRY MUSIC AIDS AWARENESS PRESS CONFERENCE
JANUARY 13, 1994

Talking Points for
Kristine M. Gebbie
National AIDS Policy Coordinator

Not'l

PSA/Ads

- There has been a ~~37~~^{37.9} percent increase in diagnosed AIDS cases in rural areas (population less than 500,000) compared to a 5 percent increase in metropolitan areas. In Georgia the number of AIDS cases tripled between 1988 and 1990.
- In many areas, there is still fear and bigotry, surrounding HIV infection and AIDS.
- *support for* HIV/AIDS education is ~~virtually non-existent~~ and desperately needed in smaller communities.
- If there is to be any hope of reducing the rate of HIV infection, services outside of metropolitan areas need to be dramatically expanded.
- The lack of access to primary health care services in many areas is shocking and results in the loss of early detection and treatment.
- Health care in rural areas has reached a state of financial crisis, President Clinton's Health Security Act will help support local HIV/AIDS services in these areas as well as in big cities.
- Effective HIV/AIDS education and prevention programs are needed for all Americans, ~~those in rural and urban areas alike~~. HIV/AIDS education and outreach services in all communities need to be expanded and designed to provide clear and direct messages to their respective communities. *1st week - on the ground*
this week - music choice -
not substitute
- On behalf of the President, "I hope that you will join the Country AIDS Awareness campaign and help bring these messages to the rural *those who* regions where country *music voices* voices are heard. Ignorance and silence are a couple of our enemies. Together, We can "break the silence."

listen to

THE WHITE HOUSE

WASHINGTON

Statement of
Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator
on
"Breaking the Silence"
Country AIDS Awareness

In the minds of far too many Americans, HIV infection is a problem of the big, coastal cities: New York, San Francisco, Los Angeles, Miami. There is a high level of denial of the reality that HIV infection is in every state of the union, and people in cities and towns of every size are living with AIDS today.

Preventing further spread of this disease requires that we all consider our behavior, and learn to make choices, including those about sexual behavior, which are healthy. For that to happen, each individual must hear the message in a voice which is relevant. The world of country music speaks to many Americans who may have been avoiding the message as it has been presented thus far. I am delighted that the performers involved in this campaign are willing to lend their voices, their visibility as a part of our effort to reach out to every corner of the nation.

COUNTRY AIDS AWARENESS

To: John
632-1096
From: Cynda
FYI

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Billy Ray Cyrus
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Holly Dunn
Darryl & Don Ellis
Charlie Floyd
Radney Foster
Clave Francis
Vince Gill
Ricky Lynn Gregg
Clinton Gregory
Vern Gosdin
Emmylou Harris
Highway 101
George Jones
Kentucky
Headhunters
Kieran Kane
Kris Kristofferson
Little Texas
Kathy Mattea
John Michael
Montgomery
Lorrie Morgan
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

MEDIA ALERT

WHO: Kristine Gebbie, National AIDS Policy Coord.
Mary Chapin Carpenter, Country Music Star
Mark Chesnutt, Country Music Star
Cong. Bob Clement, D-Tennessee

WHAT: National launch of BREAK THE SILENCE, the country music industry's new advertising campaign targeting rural America urging condom use and AIDS education. TV spots, radio spots, print ads feature 46 artists of country music including Garth Brooks, Johnny Cash, Wynonna, and Tammy Wynette.

Also shown: a 1-minute clip from a documentary on a family in rural America who are HIV positive. Jim and Gerri Briggs will attend and speak.

WHEN: Thursday, January 13 at 11 a.m. EST

WHERE: Public Works and Transportation Hearing Room
Room 2167 Rayburn Building at the Capitol

WHY: According to the U.S. Centers for Disease Control, AIDS is increasing twice as fast in rural areas as urban. This makes this new AIDS campaign so important. Campaign was initiated by Co-Chair Mark Chesnutt who resides in Jasper, TX.

BACK-GROUND: Being distributed this week: tv spots to 500 tv stations; CDs to 3,000 country radio stations and 1,500 other format stations.

Commitments: ABC, CBS, Fox, TNN: The Nashville Network, Superstations WTBS and WGN, Unistar and Westwood One radio, 275 tv stations, 20 national pubs. including Rolling Stone, US, Country America, Country Music.

CONTACT: John Gurella, Natl. AIDS Policy 202/632-1090
Ellie Noel Chapman, Country AIDS 615/269-5374

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION & PRODUCTION
Robert Deaton,
George Flanigen,
Deaton Flanigen Productions
FILM SCORING
Randy Wachter,
615 Productions

RADIO PRODUCTION
Jim Rayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

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Little Texas
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Lorrie Morgan
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Jay White
Michelle Wright
Tammy Wynette
Wynonna

AIDS IN RURAL AMERICA

- * In 1992, 17% of reported AIDS cases were in areas with populations less than 500,000.
- * In 1992, the midwest showed the greatest increase (17.9%) of AIDS cases in any region of the country.

SOURCE: Office of the National AIDS Policy Coordinator

- * There has been a 37% increase in diagnosed AIDS cases in rural areas.
- * In the state of Georgia, the number of AIDS cases tripled between 1988 and 1990.
- * For the first time, the spread of disease in rural Georgia and small cities has equalled the growth of HIV infection in metropolitan Atlanta.
- * Alarming rates of increase in HIV infection (were reported) in Arkansas, Mississippi and rural communities in Texas. It is happening tragically and secretly without adequate health care services or human support in these rural areas.
- * "A rural health care crisis is evidenced by rising rural maternal and infant mortality rates, lower health status of rural Americans compared to those living in cities and a greater proportion of rural Americans lacking any health insurance" (Senate report 101-127). AIDS is dramatically accentuating the problem.
- * AIDS education is virtually non-existent and desperately needed in rural communities.
- * In rural America, there is an epidemic of fear...fanned by the absence of education and knowledge, surrounding HIV infection and AIDS.

SOURCE: Nat. Commission on AIDS, Aug. 1990 report

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION &
PRODUCTION
Robert Deaton,
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Deaton Flanigan Productions
FILM SCORING
Randy Wachler,
OTS Productions

RADIO PRODUCTION
Jim Rayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rolfow Welch

THE WHITE HOUSE
WASHINGTON

January 11, 1994

Office of the Press Secretary

PRESS ADVISORY

FOR IMMEDIATE RELEASE

**NATIONAL AIDS POLICY COORDINATOR AND COUNTRY MUSIC ARTISTS TO LAUNCH
RURAL AMERICA AIDS AWARENESS CAMPAIGN**

WASHINGTON, D.C. -- On January 13th, at 11:00 AM, Kristine Gebbie, RN, MN, National AIDS Policy Coordinator, Congressman Clement (TN-5), Mary Chapin Carpenter and Mark Chesnutt will unveil a new Country Music AIDS Awareness Ad Campaign at the Rayburn House Office Building Room 2167. These ads, which promote AIDS education and prevention, will target rural America.

"Too many people still believe that HIV/AIDS is someone else's problem" Gebbie said. In 1992 17% of reported AIDS cases were from areas with populations less than 500,000, and the Midwest showed the greatest percentage increase (17.9%) of AIDS cases in any region of the country. "We need a targeted campaign such as this to reach out to those living in rural America, because HIV infection has reached rural America" she continued.

"I applaud the 46 music artists, including Garth Brooks, Wynonna Judd, Johnny Cash, and Tammy Wynette, for participating in this campaign" Congressman Clement stated. "I realize the magnitude of the AIDS epidemic in Tennessee and many parts of rural America and I am pleased to be part of this awareness campaign," he said.

Press conference topics will include more discussion of the state of HIV/AIDS in rural America, including first-hand accounts from Jim and Gerry Briggs, an HIV-positive couple from Texas, remarks by Kristine Gebbie, remarks by Congressman Clement and the presentation of the television/radio/print ads. For more information contact John Paul Gurrola 202/632-1090, Office of National AIDS Policy.

###

COUNTRY AIDS AWARENESS

Country Music AIDS Awareness Campaign Nashville

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Bobby Dunn
Darryl & Don Ellis
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Kathy Mattea
Willie Nelson
Lee Roy Parnall
Dolly Parton
Collin Raye
Beverly Spector
Ricky Skaggs
Larry Stewart
Marty Stuart
Kevin Walsh
Michelle Wright
Tammy Wynette
Wynonna

FOR IMMEDIATE RELEASE

CONTACT: Ellie Noel 615/269-5374

MARK CHESNUTT AND MARY CHAPIN CARPENTER LEAD COUNTRY MUSIC PUBLIC SERVICE CAMPAIGN ON AIDS

-- Clinton's AIDS "Czar" to Launch in Wash. Jan. 13 --

Nashville, TN -- Country singer Mark Chesnutt and singer/songwriter Mary Chapin Carpenter announce an ambitious public service announcement campaign to prevent the spread of HIV and AIDS, "Country AIDS Awareness." The campaign -- which targets rural America -- comes at a time when the disease is increasing twice as fast in rural areas as in urban.

President Clinton's AIDS Policy Coordinator, Kristine Gebbie, will formally launch the campaign at a news conference from the Capitol Building in Washington DC on Thursday, January 13 at 11 a.m.

Chesnutt and Carpenter are serving as co-chairs of the industry initiative, which has received the endorsement of the Country Music Association as well as distribution assistance from the American Advertising Federation, the American National Red Cross, the National Association of Broadcasters and technical assistance from the U.S. Centers for Disease Control.

The campaign, with the theme "Break the Silence," features messages on radio, television and print by 46 country music stars - including Garth Brooks, Billy Ray Cyrus, Dolly Parton and Willie Nelson. The total audience potential is estimated at 50 million.

Plans are also underway for a "Break the Silence" national tour. Participating artists will designate concerts from their already established concert schedules at which AIDS information will be provided directly to concert-goers. The tour targets 25 top country markets.

The campaign is the initiative of MCA recording artist Mark Chesnutt in response to published reports that AIDS is increasing twice as fast in rural as in urban areas. "I know lots of people outside urban areas who think that

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

MARKETING CHAIR
Walt Wilson

AGENCY CHAIR
Tony Conway

AD FEDERATION CHAIR
Larry Frankenhach

MANAGER CO-CHAIRS
Ted Harker &
Anita Hegin

MEDIA CHAIR
Mary Hyde

RADIO PROMOTION
CHAIR
Jack Lumsier

VIDEO CHAIR
James V. Carlson

AIDS is strictly a big city problem. But it's affecting rural areas all over the country and these are places that country music can speak to directly."

Added Chesnutt's fellow Co-Chair, Columbia artist Mary Chapin Carpenter, "We're hoping the campaign will help make it more acceptable for people to use condoms regularly, for parents to talk to their children openly about AIDS - how you get it and how you don't - and for learning about the HIV test from local AIDS agencies."

The campaign is organized by a coalition of country music industry and Nashville advertising professionals led by Bill Johnson, Design Director of Sony Music. Stated Johnson, "We're utilizing the strategy that the most effective way of changing behavior is not through fear, but through the support of leaders and trendsetters who then set the pace for the acceptance of behavior."

The campaign will also be distributed and promoted to hundreds of network affiliate television stations, to the networks themselves, cable networks and cable systems as well as consumer print publications. Commitments for donated print ads have already been received from Country America, Rolling Stone, R & R, and Billboard.

Country AIDS Awareness' "Break the Silence" campaign is being created by a volunteer team of some of Nashville's best music and advertising industry talents. The television spots are directed and produced by Deaton Flanigen Productions; copywriting is contributed by Carden Cherry Advertising Agency, Inc.; the radio campaign is produced and directed by Audio Productions; the print campaign is art directed by Rollow Welch; and scoring is by 615 Productions.

Campaign logistical and distribution support is provided by an impressive group of committees. Walt Wilson of MCA Nashville is Marketing Chair; Jules Wortman of Atlantic Records is Media Chair; Jack Lameier of Sony Music is Radio Chair; Tony Conway of Buddy Lee Attractions is Agency Chair; Ted Hacker & Anita Hogin of International Artist Management are Manager Co-Chairs; and James V. Carlson of Sony Music is Video Chair. Larry Frankenbach, head of the Nashville Advertising Federation, is Chair of the Advertising Federation Committee. Executive Producer is Ellie Noel of Mediaworks.

The campaign gratefully acknowledges support from Arista Records, Atlantic Records, BNA Entertainment, Country America Magazine, MCA Nashville, RCA Records, Sony Music, and Warner Bros. Records.

#

THE WHITE HOUSE
WASHINGTON

January 13, 1994

MEMORANDUM FOR KRISTINE M. GEBBIE

FROM JOHN PAUL GURROLA
OFFICE OF THE NATIONAL AIDS POLICY COORDINATOR

SUBJECT Increase in calls to CDC AIDS Hotlines

There have been substantial increases in the calls to both the AIDS info hotline since the press conference on January 4, 1994. Below, I have listed for you the increases in the frequency of general calls and the percentage of those calls that have been to request a condom brochure.

<u>Line</u>	<u>First 24 hrs. after news conference</u>	<u>Second day</u>	<u>Post 01/05/94</u>
General	35% increase	50% increase	35% increase
Condom Request	went from 2% TO 25%	Up to 40%	20% increase

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RADIO PRODUCTION
Jim Royland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

Background on Country AIDS Awareness

Information on the campaign

Country AIDS Awareness is a public service campaign being organized by Bill Johnson from Sony and Ellie Noel. Country singer Mark Chesnutt and singer/songwriter Mary Chapin-Carpenter are serving as co-chairs of this country music-sponsored initiative. The theme of the campaign is "Break the Silence." It features messages by 48 country music stars, e.g., Garth Brooks, Wynonna, Willie Nelson, Mark Chesnutt, Mary Chapin-Carpenter, Clint Black, Tammy Wynette, Vince Gill, Emmylou Harris, Billy Ray Cyrus, Diamond Rio, Kris Kristofferson.

Major organizations participating:

- American Advertising Federation (AAF): provides advice on marketing plans; local chapters will help promote use of PSAs on local TV/radio stations.
- American Red Cross: may sponsor three of the PSAs (the networks require that public service ads be sponsored by nonprofit organizations); the local chapters will assist in promoting the use of PSAs on local media outlets.
- Ogilvy Adams & Rinehart: were originally approached to provide advice on marketing plans. Because of the AAF's involvement, they felt their support was not critical. Also, they were reluctant to provide support because of their involvement in the launch of the Prevention Marketing Initiative.
- Advertising Council: will endorse the campaign and put their logo on the ads.

CDC's formal involvement with the campaign

Sent several letters to Country AIDS Awareness from Fred Kroger:

- Aug 2 -- Letter encouraging Country AIDS Awareness to continue their work with the Country Music Committee on AIDS.
- Oct 28 -- Direction on using CDC's name in promotional materials; offer to distribute tapes to HIV Prevention Coordinators; and request to delay their campaign.
- Nov 23 -- Acceptance of invitation to launch; agreement to distribute kits to HIV Prevention Program coordinators (note: we sent them labels and they distributed tapes on their own); suggestion that they seek endorsement of a national nonprofit organization.
- Dec 16 -- Letter authorizing them to use the CDC National AIDS Hotline number and statement that documentation for most of the statements made in the ads are found in the Surgeon General's Report.

Review of materials

We have not provided them any formal (i.e., written) comments on their materials. We encouraged them to make sure that they could document any numbers they used in their ads. In several telephone calls, we offered suggestions on how to improve the wording of ads. We did so as one of many organizations looking at the ads.

World AIDS Day

Country AIDS Awareness supported the launch of the Federal initiative on HIV workplace education. They provided country music stars and premiered some of their ads at the events.

December 22, 1993

Kevin Welch
c/o Peter Himberger
Dream Street Management
1460 Fourth Street, #205
Santa Monica, CA 90401

Dear Mr. Welch:

Please accept my personal thanks for lending your considerable talent to the country music industry's excellent public service campaign on AIDS, Break the Silence.

This campaign marks an important milestone in the battle against AIDS especially as it speaks directly to rural America, where this devastating disease is now increasing twice as fast as in urban areas. Your influence will contribute directly to changes in behavior which will save lives.

I am honored to be a part of launching your campaign in Washington, D.C. on the morning of Thursday, January 13th, in the U.S. Capitol Building. I would like very much to thank you publicly at this event.

Should your schedule allow your appearance there, please contact the office of Mary Chapin Carpenter at (301) 891-0700. Staff there can also provide you with more details.

Best wishes for the new year.

Sincerely,

Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

THE WHITE HOUSE

WASHINGTON

December 22, 1993

Kevin Welch
c/o Peter Humberger
Dream Street Management
1460 Fourth Street, #205
Santa Monica, CA 90401

Dear Mr. Welch:

Please accept my personal thanks for lending your considerable talent to the country music industry's excellent public service campaign on AIDS, Break the Silence.

This campaign marks an important milestone in the battle against AIDS especially as it speaks directly to rural America, where this devastating disease is now increasing twice as fast as in urban areas. Your influence will contribute directly to changes in behavior which will save lives.

I am honored to be a part of launching your campaign in Washington, D.C. on the morning of Thursday, January 13th, in the U.S. Capitol Building. I would like very much to thank you publicly at this event.

Should your schedule allow your appearance there, please contact the office of Mary Chapin Carpenter at (301) 891-0700. Staff there can also provide you with more details.

Best wishes for the new year.

Sincerely,



Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

①

Country

~~Mr.~~ Ricky Lynn Gregg
c/o Liberty Records
3322 West End Avenue
Nashville, TN 37203
Mr. Gregg

~~Mr.~~ Doug Supernaw
c/o BDM Management
1106 16th Avenue South
Nashville, TN 37212
Mr. Supernaw

Highway 101
c/o Chuck Morris
4155 E. Jewell Avenue #412
Highway 101 ~~den members~~

x Denver, CO 80222

~~Mr.~~ Kieran Kane
c/o Atlantic Records
1025 16th Avenue South
Nashville, TN 37203
Mr. Kane

Little Texas
c/o Warner Bros.
1815 Division Street
Nashville, TN 37203
Little Texas ~~members~~

~~Mr.~~ John Michael Montgomery
c/o John Dorris
1819 Broadway
Nashville, TN 37203
Mr. Montgomery

~~Mr.~~ Charlie Floyd
c/o Liberty Records

(2)

3322 West End Avenue
Nashville, TN 37203
Mr. Floyd

~~Ms.~~ Dolly Parton
c/o Gallin Morey Assoc.
8730 Sunset Boulevard
Penthouse W
Los Angeles, CA 90069
~~Miss~~ Parton
S

Ms. Dolly Parton
c/o Rogers & Cowen
10000 Santa Monica Boulevard, #400
Los Angeles, CA 90067
~~Miss~~ Parton
S

~~Mr.~~ Clinton Gregory
c/o Step One Records
1300 Division
Nashville, TN 37203
Mr. Gregory

~~Mr.~~ Cleve Francis
c/o Creative Media
1024 17th Avenue South
Nashville, TN 37212
Mr. Francis

~~Mr.~~ Garth Brooks
c/o Doyle Lewis
1109 17th Avenue South
Nashville, TN 37212
Mr. Brooks

~~Mr.~~ Johnny Cash
c/o House of Cash
P.O. Box 508
Hendersonville, TN 37077
Mr. Cash

(3)

~~Mr.~~ Billy Ray Cyrus
c/o Jack McFadden
818 18th Avenue South
Nashville, TN 37203
Mr. Cyrus

Darryl and Don Ellis
c/o Terry Cline
World Class Talent
1522 Demonbreun
Nashville, TN 37212
~~Darryl and Don Ellis~~

Messrs. Ellis

~~Mr.~~ George Jones
c/o MCA Records
1514 South Street
Nashville, TN 37212
Mr. Jones

~~Mr.~~ Kris Kristofferson
c/o Rothbaum & Associates
P.O. Box 2689
Danbury, CT 06813
Mr. Kristofferson

~~Miss~~ Lorrie Morgan
c/o Stan Moress
Moress Nanas Shea
1209 16th Avenue South
Nashville, TN 37212
~~Miss~~ Morgan

S

~~Mr.~~ Lee Roy Parnell
c/o Arista Recors
7 Music Circle South
Nashville, TN 37203
Mr. Parnell

~~Miss~~ Joy White

(4)

c/o Rothbaum & Garner
38 Music Square East
Nashville, TN 37203
~~Miss~~ White

5
Sawyer Brown
c/o Curb Records
47 Music Square East
Nashville, TN 37203
Sawyer Brown *members*

~~Mr.~~ Mark Chesnutt
c/o BDM Management
1106 16th Avenue South
Nashville, TN 37212
Mr. Chesnutt

~~Miss~~ Lynn Anderson
c/o Cathy Gurley
1101 17th Avenue South
Nashville, TN 37212
~~Miss~~ Anderson

5
~~Mr.~~ Clint Black
c/o Moress Nanas Shea
1209 16th Avenue South
Nashville, TN 37212
Mr. Black

~~Mr.~~ Larry Boone
c/o Frank Bacus
Entertainment Marketing Group
54 Music Square East, #305
Nashville, NT 37203
Mr. Boone

~~Miss~~ Mary Chapin Carpenter
c/o Studio One Artists
7010 Westmoreland Avenue, #100
Takoma Park, MD 20912

(5)

~~Miss~~ Carpenter

3
~~Mr.~~ Mark Collie
c/o Don Light Talent
PO Box 120308
Nashville, TN 37212
Mr. Collie

~~Mr.~~ Charlie Daniels
c/o David Corlew
17060 Central Pike
Lebanon, TN 37087
Mr. Daniels

~~Miss~~ Skeeter Davis
c/o Leigh Wieland
4508 Price Circle Road
Nashville, TN 37205
~~Miss~~ Davis

3
Desert Rose Band
c/o Refugee Management
1025 16th Avenue South
Nashville, TN 37212
Desert Rose Band *members*

Diamond Rio
c/o International Artist Management
1105 16th Avenue South
Nashville, TN 37212
Diamond Rio *members*

~~Mr.~~ Joe Diffie
c/o Image Management Group
11 Music Square East
Nashville, TN 37203
Mr. Diffie

~~Miss~~ Holly Dunn
c/o Refugee Management

(6)

1025 16th Avenue South
Nashville, TN 37212
Miss Dunn
UK

Mr. Radney Foster
c/o Fitzgerald Hartley Co.
1212 16th Avenue South
Nashville, TN 37212
Mr. Foster

Mr. Vern Gosdin
c/o Eddie Tickner
151 Trails Circle
Nashville, TN 37214
Mr. Gosdin

~~Miss~~ Emmylou Harris
c/o Monty Hitchcock
PO Box 159007
Nashville, TN 37215
Miss Harris
MS

Kentucky Headhunters
c/o Mitchell Fox
447 East 65th Street, #3-CC
New York, NY 10021
Kentucky Headhunters *members*

~~Miss~~ Kathy Mattea
c/o Bob Titley
706 18th Avenue South
Nashville, TN 37203
Miss Mattea
MS

~~Mr~~ Willie Nelson
c/o Rothbaum & Garner
38 Music Square East
Nashville, TN 37203
Mr. Nelson

(7)

~~Mr.~~ Collin Raye
c/o Scott Dean Agency
612 Humbolt Street
Reno, NV 89509
Mr. Raye

~~Mr.~~ Larry Stewart
c/o Fitzgerald Hartley Co.
1212 16th Avenue South
Nashville, TN 37212
Mr. Stewart

~~Mr.~~ Vince Gill
c/o Fitzgerald Hartley Co.
1212 16th Avenue South
Nashville, TN 37212
Mr. Gill

~~Mr.~~ Marty Stuart
c/o Rothbaum & Garner
38 Music Square East
Nashville, TN 37203
Mr. Stuart

Wynonna Judd
c/o Ken Stilts
PO Box 17087
Nashville, TN 37217

~~Wynonna~~
Ms. Judd

Kevin Welch/Warner Bros.

Peter Himberger
Dream Street Management
1460 Fourth Street, #205
Santa Monica, CA 90401
(310) 395-6550
(310) 395-1840

Mr. Welch

Michelle Wright/Arista

Brian Ferriman
Savannah Music Group
1207 17th Avenue S.
Nashville, TN 37212
(615) 329-4747
(615) 329-4692

Ms. Wynette

Tanny Wynette

George Richey
1222 16th Avenue S., #22
Nashville, TN 37212
(615) 321-5308
(615) 327-4925

Ms Wynette

Mary Hyde
Warner Bros. Records
1815 Division Street
Nashville, TN 37203
(615) 320-7525
(615) 327-4252

Danny Petraitis
PLA Media
1025 16th Avenue S.
Nashville, TN 37212
(615) 329-9415
(615) 329-4975

Evelyn Shriver
1313 16th Avenue S.
Nashville, TN 37212
(615) 383-1000
(615) 383-1966

To: Steve Lee

Steve -

There are 3 artists on the disc. I forgot

Ellie

COUNTRY AIDS AWARENESS

Country Music AIDS Awareness Campaign Nashville

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Charlie Daniels
Skooter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Nelly Dunn
Darryl & Don Ellis
Rudney Foster
Glove Francis
Clinton Gregory
Vern Gosslin
Emmylou Harris
Waylon Jennings
George Jones
Kentucky
Headhunters
Kris Kristofferson
Linda Lahti
Kathy Mattea
Willie Nelson
Lee Ray Parnall
Dolly Parton
Collin Raye
Sawyer Brown
Ricky Skaggs
Larry Stewart
Marty Stuart
Kevin Welch
Michelle Wright
Tammy Wynette
Wynonna

FOR IMMEDIATE RELEASE

CONTACT: Ellie Noel 615/269-5374

MARK CHESNUTT AND MARY CHAPIN CARPENTER LEAD COUNTRY MUSIC PUBLIC SERVICE CAMPAIGN ON AIDS

-- Clinton's AIDS "Czar" to Launch in Wash. Jan. 13 --

Nashville, TN -- Country singer Mark Chesnutt and singer/songwriter Mary Chapin Carpenter announce an ambitious public service announcement campaign to prevent the spread of HIV and AIDS, "Country AIDS Awareness." The campaign -- which targets rural America -- comes at a time when the disease is increasing twice as fast in rural areas as in urban.

President Clinton's AIDS Policy Coordinator, Kristine Gebbie, will formally launch the campaign at a news conference from the Capitol Building in Washington DC on Thursday, January 13 at 11 a.m.

Chesnutt and Carpenter are serving as co-chairs of the industry initiative which has received the endorsement of the Country Music Association as well as distribution assistance from the American Advertising Federation, the American National Red Cross, the National Association of Broadcasters and technical assistance from the U.S. Centers for Disease Control.

The campaign, with the theme "Break the Silence," features messages on radio, television and print by 46 country music stars - including Garth Brooks, Billy Ray Cyrus, Dolly Parton and Willie Nelson. The total audience potential is estimated at 50 million.

Plans are also underway for a "Break the Silence" national tour. Participating artists will designate concerts from their already established concert schedules at which AIDS information will be provided directly to concert-goers. The tour targets 25 top country markets.

The campaign is the initiative of MCA recording artist Mark Chesnutt in response to published reports that AIDS is increasing twice as fast in rural as in urban areas. "I know lots of people outside urban areas who think that

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

MARKETING CHAIR
Walt Wilson

AGENCY CHAIR
Tony Conway

AD FEDERATION CHAIR
Larry Frankenhach

MANAGER CO-CHAIRS
Ted Harker &
Anita Hegin

VIDEO CHAIR
Mary Hyde

RADIO PROMOTION
CHAIR
Jack Lumsden

VIDEO CHAIR
James V. Carlson

AIDS is strictly a big city problem. But it's affecting rural areas all over the country and these are places that country music can speak to directly."

Added Chesnutt's fellow Co-Chair, Columbia artist Mary Chapin Carpenter, "We're hoping the campaign will help make it more acceptable for people to use condoms regularly, for parents to talk to their children openly about AIDS - how you get it and how you don't - and for learning about the HIV test from local AIDS agencies."

The campaign is organized by a coalition of country music industry and Nashville advertising professionals led by Bill Johnson, Design Director of Sony Music. Stated Johnson, "We're utilizing the strategy that the most effective way of changing behavior is not through fear, but through the support of leaders and trendsetters who then set the pace for the acceptance of behavior."

The campaign will also be distributed and promoted to hundreds of network affiliate television stations, to the networks themselves, cable networks and cable systems as well as consumer print publications. Commitments for donated print ads have already been received from Country America, Rolling Stone, R & R, and Billboard.

Country AIDS Awareness' "Break the Silence" campaign is being created by a volunteer team of some of Nashville's best music and advertising industry talents. The television spots are directed and produced by Deaton Flanigen Productions; copywriting is contributed by Carden Cherry Advertising Agency, Inc.; the radio campaign is produced and directed by Audio Productions; the print campaign is art directed by Rollow Welch; and scoring is by 615 Productions.

Campaign logistical and distribution support is provided by an impressive group of committees. Walt Wilson of MCA Nashville is Marketing Chair; Jules Wortman of Atlantic Records is Media Chair; Jack Lameier of Sony Music is Radio Chair; Tony Conway of Buddy Lee Attractions is Agency Chair; Ted Hacker & Anita Hogin of International Artist Management are Manager Co-Chairs; and James V. Carlson of Sony Music is Video Chair. Larry Frankenbach, head of the Nashville Advertising Federation, is Chair of the Advertising Federation Committee. Executive Producer is Ellie Noel of Mediaworks.

The campaign gratefully acknowledges support from Arista Records, Atlantic Records, BNA Entertainment, Country America Magazine, MCA Nashville, RCA Records, Sony Music, and Warner Bros. Records.

#

COUNTRY AIDS AWARENESS

Country Music AIDS Awareness Campaign Nashville

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Holly Dunn
Darryl & Don Ellis
Rodney Foster
Cleo Francis
Clinton Gregory
Vern Gosslin
Emmylou Harris
Waylon Jennings
George Jones
Kentucky
Headhunters
Kris Kristofferson
Little Texas
Kathy Mattea
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Ricky Skaggs
Larry Stewart
Marty Stuart
Kevin Welch
Michelle Wright
Tammy Wynette
Wynonna

M E M O R A N D U M

TO: Steve Lee
FROM: Ellie Noel (615) 269-5374
DATE: December 10, 1993
RE: Letter

I have drafted below a letter for Ms. Gebbie's approval. I am forwarding a disc with artists names and addresses which you should have Monday. We are very much hoping this letter can go out next week as we want to give the artists as much notice as possible. Thank you!

Dear Artist,

Please accept my personal thanks for lending your considerable talent to the country music industry's excellent public service campaign on AIDS, Break the Silence.

I believe strongly that this campaign marks an important milestone in the battle against AIDS as it speaks directly to rural America where this devastating disease is now increasing twice as fast as in urban areas. We believe your influence will contribute directly to critical changes in behavior, which in turn, will save lives.

I am honored to be launching your campaign in Washington DC at a press conference the morning of Thursday, January 13th. I would very much like to thank you personally and publically at this event.

Should your schedule allow your appearance there, please let the office of Mary Chapin Carpenter know at (301) 891-0700. They can also provide you with more details.

With kind regards,

Kristine Gebbie
National AIDS Policy Coordinator

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

MARKETING CHAIR
Walt Wilson

AGENCY CHAIR
Tony Conway

AD FEDERATION CHAIR
Larry Frankenhush

MANAGER CO-CHAIRS
Ted Harker &
Anita Hogle

MEDIA CHAIR
Mary Hyde

RADIO PROMOTION
CHAIR
Jack Lunel

VIDEO CHAIR
James V. Carlson

"AIDS



Mark Chesnutt



AIN'T

JUST

SOME

BIG CITY

PROBLEM."

Did you know that AIDS is increasing twice as fast in rural areas as in urban areas? Today,

an estimated one out of every 250

Americans is infected with HIV, the virus that causes AIDS.

AIDS isn't somebody else's problem,

it's everybody's problem.

BREAK THE SILENCE

We need to band together in this fight.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

1 Mark Chesnutt / Dispelling Prejudices

Insert Tag Under Hotline Phone Number

Country
music
ad campaign
Duke/Carlos
— Ben

**“THERE’S
A WORD
SOME
FIND
HARDER
TO SAY
THAN AIDS:
CONDOM.”**



Mary Chapin Carpenter

**COUNTRY
AIDS
AWARENESS**

Using latex condoms does help prevent the spread of HIV, the virus that causes AIDS. But you have to use them properly... and that means every time you have sex, from start to finish. So even if you find it hard to say “condoms,”

BREAK THE SILENCE

you’ll find they are easy to use. They could save your life.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"YOUNG



Garth Brooks



PEOPLE

FACE A

TERRIBLE

RISK."

**Did you know that one
of the fastest growing**

**groups
of peo-
ple with**

**AIDS are
in their**

20's?

And

**since AIDS has an
average incubation**

**period of 10 years, many of these people were
infected as teenagers. If you're a teenager, you
need to get the facts.**

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"EDUCATION CAN SAVE A CHILD'S FUTURE. IT CAN ALSO SAVE A CHILD'S LIFE."



John Michael Montgomery

**COUNTRY
AIDS
AWARENESS**

Did you know that many of the people with AIDS today became infected as teenagers? Education about HIV, the virus that causes AIDS, has got to start at home, with the family, with you. Your children must know the facts. It's as important as reading and writing.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"SLEEPING WITH YOUR PARTNER IS SLEEPING WITH THEIR PAST."



Clint Black

**COUNTRY
AIDS
AWARENESS**

People with HIV, the virus that causes AIDS, can look and feel healthy for years. And since you can't know for certain what risks your sexual partner has taken, the safest thing to do is avoid having sex or use a latex condom every time you have sex.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline

1 - 8 0 0 - 3 4 2 - A I D S

"THE AVERAGE

AGE FOR A

CHILD'S



Tammy Wynette



FIRST

SEXUAL

EXPERIENCE

IS-16."

Your children

must know the

facts about HIV,

The virus that causes

AIDS. They can learn

the facts from you...

But you've got to

learn them first. It's

as important

to your chil-

dren's

future

as reading and writing.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"IN THE LAST TWO YEARS, AIDS AMONG TEENS DOUBLED."



Vince Gill

**COUNTRY
AIDS
AWARENESS**

**One of the fastest
growing groups of
people with AIDS
are in their 20's.**

**AIDS has an average
incubation period of 10
years. That means**

**many people with AIDS were
infected as teenagers.**

BREAK THE SILENCE

**If you are a
teen, get
the facts.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline

1 - 8 0 0 - 3 4 2 - A I D S

"OUR LIVES ARE MADE OF CHOICES."



Emmylou Harris



**It's important for everyone to know
that the only absolute guarantee
we have against becoming
infected sexually with HIV,
the virus that causes AIDS,
is to not have sex.**

BREAK THE SILENCE

You do have a choice.

Our lives are made of

choices. Some are difficult, some are easy...

some can save your life. Make an informed

**choice
about sex.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

“WHERE



Billy Ray Cyrus

**COUNTRY
AIDS
AWARENESS**

WERE

YOU A

DECADE

AGO?”

Did you know that
AIDS has an average
incubation period of
10 years? That
means you're not
just sleeping with
your partner,
you're also sleep-
ing with their
past. But latex
condoms can help
prevent the spread
of HIV, the virus
that causes AIDS,
if you use them
correctly and consistently.

So, please, protect your-
self and your partner.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

“YOU



Willie Nelson

**COUNTRY
AIDS
AWARENESS**

DON'T

GET

AIDS

FROM

MOSQUITOES.”

**We get it from each other. An
estimated one out of every 250**

Americans has HIV, the virus

that causes AIDS.

AIDS isn't

somebody else's

problem, it's

everybody's problem.

Please find out if you

should be tested for HIV

from your local AIDS service

organization. We need to

band together in this fight.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

“SEX.



Diamond Rio



HIV.

AIDS.

THERE'S ONE WORD MISSING: CONDOM.”

**Having sex without a
condom puts you at risk
for HIV, the virus
that causes AIDS.**

BREAK THE SILENCE

**Using a
latex condom
every time
you have sex
can greatly
reduce
your
chances
of becoming
infected. It
could save
your life.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"IT WOULD TAKE THREE VIETNAM WARS TO EQUAL THE NUMBER OF AMERICANS WHO HAVE DIED FROM AIDS."



Kris Kristofferson



**Currently an estimated
one out of every 250**

**Americans is
infected with
HIV, the virus
that causes
AIDS. You can
be infected and
still look and
feel heal-
thy for
years.**

BREAK THE SILENCE

**Please find out if you should
be test-
ed for
HIV from
your local AIDS ser-
vice organization.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

COUNTRY AIDS AWARENESS

Country Music AIDS Awareness Campaign Nashville

CO-CHAIRS

Mary Chaplin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Cline Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Charlie Daniels
Shooter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Holly Dunn
Darryl & Don Ellis
Rodney Foster
Cleve Francis
Clinton Gregory
Vern Gosdin
Emmylou Harris
Waylon Jennings
George Jones
Kentucky
Headliners
Kris Kristofferson
Little Texas
Kathy Mattea
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Ricky Skaggs
Larry Stewart
Marty Stuart
Kevin Walsh
Michelle Wright
Tammy Wynette
Whisper

November 22, 1993

Ms. Kristine Gebbie
National AIDS Policy
750 17th Street NW, Suite 1060
Washington, DC 20503

Dear Ms. Gebbie:

We are writing to confirm with pleasure our appointment with you on Thursday, December 2nd at 9:00 a.m. at your offices. Thank you very much for receiving us.

We thought we would spell out for you in advance of the meeting some of the ideas we would like to discuss with you.

First and foremost, we very much hope you are reserving the date of Wednesday, January 12th on your calendar for the launch of Break the Silence. We would, in fact, be

BREAK THE SILENCE

most grateful for you to serve as the official "launcher" of the campaign and, if possible, from your offices at the White House.

We can discuss ways in which this could happen and ways you would feel most comfortable with the idea. We felt your authority would be most valuable in helping draw attention to the largely unknown problem of AIDS in rural America. Your presence would also add immeasurably to the credibility of the entire campaign. If President Clinton or Vice President Gore could make an appearance, that would also be wonderful.

Additionally, we would like to involve in this launch (which we currently envision as a news conference) the heads of the CDC, the American National Red Cross, the National Association of Broadcasters and the American Advertising Federation, all of whom are lending distribution support for the ads.

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Mike Neal

MARKETING CHAIR
Walt Wilson

AGENCY CHAIR
Tony Conway

AD FEDERATION CHAIR
Larry Frankenhurst

MANAGER CO-CHAIRS
Ted Hacker &
Anita Hagin

MEDIA CHAIR
Mary Hyde

RADIO PROMOTION
CHAIR
Pamela Taylor

We would also like to feature our major sponsors of the campaign such as the heads of the labels here in town and the head of the Country Music Association, who has endorsed Break the Silence.

We have notified these individuals to try to clear their calendars for January 12 in Washington for the launch.

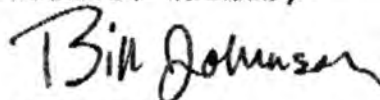
Lastly, we would of course like to have the attendance of country music stars. Mary Chapin Carpenter and Mark Chesnutt are planning to attend but we are waiting until our plans are definite before contacting others.

Our target list of performers includes: Clint Black, Garth Brooks, Johnny Cash, Billy Ray Cyrus, Vince Gill, Emmylou Harris, Kris Kristofferson, Willie Nelson, Dolly Parton and Tammy Wynette, among others.

This is all just to give you an idea of the direction of our thoughts. We look to you, however, for your advice on these matters.

Thank you very much for your consideration and we look forward to meeting with you soon.

Warmest wishes,



Bill Johnson
Organizer
c/o Sony Music
34 Music Square East
Nashville, TN 37203
(615) 742-4360



Ellie Noel
Executive Producer

COUNTRY AIDS AWARENESS

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING
ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Billy Ray Cyrus
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
Joe Diffie
Holly Dunn
Darryl & Don Ellis
Charlie Floyd
Rodney Foster
Cleve Francis
Vince Gill
Ricky Lynn Gregg
Clinton Gregory
Yarn Olden
Emmylou Harris
Highway 101
George Jones
Kentucky
Headhunters
Kieran Kane
Kris Kristofferson
Little Texas
Kathy Mattea
John Michael
Montgomery
Lorrie Morgan
Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tommy Wymette
Wynonna

M E M O R A N D U M

TO: John Gurolia
FROM: Ellie Noel (615) 269-5374
DATE: December 28, 1993
RE: List you requested

Hello there. Following are things Country AIDS Awareness would like to request from your office:

1. Kristine Gebbie attends and speaks at news conference Thursday January 13th at 11 a.m. at the Capitol Building. Speaks on AIDS in rural America and importance of campaign.
2. Kristine Gebbie issues (writes and distributes and provides to Country AIDS Awareness for trade distribution) press release on Monday, January 3, 1994. Status of AIDS in rural America and campaign.
3. Kristine Gebbie issues (writes and distributes and provides to Country AIDS Awareness for trade distribution) press release on Tuesday, January 11, 1993. Status of AIDS in rural America and campaign.
4. Kristine Gebbie appears on news shows week of January 10th to talk about AIDS in rural America and importance of campaign.
5. Kristine Gebbie's office contacts medical reporters at NBC, CBS, ABC, CNN suggesting story on AIDS in rural America. Contact week of December 27th and January 3rd.
6. Kristine Gebbie's office provides expert speakers on AIDS in rural America who are willing to appear on television shows and do print and radio interviews week of January 10th.

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Cadden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION &
PRODUCTION
Robert Deaton,
George Flanigan,
Deaton Flanigan Productions
FILM SCORING
Randy Wechtler,
615 Productions

RADIO PRODUCTION
Jim Reylund,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

Thank you!
Ellie

COUNTRY AIDS AWARENESS

To: John
632-1096
From: Cynda
FYI

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
Mark Collie
Billy Ray Cyrus
Charlie Daniels
Skeeter Davis
Desert Rose Band
Diamond Rio
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Willie Nelson
Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

MEDIA ALERT

WHO: Kristine Gebbie, National AIDS Policy Coord.
Mary Chapin Carpenter, Country Music Star
Mark Chesnutt, Country Music Star
Cong. Bob Clement, D-Tennessee

WHAT: National launch of BREAK THE SILENCE, the country music industry's new advertising campaign targeting rural America urging condom use and AIDS education. TV spots, radio spots, print ads feature 46 artists of country music including Garth Brooks, Johnny Cash, Wynonna, and Tammy Wynette.

Also shown: a 1-minute clip from a documentary on a family in rural America who are HIV positive. Jim and Gerri Briggs will attend and speak.

WHEN: Thursday, January 13 at 11 a.m. EST

WHERE: Public Works and Transportation Hearing Room
Room 2167 Rayburn Building at the Capitol

WHY: According to the U.S. Centers for Disease Control, AIDS is increasing twice as fast in rural areas as urban. This makes this new AIDS campaign so important. Campaign was initiated by Co-Chair Mark Chesnutt who resides in Jasper, TX.

BACK-GROUND: Being distributed this week: tv spots to 500 tv stations; CDs to 3,000 country radio stations and 1,500 other format stations.

Commitments: ABC, CBS, Fox, TNN: The Nashville Network, Superstations WTBS and WGN, Unistar and Westwood One radio, 275 tv stations, 20 national pubs. including Rolling Stone, US, Country America, Country Music.

CONTACT: John Gurolia, Natl. AIDS Policy 202/632-1090
Ellie Noel Chapman, Country AIDS 615/269-5374

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION & PRODUCTION
Robert Deaton,
George Flanigen,
Deaton Flanigen Productions
FILM SCORING
Randy Wachter,
615 Productions

RADIO PRODUCTION
Jim Keyland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

COUNTRY AIDS AWARENESS

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnut

CONTRIBUTING ARTISTS

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Lee Roy Parnell
Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

AIDS IN RURAL AMERICA

* In 1992, 17% of reported AIDS cases were in areas with populations less than 500,000.

* In 1992, the midwest showed the greatest increase (17.9%) of AIDS cases in any region of the country.

SOURCE: Office of the National AIDS Policy Coordinator

* There has been a 37% increase in diagnosed AIDS cases in rural areas.

* In the state of Georgia, the number of AIDS cases tripled between 1988 and 1990.

* For the first time, the spread of disease in rural Georgia and small cities has equalled the growth of HIV infection in metropolitan Atlanta.

* Alarming rates of increase in HIV infection (were reported) in Arkansas, Mississippi and rural communities in Texas. It is happening tragically and secretly without adequate health care services or human support in these rural areas.

* "A rural health care crisis is evidenced by rising rural maternal and infant mortality rates, lower health status of rural Americans compared to those living in cities and a greater proportion of rural Americans lacking any health insurance" (Senate report 101-127). AIDS is dramatically accentuating the problem.

* AIDS education is virtually non-existent and desperately needed in rural communities.

* In rural America, there is an epidemic of fear...fanned by the absence of education and knowledge, surrounding HIV infection and AIDS.

SOURCE: Nat. Commission on AIDS, Aug. 1990 report

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION &
PRODUCTION
Robert Deaton,
George Flanigan,
Deaton Flanigan Productions
FILM SCORING
Randy Wachter,
OTS Productions

RADIO PRODUCTION
Jim Rayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Ballow Welch

"AIDS



Mark Chesnutt

**COUNTRY
AIDS
AWARENESS**

AIN'T

JUST

SOME

BIG CITY

PROBLEM."

Did you know that AIDS is increasing twice as fast in rural areas as in urban areas? Today,

an estimated one out of every 250 Americans is infected with HIV, the virus that causes AIDS.

AIDS isn't somebody else's problem, it's everybody's problem.

BREAK THE SILENCE

We need to band together in this fight.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

**"THERE'S
A WORD
SOME
FIND
HARDER
TO SAY
THAN AIDS:
CONDOM."**



Mary Chapin Carpenter

**COUNTRY
AIDS
AWARENESS**

Using latex condoms does help prevent the spread of HIV, the virus that causes AIDS. But you have to use them properly... and that means every time you have sex, from start to finish. So even if you find it hard to say "condoms,"

BREAK THE SILENCE

you'll find they are easy to use. They could save your life.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at
1 - 8 0 0 - 3 4 2 - A I D S

“YOUNG

Did you know that one

of the fastest growing

groups

of peo-

ple with

AIDS are

in their

20's?

And

since AIDS has an

average incubation

period of 10 years, many of these people were

infected as teenagers. If you're a teenager, you

need to get the facts.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S



Garth Brooks



"EDUCATION CAN SAVE A CHILD'S FUTURE. IT CAN ALSO SAVE A CHILD'S LIFE."



**COUNTRY
AIDS
AWARENESS**

Did you know that many of the people with AIDS today became infected as teenagers?

Education about HIV, the virus that causes AIDS, has got to start at home, with the family, with you. Your children must know the facts. It's as important as reading and writing.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at
1 - 8 0 0 - 3 4 2 - A I D S

"SLEEPING WITH YOUR PARTNER IS SLEEPING WITH THEIR PAST."



Clint Black

**COUNTRY
AIDS
AWARENESS**

People with HIV, the virus that causes AIDS, can look and feel healthy for years. And since you can't know for certain what risks your sexual partner has taken, the safest thing to do is avoid having sex or use a latex condom every time you have sex.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline

1 - 8 0 0 - 3 4 2 - A I D S

"THE AVERAGE

AGE FOR A

CHILD'S



Tammy Wynette

**COUNTRY
AIDS
AWARENESS**

FIRST

SEXUAL

EXPERIENCE

IS-16."

Your children

**must know the
facts about HIV,**

**The virus that causes
AIDS. They can learn**

the facts from you...

**But you've got to
learn them first. It's**

**as important
to your chil-**

**dren's
future**

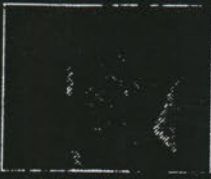
as reading and writing.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

“IN THE LAST TWO YEARS, AIDS AMONG TEENS DOUBLED.”



Vince Gill

**COUNTRY
AIDS
AWARENESS**

**One of the fastest
growing groups of
people with AIDS
are in their 20's.**

**AIDS has an average
incubation period of 10
years. That means
many people with AIDS were
infected as teenagers.**

BREAK THE SILENCE

**If you are a
teen, get
the facts.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline

1 - 8 0 0 - 3 4 2 - A I D S

"OUR LIVES ARE MADE OF CHOICES."



Emmylou Harris

**COUNTRY
AIDS
AWARENESS**

**It's important for everyone to know
that the only absolute guarantee
we have against becoming
infected sexually with HIV,
the virus that causes AIDS,
is to not have sex.**

BREAK THE SILENCE

You do have a choice.

Our lives are made of

choices. Some are difficult, some are easy...

some can save your life. Make an informed

**choice
about sex.**

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"WHERE



Billy Ray Cyrus



WERE

YOU A

DECADE

AGO?"

Did you know that
AIDS has an average
incubation period of

10 years? That
means you're not
just sleeping with
your partner,
you're also sleep-

ing with their
past. But latex
condoms can help

prevent the spread
of HIV, the virus
that causes AIDS,
if you use them

correctly and consistently.

So, please, protect your-
self and your partner.

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"SEX.



Diamond Rio



HIV. AIDS.

THERE'S ONE WORD MISSING: CONDOM."

Having sex without a
condom puts you at risk
for HIV, the virus
that causes AIDS.

BREAK THE SILENCE

Using a
latex condom
every time
you have sex
can greatly
reduce
your
chances
of becoming
infected. It
could save
your life.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

"YOU



Willie Nelson

**COUNTRY
AIDS
AWARENESS**

DON'T

GET

AIDS

FROM

MOSQUITOES."

**We get it from each other. An
estimated one out of every 250
Americans has HIV, the virus
that causes AIDS.**

**AIDS isn't
somebody else's**

**problem, it's
everybody's problem.**

**Please find out if you
should be tested for HIV
from your local AIDS service
organization. We need to
band together in this fight.**

BREAK THE SILENCE

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

**“IT WOULD
TAKE THREE
VIETNAM
WARS TO
EQUAL THE
NUMBER
OF AMERICANS
WHO HAVE
DIED FROM AIDS.”**



Kris Kristofferson

**COUNTRY
AIDS
AWARENESS**

Currently an estimated
one out of every 250
Americans is
infected with
HIV, the virus
that causes
AIDS. You can
be infected and
still look and
feel heal-
thy for
years.

BREAK THE SILENCE

Please find out if you should
be test-
ed for
HIV from
your local AIDS ser-
vice organization.

For more information, call your local AIDS service organization or the CDC National AIDS Hotline at

1 - 8 0 0 - 3 4 2 - A I D S

CDC HIV/AIDS PREVENTION

CENTERS FOR DISEASE CONTROL
AND PREVENTION

Centers for Disease Control
National AIDS Information and Education Program
1600 Clifton Road, N.E.
Building 26, Executive Park
Atlanta, Georgia 30333

FACSIMILE TRANSMISSION

TO: John Gurola

Address: _____

Telephone No.: _____

Facsimile No.: _____

FROM: Melissa Hopwood

Address: _____

Telephone No.: (404) 639-0956/57

Facsimile No.: (404) 639-0973

Date: _____

Number of Pages: _____

(Excluding cover sheet)

Subject: _____

Comments: _____

January 11, 1994

Note to John Gurrola

Subject: Concerns about Country Music

As you requested, here's some history before you write the talking points for Kristine for the Country Music press conference. Early in the development of these ads there was discussion about whether or not CDC would "endorse" them. It was determined that since they had not been message tested, CDC could not officially endorse them, but would support the effort in principle, since it is important for private industry to become involved and do what they can in PREVENTION. Over the past several months, they have frequently used CDC's name in lining up other support for this effort, even though there have been several conversations asking them not to imply that these are CDC advertisements.

I became especially concerned when I took OUR final spots to CBS a couple of months ago. Mathew Margo, who is Vice President, Program Practices for the network looked at our spots and when we were finished showing them, he said, "Well, Melissa. I'm inclined not to take so much risk airing your condom ads. Especially when I have so many CDC advertisements to pick from." When I asked him what he meant, he indicated that he had been told that the new country music spots were also from CDC. AND, if given a choice, he would be inclined to run the "awareness spots" instead of the messages that I was encouraging him to run. I was very direct with Mathew and I believe he now understands our role in the Country Music spots. However, my concern is that if we are not absolutely strategic in the way we talk about these new Country Music spots, then other networks and affiliates may get the message that the administration is supportive of network decisions to run the awareness spots INSTEAD of the delay sex/condom spots provided by the CDC (and based on behavioral science, tested for effectiveness). In that instance, I can no longer be held accountable for delivering network and affiliation participation in this vital CDC effort.

I'd like to discuss this further with you when (and if) you have time. In addition, I would be more than happy to work with you on some talking points or Qs and As.

Also, it might be a good idea to verify that background checks have been done on all of the celebrities used in that advertising.

Thanks for all of your assistance and support, John. Let me know how I can help.

Melissa Shepherd

**COUNTRY MUSIC AIDS AWARENESS PRESS CONFERENCE
JANUARY 13, 1994**

**Talking Points for
Kristine M. Gebbie
National AIDS Policy Coordinator**

- **There has been a 37 percent increase in diagnosed AIDS cases in rural areas (population less than 500,000) compared to a 5 percent increase in metropolitan areas. In Georgia the number of AIDS cases tripled between 1988 and 1990.**
- **In many areas, there is still fear and bigotry, surrounding HIV infection and AIDS.**
- **HIV/AIDS education is virtually non-existent and desperately needed in smaller communities.**
- **If there is to be any hope of reducing the rate of HIV infection, services outside of metropolitan areas need to be dramatically expanded.**
- **The lack of access to primary health care services in many areas is shocking and results in the loss of early detection and treatment.**
- **Health care in rural areas has reached a state of financial crisis, President Clinton's Health Security Act will help support local HIV/AIDS services in these areas as well as in big cities.**
- **Effective HIV/AIDS education and prevention programs are needed for all Americans, those in rural and urban areas alike. HIV/AIDS education and outreach services in all communities need to be expanded and designed to provide clear and direct messages to their respective communities.**
- **On behalf of the President, "I hope that you will join the Country AIDS Awareness campaign and help bring these messages to the rural regions where country voices are heard. Ignorance and silence are a couple of our enemies. Together, We can "break the silence."**

COUNTRY AIDS AWARENESS

CO-CHAIRS

Mary Chapin
Carpenter
Mark Chesnutt

CONTRIBUTING
ARTISTS

Lynn Anderson
Clint Black
Larry Boone
Garth Brooks
Johnny Cash
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Sawyer Brown
Lerry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

M E M O R A N D U M

TO: Stan Byrd, Mark Chesnutt
Jeff Custer, AAF
John Gurrola, Office of National AIDS Policy
Chad Jenkins, Congressman Clement
Bill Johnson, Organizer
John Simson, Mary Chapin Carpenter
Bob Schultz, Ad Council
Cynda Drebes, TV Access
Teresa George, CMA

CC: Ellie Noel (615) 269-5374

FROM: January 11, 1994

DATE: Press Conference January 13

RE:

PROGRAM:

11:00 a.m. Congressman Clement introduces self.

WELCOME LADIES AND GENTLEMAN. THANK YOU FOR COMING TODAY. I'D LIKE TO ASK YOU NOW TO LOOK AT THE TELEVISION SCREENS ON EITHER SIDE OF ME. HERE ARE THREE VERY IMPORTANT REASONS WHY WE'RE ALL HERE TODAY.

11:01 a.m. Showing of segment of video documentary "Jason - The Way We Live" This features a family from rural America with AIDS

11:02 a.m. Congressman Clement:

IT IS NOW MY HONOR TO INTRODUCE TO YOU JIM BRIGGS

11:03 a.m. Jim Briggs speaks

11:06 a.m. Congressman Clement:

THANK YOU JIM. I AM HERE TODAY TO JOIN JIM IN PRESENTING TO MEMBERS OF THE PRESS A NEW CAMPAIGN WHICH WE HOPE CAN HELP PREVENT FURTHER DEVASTATION OF INDIVIDUALS AND FAMILIES FROM THE HIV VIRUS.

COUNTRY AIDS AWARENESS IS A BRAND NEW PUBLIC SERVICE CAMPAIGN CREATED BY THE COUNTRY MUSIC INDUSTRY IN MY DISTRICT OF NASHVILLE, TENNESSEE. IT IS A COALITION OF 46 ARTISTS OF COUNTRY MUSIC WHO HAVE MADE A SERIES OF 8 TV ADS, 15 RADIO ADS AND 12 PRINT ADS. ITS SIX MESSAGES

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTIONS
PRODUCTION
Robert Deaton,
George Flanigan,
Deaton Flanigan Productions
FILM SCORING
Randy Wachler,
615 Productions

RADIO PRODUCTION
Jim Bayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rellow Welch

ARE AS FOLLOWS:

1. SHARE INFORMATION ABOUT AIDS WITH FAMILY MEMBERS
2. IF YOU ARE A TEEN, LEARN ABOUT AIDS
3. USE CONDOMS
4. LEARN ABOUT THE HIV TEST FROM LOCAL AIDS AGENCIES
5. ABSTENTION FROM SEX IS THE ONLY 100% SURE WAY NOT TO BECOME INFECTED SEXUALLY
6. DISREGARD MYTHS ABOUT AIDS

THE CAMPAIGN -- WITH THE THEME BREAK THE SILENCE-- HOPES TO REACH THE 50 MILLION AMERICANS WHO LISTEN TO COUNTRY MUSIC PARTICULARLY THOSE LIKE JIM FROM RURAL AMERICA.

MANY ORGANIZATIONS HAVE OFFERED THEIR INVALUABLE AND VOLUNTARY SERVICE TO COUNTRY AIDS AWARENESS. VERY EARLY ON THE COUNTRY MUSIC ASSOCIATION CAME FORTH WITH ITS OFFICIAL ENDORSEMENT OF THE CAMPAIGN. DISTRIBUTION SUPPORT HAS BEEN PROVIDED BY THE AMERICAN NATIONAL RED CROSS, CABLE POSITIVE, THE NATIONAL ASSOCIATION OF BROADCASTERS AND TECHNICAL SUPPORT BY THE U.S. CENTERS FOR DISEASE CONTROL.

I AM ALSO VERY PLEASED TO ANNOUNCE TODAY THAT THE AD COUNCIL -- THE PREEMINENT SOURCE OF PUBLIC SERVICE ANNOUNCEMENTS IN THIS COUNTRY FOR OVER 50 YEARS -- HAS OFFICIALLY ENDORSED BREAK THE SILENCE. WHAT IS MOST UNUSUAL ABOUT THIS IS THAT THE AD COUNCIL DID NOT ITSELF PRODUCE THE CAMPAIGN BUT RECOGNIZED ITS IMPORTANCE. THE AD COUNCIL HAS NOT ONLY PLACED ITS OWN LOGO -- A TRUSTED SEAL OF APPROVAL -- ON THE CAMPAIGN BUT HAS ACTIVELY SOUGHT HIGHLY VISIBLE MEDIA SUPPORT FOR THE CAMPAIGN.

THERE IS ANOTHER ORGANIZATION IN PARTICULAR WHOSE ASSISTANCE HAS BEEN OF IMMENSE HELP TO COUNTRY AIDS AWARENESS AND WHO HAS ALSO ENDORSED THE CAMPAIGN: THE AMERICAN ADVERTISING FEDERATION. IT IS NOW MY PLEASURE TO INTRODUCE THE HEAD OF THE AAF MR. WALLY SNYDER.

11:09 a.m.

Mr. Wally Snyder discusses AAF's involvement with the campaign and introduces 2 30-second and 1-15 second tv spots. They were produced and directed pro-bono by Robert Deaton and George Flanigen of Deaton Flanigen Productions in Nashville; written by Daniel Butler from Carden Cherry Advertising Inc. and freelancers Leland Gregory and Perry

Wilson; and scored by 615 Productions.

He announces that ABC, CBS, NBC, TNN Country Music TV, Superstations WTBS and WGN are running the spots; Fox is sending them to 140 affiliates. Spots are being sent this week to 500 local tv stations, over half of which requested them. They are being placed on USA Network satellite feed tomorrow; the Potomac Television satellite feed on Jan. 18th; and were sent on the National Association of Broadcasters satellite feed on Dec. 15.

At conclusion of tv spots, Mr. Snyder points out print campaign on display in room. Art directed by Rollow (pronounced ROLLO) Welch of Sony Music; written by Leland Gregory and Perry Wilson. Participating print artists are Mark Chesnutt, Mary Chapin Carpenter, Garth Brooks, John Michael Montgomery, Clint Black, Tammy Wynette, Vince Gill, Emmylou Harris, Billy Ray Cyrus, Willie Nelson, Diamond Rio, and Kris Kristofferson. 20 publications so far are giving donated ad space to the campaign:

He introduces the campaign's radio spots. There are 15 30-second radio spots voluntarily produced by Jim Reyland (pronounced RAYLAND) of Audio Productions in Nashville; written by Nashville freelancers Leland Gregory and Perry Wilson; and scored by Michael Stanton.

Some 4,500 radio stations are receiving the CDs this week (shows sample CD) including 3,000 radio stations courtesy of MCA Nashville and CDX in Nashville and 1,500 other format radio stations courtesy of TV Access. Already we've received commitments from Westwood One Unistar, and ABC radio networks to air the campaign.

11:29 a.m.

Congressman Clement:

THANK YOU MR. SNYDER. NOW, IT IS MY PLEASURE TO INTRODUCE TO YOU THE ORGANIZER OF COUNTRY AIDS AWARENESS. HE IS THE TWO-TIME GRAMMY AWARD WINNING DESIGN DIRECTOR OF SONY MUSIC IN NASHVILLE, MR. BILL JOHNSON.

11:30 Bill Johnson thanks:

1. The artists in the campaign and dozens of Nashville professionals and many national organizations who lent time, talent, and services

2. Major contributors

MCA Nashville
Sony Music Nashville
Arista Records Nashville
American Airlines
Country America Magazine
Towery Graphics of Nashville
Opryland Duplicating Services
Opryland Productions
Elite Post of Nashville

3. Ellie Noel

11:32 a.m. Bill Johnson:

AND NO ARTISTS BETTER REPRESENT THIS OUTPOURING OF SUPPORT THAN OUR CO-CHAIRS MARY CHAPIN CARPENTER AND MARK CHESNUTT. MARK IS FROM BEAUMONT TEXAS AND HAS RELEASED THREE ALBUMS ON MCA ALL OF WHICH HAVE GONE GOLD. HE HAS RELEASED 18 SINGLES -- 11 OF WHICH WERE TOP TEN HITS AND 7 OF WHICH WENT NUMBER ONE. HE IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION HORIZON AWARD WINNER. CLEARLY, MARK IS A VERY TALENTED SINGER AND ONE WHO IS LISTENED TO BY A LOT OF PEOPLE. WE'RE VERY LUCKY FOR THAT REASON THAT MARK CHOSE TO BREAK THE SILENCE ON AIDS AND LEAD THIS INITIATIVE FOR THE COUNTRY MUSIC INDUSTRY.

MARY CHAPIN CARPENTER AS YOU ALL KNOW IS FROM THE WASHINGTON DC AREA. I'VE WORKED WITH HER FOR YEARS ON THE COLUMBIA LABEL AND HAVE HAD THE PRIVILEGE OF AT LEAST BEING AROUND WHILE SHE HAS COLLECTED HER MANY AWARDS FOR BOTH SONGWRITING AND PERFORMING. SHE IS THE HOLDER OF TWO GOLD AND ONE PLATINUM ALBUM, TWO GRAMMIES, AND IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION FEMALE VOCALIST OF THE YEAR.

LADIES AND GENTLEMAN, MARK CHESNUTT AND MARY CHAPIN CARPENTER

11:34 a.m. Mark Chesnutt and Mary Chapin Carpenter

11:39 Congressman Clement

THANK YOU MARY CHAPIN AND MARK FOR LEADING SUCH AN

IMPORTANT CAMPAIGN. I ALSO WANTED TO LET YOU KNOW THAT NOT ONLY HAS THE CITY OF NASHVILLE CREATED AND LAUNCHED THIS CAMPAIGN FOR AIDS, BUT TWO DAYS AGO, THE CITY DEDICATED A BRAND NEW FACILITY CALLED THE COMPREHENSIVE CARE CENTER WHICH WILL BE STAFFED BY VANDERBILT AND WILL PROVIDE COMPREHENSIVE OUT PATIENT CARE FOR HIV RELATED CARE.

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12:00 p.m.. Speakers available for one on one
interviews

12:30 p.m. Press conference ends

Items to resolve:

Press kit contains:

Press release

Photos of Mark and Chapin

Bios of Mark and Chapin

Bio of Kristine Gebbie

Statements from Mark Chesnutt, Mary Chapin Carpenter and
Kristine Gebbie

List of news conference guests and speakers

Ad Council insert

Facts about AIDS in rural America

CD

Print Ads

Tape of tv scripts

Photoboard

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Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

M E M O R A N D U M

TO: Stan Byrd, Mark Chesnutt
Jeff Custer, AAF
John Gurrola, Office of National AIDS Policy
Chad Jenkins, Congressman Clement
Bill Johnson, Organizer
John Simson, Mary Chapin Carpenter
Bob Schultz, Ad Council

CC: Cynda Drebes, TV Access
Teresa George, CMA

FROM: Ellie Noel (615) 269-5374

DATE: January 11, 1994

RE: Press Conference January 13

PROGRAM:

11:00 a.m. Congressman Clement introduces self.

WELCOME LADIES AND GENTLEMAN. THANK YOU FOR COMING TODAY. I'D LIKE TO ASK YOU NOW TO LOOK AT THE TELEVISION SCREENS ON EITHER SIDE OF ME. HERE ARE THREE VERY IMPORTANT REASONS WHY WE'RE ALL HERE TODAY.

11:01 a.m. Showing of segment of video documentary "Jason - The Way We Live" This features a family from rural America with AIDS

11:02 a.m. Congressman Clement:

IT IS NOW MY HONOR TO INTRODUCE TO YOU JIM BRIGGS

11:03 a.m. Jim Briggs speaks

11:06 a.m. Congressman Clement:

THANK YOU JIM. I AM HERE TODAY TO JOIN JIM IN PRESENTING TO MEMBERS OF THE PRESS A NEW CAMPAIGN WHICH WE HOPE CAN HELP PREVENT FURTHER DEVASTATION OF INDIVIDUALS AND FAMILIES FROM THE HIV VIRUS.

COUNTRY AIDS AWARENESS IS A BRAND NEW PUBLIC SERVICE CAMPAIGN CREATED BY THE COUNTRY MUSIC INDUSTRY IN MY DISTRICT OF NASHVILLE, TENNESSEE. IT IS A COALITION OF 46 ARTISTS OF COUNTRY MUSIC WHO HAVE MADE A SERIES OF 8 TV ADS, 15 RADIO ADS AND 12 PRINT ADS. ITS SIX MESSAGES

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION &
PRODUCTION
Robert Deaton,
George Flanigan,
Deaton Flanigan Productions
FILM SCORING
Randy Wachtler,
615 Productions

RADIO PRODUCTION
Jim Rayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rellow Welch

Wilson; and scored by 615 Productions.

He announces that ABC, CBS, NBC, TNN Country Music TV, Superstations WTBS and WGN are running the spots; Fox is sending them to 140 affiliates. Spots are being sent this week to 500 local tv stations, over half of which requested them. They are being placed on USA Network satellite feed tomorrow; the Potomac Television satellite feed on Jan. 18th; and were sent on the National Association of Broadcasters satellite feed on Dec. 15.

At conclusion of tv spots, Mr. Snyder points out print campaign on display in room. Art directed by Rollow (pronounced ROLLO) Welch of Sony Music; written by Leland Gregory and Perry Wilson. Participating print artists are Mark Chesnutt, Mary Chapin Carpenter, Garth Brooks, John Michael Montgomery, Clint Black, Tammy Wynette, Vince Gill, Emmylou Harris, Billy Ray Cyrus, Willie Nelson, Diamond Rio, and Kris Kristofferson. 20 publications so far are giving donated ad space to the campaign;

He introduces the campaign's radio spots. There are 15 30-second radio spots voluntarily produced by Jim Reyland (pronounced RAYLAND) of Audio Productions in Nashville; written by Nashville freelancers Leland Gregory and Perry Wilson; and scored by Michael Stanton.

Some 4,500 radio stations are receiving the CDs this week (shows sample CD) including 3,000 radio stations courtesy of MCA Nashville and CDX in Nashville and 1,500 other format radio stations courtesy of TV Access. Already we've received commitments from Westwood One Unistar, and ABC radio networks to air the campaign.

11:29 a.m. Congressman Clement:

THANK YOU MR. SNYDER. NOW, IT IS MY PLEASURE TO INTRODUCE TO YOU THE ORGANIZER OF COUNTRY AIDS AWARENESS. HE IS THE TWO-TIME GRAMMY AWARD WINNING DESIGN DIRECTOR OF SONY MUSIC IN NASHVILLE, MR. BILL JOHNSON.

11:30 Bill Johnson thanks:

1. The artists in the campaign and dozens of Nashville professionals and many national organizations who lent time, talent, and services

2. Major contributors

MCA Nashville
Sony Music Nashville
Arista Records Nashville
American Airlines
Country America Magazine
Towery Graphics of Nashville
Opryland Duplicating Services
Opryland Productions
Elite Post of Nashville

3. Ellie Noel

11:32 a.m. Bill Johnson:

AND NO ARTISTS BETTER REPRESENT THIS OUTPOURING OF SUPPORT THAN OUR CO-CHAIRS MARY CHAPIN CARPENTER AND MARK CHESNUTT. MARK IS FROM BEAUMONT TEXAS AND HAS RELEASED THREE ALBUMS ON MCA ALL OF WHICH HAVE GONE GOLD. HE HAS RELEASED 18 SINGLES -- 11 OF WHICH WERE TOP TEN HITS AND 7 OF WHICH WENT NUMBER ONE. HE IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION HORIZON AWARD WINNER. CLEARLY, MARK IS A VERY TALENTED SINGER AND ONE WHO IS LISTENED TO BY A LOT OF PEOPLE. WE'RE VERY LUCKY FOR THAT REASON THAT MARK CHOSE TO BREAK THE SILENCE ON AIDS AND LEAD THIS INITIATIVE FOR THE COUNTRY MUSIC INDUSTRY.

MARY CHAPIN CARPENTER AS YOU ALL KNOW IS FROM THE WASHINGTON DC AREA. I'VE WORKED WITH HER FOR YEARS ON THE COLUMBIA LABEL AND HAVE HAD THE PRIVILEGE OF AT LEAST BEING AROUND WHILE SHE HAS COLLECTED HER MANY AWARDS FOR BOTH SONGWRITING AND PERFORMING. SHE IS THE HOLDER OF TWO GOLD AND ONE PLATINUM ALBUM, TWO GRAMMIES, AND IS THE CURRENT 1993 COUNTRY MUSIC ASSOCIATION FEMALE VOCALIST OF THE YEAR.

LADIES AND GENTLEMAN, MARK CHESNUTT AND MARY CHAPIN CARPENTER

11:34 a.m. Mark Chesnutt and Mary Chapin Carpenter

11:39 Congressman Clement

THANK YOU MARY CHAPIN AND MARK FOR LEADING SUCH AN

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Facts about AIDS in rural America
CD
Print Ads
Tape of tv scripts
Photoboard

COUNTRY AIDS AWARENESS

To: John
632-1096
From: Cynda
FYI

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Carpenter
Mark Chesnutt

CONTRIBUTING ARTISTS

Lynn Anderson

Clint Black

Larry Boone

Garth Brooks

Johnny Cash

Mark Collie

Billy Ray Cyrus

Charlie Daniels

Skooter Davis

Desert Rose Band

Diamond Rio

Joe Diffie

Holly Dunn

Darryl & Don Ellis

Charlie Floyd

Redney Foster

Clave Francis

Vince Gill

Ricky Lynn Gregg

Clinton Gregory

Vern Gossdin

Emmylou Harris

Highway 101

George Jones

Kentucky

Headhunters

Kieran Kane

Kris Kristofferson

Little Texas

Kathy Mattea

John Michael

Montgomery

Lorrie Morgan

Willie Nelson

Lee Roy Parnell

Dolly Parton

Collin Raye

Sawyer Brown

Larry Stewart

Marty Stuart

Doug Supernaw

Kevin Welch

Joy White

Michelle Wright

Tammy Wynette

Wynonna

MEDIA ALERT

WHO: Kristine Gebbie, National AIDS Policy Coord.
Mary Chapin Carpenter, Country Music Star
Mark Chesnutt, Country Music Star
Cong. Bob Clement, D-Tennessee

WHAT: National launch of BREAK THE SILENCE, the country music industry's new advertising campaign targeting rural America urging condom use and AIDS education. TV spots, radio spots, print ads feature 46 artists of country music including Garth Brooks, Johnny Cash, Wynonna, and Tammy Wynette.

Also shown: a 1-minute clip from a documentary on a family in rural America who are HIV positive. Jim and Gerri Briggs will attend and speak.

WHEN: Thursday, January 13 at 11 a.m. EST

WHERE: Public Works and Transportation Hearing Room
Room 2167 Rayburn Building at the Capitol

WHY: According to the U.S. Centers for Disease Control, AIDS is increasing twice as fast in rural areas as urban. This makes this new AIDS campaign so important. Campaign was initiated by Co-Chair Mark Chesnutt who resides in Jasper, TX.

BACK-GROUND: Being distributed this week: tv spots to 500 tv stations; CDs to 3,000 country radio stations and 1,500 other format stations.

Commitments: ABC, CBS, Fox, TNN: The Nashville Network, Superstations WTBS and WGN, Unistar and Westwood One radio, 275 tv stations, 20 national pubs. including Rolling Stone, US, Country America, Country Music.

CONTACT: John Gurolia, Natl. AIDS Policy 202/632-1090
Ellie Noel Chapman, Country AIDS 615/269-5374

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
Ellie Noel

COPYWRITING
Daniel Butler,
Carden & Cherry Advertising
Leland Gregory
Perry Wilson

FILM DIRECTION &
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Deaton Flanigen Productions
FILM SCORING
Randy Wachtler,
615 Productions

RADIO PRODUCTION
Jim Rayland,
Audio Productions
RADIO SCORING
Michael Stanton,
Audio Productions

ART DIRECTION
Rollow Welch

NRHA

National Rural Health Association

NATIONAL HEADQUARTERS

1320 19th Street, N.W., Suite 350
Washington, DC, 20036-1610
Telephone (202) 232-6200
Fax (202) 232-1133

NATIONAL SERVICE CENTER

One West Armour Blvd., Suite 301
Kansas City, Missouri 64111
Telephone (816) 756-3140
Fax (816) 756-3144



*Millieent
Gorham
Government
Affairs
Director*

The National Rural Health Association has moved!

The NRHA has moved both its Washington, D.C., and Kansas City, Mo., offices. In addition to the move, the National Headquarters for the NRHA will now be housed in its Washington office where the Executive Director and Government Affairs Department will be located. The Kansas City office is now the National Service Center and houses the Deputy Executive Director, member services, conference and education activities planning and services, media relations, member communications, publication order services, policy coordination, program planning and implementation, and accounting functions. The move was completed on Dec. 1, 1993, and both offices are fully operational and ready to serve NRHA members and others interested in rural health care and related issues.

*For questions or further information about the NRHA and its activities,
please call (816) 756-3140.*

NATIONAL HEADQUARTERS
Executive Director Activities • Government Relations • Advocacy
Activities • Fund-Development Activities

NATIONAL SERVICE CENTER
Conference and Educational Activity Planning • Membership Recruiting
and Retention • Member Relations and Services • Media Relations •
Member Communications and Periodicals • Publication Order Services •
Policy Coordination • Program Planning and Implementation •
Accounting Functions

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Kris Kristofferson
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Dolly Parton
Collin Raye
Sawyer Brown
Larry Stewart
Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

AIDS IN RURAL AMERICA

* In 1992, 17% of reported AIDS cases were in areas with populations less than 500,000.

* In 1992, the midwest showed the greatest increase (17.9%) of AIDS cases in any region of the country.

SOURCE: Office of the National AIDS Policy Coordinator

* There has been a 37% increase in diagnosed AIDS cases in rural areas.

* In the state of Georgia, the number of AIDS cases tripled between 1988 and 1990.

* For the first time, the spread of disease in rural Georgia and small cities has equalled the growth of HIV infection in metropolitan Atlanta.

* Alarming rates of increase in HIV infection (were reported) in Arkansas, Mississippi and rural communities in Texas. It is happening tragically and secretly without adequate health care services or human support in these rural areas.

* "A rural health care crisis is evidenced by rising rural maternal and infant mortality rates, lower health status of rural Americans compared to those living in cities and a greater proportion of rural Americans lacking any health insurance" (Senate report 101-127). AIDS is dramatically accentuating the problem.

* AIDS education is virtually non-existent and desperately needed in rural communities.

* In rural America, there is an epidemic of fear...fanned by the absence of education and knowledge, surrounding HIV infection and AIDS.

SOURCE: Nat. Commission on AIDS, Aug. 1990 report

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ART DIRECTION
Ballow Welch

COUNTRY AIDS AWARENESS

RECEIVED

FEB 14 1994

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Marty Stuart
Doug Supernaw
Kevin Welch
Joy White
Michelle Wright
Tammy Wynette
Wynonna

February 7, 1994

Ms. Kristine Gebbie
National AIDS Policy Coordinator
750 17th Street NW
Washington, DC 20503

Dear Kristine:

How much we're indebted to you for bringing us out of
Nashville and to the world at large!

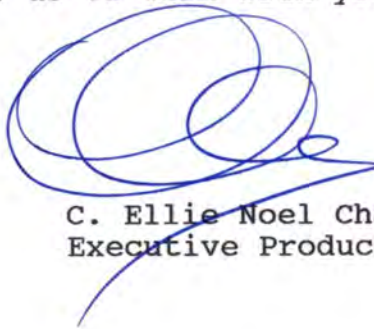
Thank you so much for lending your status and your
integrity to Country AIDS Awareness. We're certain
many, many more people will hear our messages because
of your concerned and committed dedication.

It's been an honor to us to work with you and your fine
staff.

Sincerely,

Bill Johnson

Bill Johnson
Organizer



C. Ellie Noel Chapman
Executive Producer

ORGANIZER
Bill Johnson

EXECUTIVE PRODUCER
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