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[Interviews] [loose]

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November 11, 1993

**SCHEDULED INTERVIEW
FOR
KRISTINE GEBBIE
NATIONAL AIDS POLICY COORDINATOR**

ONAPC STAFFER: John Paul Gurrola

DATE/TIME OF EVENT: November 12, 1993 12 Noon for 30 minutes

LOCATION: Phone interview **YOU CALL HER**

ORGANIZATION: Plus (as in positive) Magazine

CONTACT: Gretchen Reynolds 312/222-8999

PURPOSE: Cover story for magazine's launch issue

OTHER PARTICIPANTS: Gretchen will interview (senior editor of "Chicago Magazine"), she is a health and social service expert.

MEDIA COVERAGE: None

REMARKS REQUIRED: The general idea for this interview is to get the message across of "Everything KG thinks you need to know about HIV/AIDS." Please keep in mind that this is a younger readership that they are targeting. Following their main audience (PWA's), their secondary audience is those who are around and caring for PWA's, their third audience are folks in the medical field.

BACKGROUND: Plus magazine is a brand new magazine that will launch its first issue in December.

Please see attached article for more info.

*Made official
bio FAX
312-222-0699*

Special to The New York Times

CHICAGO, Oct. 31 — Brett Grodeck is a tall, solidly built 27-year-old with a quiet intensity that makes him look like the kind of guy who could hit a home run when your softball team needed it. There is no outward sign he has carried H.I.V., the virus that causes AIDS, for at least six years; no indication that he is going to develop AIDS any time soon, and, as he sees it, nothing to read that affirms he has plenty of living left to do.

A year ago, Mr. Grodeck set out to create a free magazine called Plus to fill that void. His target audience: hundreds of thousands of people like him of all ages, ethnic backgrounds and sexual orientations, not to mention the countless friends, employers and relatives who care about them. The magazine's goal: to offer not just medical news, but travel, humor and life style items in eye-catching layouts that emphasize the vibrancy and diversity of H.I.V.-positive people.

"You want to know about B.&B.'s that aren't going to kick you out if AZT pills roll out of your luggage," said Mr. Grodeck, referring to a medicine taken by many who are H.I.V.-positive.

"A key component of coping is having people around you who are as informed as you are," he said. "It's exhausting to keep explaining."

Mr. Grodeck has hit plenty of bumps, not the least of which was the discovery that the Rev. Dr. Norman Vincent Peale's organization, the Foundation for Christian Living, already uses the name Plus for a publication and is opposed to sharing it with him. On the other hand, Mr. Grodeck has also struck a mother lode of support, starting with the backing of Joseph Crump, who had been senior editor at Chicago magazine when Mr. Grodeck was an intern there.

A Stream of Donations

Mr. Crump, who is now executive editorial director of Spiegel Inc., the huge catalogue retailer based in the Chicago suburb of Downers Grove, has signed on as interim publisher. John Fanning, a public and nonprofit administration specialist, became business manager, and William Penner, a venture capitalist who has been a leading local fund-raiser for AIDS work, has raised more than \$50,000 from foundations and other sources. Mr. Grodeck has also picked up scenic, though noisy, rent-free offices overlooking the elevated train tracks at the Howard Brown Health Center, a major AIDS treatment site here. Services have been donated by graphics, public relations and law firms.

With commitments for advertising and distribution trickling in since the publication of a 16-page prototype in September, Mr. Grodeck and his backers say they are on target for a 64-page premier issue in late December; the magazine will be published every two months. The first issue may include a promised interview with Hillary Rodham Clinton.

The initial run will be 50,000 copies, about 15,000 of which will be distributed in metropolitan Chicago. Most of the rest will go to New York, Los Angeles, San Francisco, Washington and South Florida.

The Waldenbooks chain of bookstores plans to distribute about 5,000



Yael Routenberg

Brett Grodeck, founder of Plus, a free magazine that will emphasize the vibrancy and the diversity of people who are H.I.V.-positive.

A new magazine will strive to personalize a health issue.

copies nationally. Bruce Fryer, director of magazines for the chain, said his staff spends most of its time fending off proposals to take on new titles. In this case, however, he sought out Mr. Grodeck after seeing a brief television report on Plus's aims.

"There's no other magazine that handles this subject in depth," Mr. Fryer said, noting that the chain handles 3,500 magazine titles. "We are not sure whether this will get to every one of our stores, but I imagine it will go to at least half of them."

'A Mainstream Publication'

Mr. Grodeck said gay-oriented publications have provided outlets for writers living with H.I.V., but a large and growing percentage of H.I.V.-positive people are not gay. He said he wanted Plus to be "a mainstream publication" that could include all perspectives.

He also said Plus would not be a "third-person magazine."

"There will be a lot of 'we' and 'you' and 'us' in the writing," he said.

As Plus has gathered steam, Mr. Grodeck has noticed other magazines that feature life style articles along with medical news on specific health issues. These magazines include Arthritis Today, a glossy publication of the Atlanta-based Arthritis Foundation; Coping, a magazine about cancer-related topics, from Media Amer-

ica Inc. of Franklin, Tenn., and Diabetes Forecast, published by the American Diabetes Association in Alexandria, Va.

The initial advertisers for Plus range from drug companies and insurers to a floral delivery service. Arlene Furey, who left Chicago magazine to join Plus last month as advertising director, said she expected the magazine, like any other start-up, to be a hard sell until it proves its viability. But because the magazine is run by a nonprofit organization, it may be able to persuade companies to dip into their public relations budgets for corporate advertising if they cannot be persuaded to raid their regular advertising budgets.

Plus has an initial circulation goal of 200,000, and Mr. Grodeck said the magazine might someday convert to a subscription basis. For now, readers who want to receive the magazine in the mail are being asked, but not required, to make a \$30 donation to Plus Magazine Inc.

New Business Monthly

Two leading business publishers are teaming up to publish a new monthly magazine for executives of the fastest-growing small businesses around the country. The magazine, Biz, will be published by Dow Jones & Company, parent of The Wall Street Journal, and American City Business Journals Inc., which publishes 27 local-business newspapers. Biz will begin publication in early 1994 and will derive its revenues from advertising. It will be sent without charge to 500,000 chief executives or business owners whose companies have had revenue growth of at least 15 percent a year over the last five years.

December 8, 1993

**SCHEDULED INTERVIEW
FOR
KRISTINE GEBBIE
NATIONAL AIDS POLICY COORDINATOR**

ONAPC STAFFER: John Paul Gurrola

DATE/TIME OF EVENT: Thursday, December 9, 1993 5:30 PM - 5:45 PM

LOCATION: 750 17th (phone interview) **YOU CALL HIM**

ORGANIZATION: HIV Talk Line (radio broadcast)

CONTACT: William Gotay 818/953-7309

PURPOSE: To interview you on the attached questions

OTHER PARTICIPANTS: William Gotay will conduct the interview

MEDIA COVERAGE: NONE

REMARKS REQUIRED: Please see attached questions

BACKGROUND: HIV Talk Line is a radio show based in Los Angeles. They have a decent listenership (they are affiliated with KABC radio) and have been wonderfully kind to our office news-wise.

TARROWA PRODUCTIONS INC.,
HIV Talk Line
P.O. BOX # 46338
LOS ANGELES, CA 90046
Phone (310) 762-0984
FAX (213) 656-4522

TO: JOHN GURROLA
Media Relations

FROM: JOSIE ALEMANY

DATE: DECEMBER 6, 1993

TO FAX NUMBER: (202) 632-1096 ☎ (202) 632-1090

NUMBER OF PAGES: 1 (Including Cover Sheet)

GOOD AFTERNOON:

**BELOW IS A LIST OF QUESTIONS, WE WOULD LIKE MS. GABBIE TO
RESPOND TO. THE SEGMENT WILL RUN ABOUT 6 MIN. AND 30 SEC.**

QUESTIONS FOR GABBIE INTERVIEW

- 1) WHAT ARE YOUR GOALS AS THE NAT'L AIDS POL. COORDINATOR?**
- 2) HOW WILL THESE PROJECTS BE FUNDED?**
- 3) WHAT ARE YOUR GOALS WITH RESPECT TO THE UNIQUE
PROBLEMS OF WOMEN WITH AIDS.**
- 4) WHAT DO YOU FORESEE AS YOUR GREATEST CHALLENGE?**
- 5) DO YOU SEE A CURE IN THE NEAR FUTURE?**
- 6) IN LIGHT OF THE REPORTED SPREAD OF THE AIDS VIRUS BETWEEN
SIBLINGS - DOES THIS EXPOSE NEW INFORMATION ON HOW THE
DISEASE IS SPREAD?**

**LOOKING FORWARD TO WORKING WITH YOU AND THANK YOU FOR
YOUR HELP.**

AWARE: HIV TALK RADIO

Produced by The HIV Talk Radio Project

WNUA 95.5/Chicago
KDHX 88.1/St. Louis

WKQX 101.1/Chicago
WCPN 90.3/Cleveland

WKDU 91.7/Philadelphia
KPWR 106/Los Angeles

KGBS 98.1/Dallas
WUBU 106.3/South Bend

National Advisory Board

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Playboy Enterprises

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St. Louis Effort for AIDS

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Cook County Commission

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AIDS Action Council

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Mr. Albert Hofeld

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Ms. Kim Leffert

Rooks, Pius & Poust

Ms. Phyllis Malitz

Rosenfeld, Zweig & Malitz

Dr. John Phair

Northwestern University

Medical School

Ms. Annette Smerko

Caremark, Inc.

Mr. Peter Switzer

Community Vision, Inc.

Executive Producer

Mr. Christopher DeChant

FAX COVER SHEET

TO: Ms. Christine Gebbie
National AIDS Policy Coordinator
c/o Executive Office of The President

FR: Mr. Chris DeChant
Executive Producer / Aware: HIV Talk Radio

FAX NO: 202/ 632-1096

OF PAGES: 2
(Including cover sheet)

CHARGE#: 02152

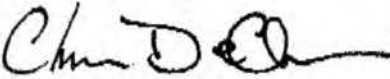
Dear Ms. Gebbie:

Attached for your information is a recent article on Aware: HIV Talk Radio which is in this December's issues of The Advocate. I thought this may be of interest to you since you've appeared as a guest on the radio show.

I trust you received the cassette copies of your interview sent to your office. I will contact you/your office later this month, or just after 1/1/94, to discuss the proposal I sent to you regarding a second interview with you and the coinciding interview segment with President Clinton.

Thank you again for your appearance as a guest on the radio show and your interest in this project.

With regards,


Chris DeChant

The HIV Talk Radio Project, Inc.

444 N. Michigan Ave., Suite #1600 / Chicago, IL 60611
PH: 312/644-8600 / FX: 312/644-6454

THE ADVOCATE

THE NATIONAL NEWSMAGAZINE

DECEMBER 14, 1993

Broadcast news

Having received the go-ahead call he'd been waiting for, talk-radio host Chris DeChant is urgently steering his car in and out of Chicago's Kennedy expressway rush-hour traffic en route to an interview with U.S. surgeon general Joycelyn Elders. At the Westin Hotel, Elders greets DeChant warmly. She's just finished addressing the American Pediatrics Association and has agreed to an interview with DeChant before flying back to Washington, D.C. Within two minutes DeChant sets up his recording equipment, and he and Elders get down to business: increasing HIV and AIDS awareness.

It's this ability to react quickly when landing interviews with such on-the-go guests that has allowed DeChant to take his Chicago-based *Aware: HIV Talk Radio* into nationwide syndication. The radio show, which first aired on Chicago's WNUA on Aug. 2, 1992, can now also be heard in Los Angeles, Dallas, St. Louis, Cleveland, Philadelphia, and South Bend, Ind., and on two additional stations in Chicago.

"Hopefully," DeChant says, "at the end of the year, we'll be at eight to ten cities. The goal will be like 30, 40, 50."

In her interview, Elders tells DeChant, "We can't reform health care without an educated populace." He nods his head in agreement. After years of public relations work on AIDS awareness campaigns and then the discovery of his own HIV-positive status, DeChant decided he wanted to go a step further to make HIV information more accessible. *Aware* was that next step.

"Every show is there not only to give people resources," explains DeChant, "but to teach them ways that they can take care of themselves, take care of the people around them, and strive for health in their life, whether they're infected or not."

Aware has addressed such topics as criminal HIV transmission laws, understanding sexual addiction, how employers cope with HIV in the workplace, and natural healing. DeChant strives for diversity in programming, realizing that while a show titled "Immune Reconstitution Therapy" will reach a certain audience, an interview with former Miss America Leanza Cornett addressing HIV will entice others who might ordinarily switch the channel. Says DeChant: "My dad, a 62-year-old white man living in the suburbs, probably has a better chance of getting hit by a car than of becoming HIV-infected, but he listened to what Miss America had to say."

LOREN SANTOW/IMPACT VISUALS FOR THE ADVOCATE



DeChant: making radio audiences aware

August 23, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: Press Interviews Scheduled
FROM: Rayford Kytte 202-690-6867
202-232-4363 (Home)

1. Wednesday, September 1, 1:00 pm - 1:30 pm
In person, in your office at 750 17th St. NW

Adam Christie, publisher and editor of Digest of
Organisational Responses to AIDS & HIV
Tel: 011-44-274-521511 (Bradford, England)

The Digest is published in Bradford, England. It reports and analyses the organisational implications and responses from around the world.

Christie will ask about general questions about the scope of your job and how the future looks -- what you hope to accomplish, what obstacles do you see?

An article on you appeared in the July issue, attached.

The Digest of Organisational Responses to Aids & HIV

ISSN 0965-5840
Volume 2 Number 4
July 1993

PO Box 346
Bradford BD7 2DB
United Kingdom
Tel +44/0 274 521511
Fax +44/0 274 521512

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Adam Christie
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Business Manager
Steve Suckling

Printed by
Abbey Printers, Bradford
0274 620238

Next issue copy date
13th August 1993
Next issue
September 1993

HIV & Aids affects organisations as well as people - from the smallest business to multi-nationals and pan-governmental agencies:

- How and why do organisations respond to the challenge of HIV & Aids?
- What political, economic and social events and factors affect responses?

The Digest reports and analyses the organisational implications and responses from around the world:

- sharing good practice
- highlighting problem areas
- reviewing research and innovative methods
- knowing why considered responses make good commercial sense

Regular features cover:

- Policy and strategy development
- International travel
- Business and commercial costs and opportunities
- Upcoming conferences and courses
- Information and resource agencies
- Reviews by experienced practitioners
- Changes in the law

As one door closes

We'll have to wait and see. That's just one verdict on Bill Clinton's appointment of Kristine Gebbie as the United States' new federal Aids policy co-ordinator.

The announcement of Kristine Gebbie's acceptance of the post came the day the well-respected US National Commission on Aids was due to close. Concern had been growing in recent weeks that highly experienced and knowledgeable Commission staff would be lost if there was too great a delay between their demise and the appointment of a much-heralded "Aids czar".

The Commission's final act was the publication of its last report. In what has been described as an emotional document, the Commission calls for leadership and a strategic HIV plan for the entire US. As *The Digest* went to press, the role Gebbie will fulfil remained unclear. The federal nature of the post, as a policy adviser within the executive, has raised fears that a comprehensive national plan may not be forthcoming. *The Digest* was told that if some valuable institutions and the private sector are omitted from programme development its strength will be considerably diminished.

Unknown quantity

Although well-respected for her work as an insider within the US Centers for Disease Control and Prevention and the National Institutes of Health, Kristine Gebbie is perceived by some as an unknown quantity within the particular system that is Washington DC.

Also, as the post itself is new, there is no history to indicate the scope the appointee may have. At least five individuals who were even indirectly approached to see if they would be interested in the position declined. Not only does the individual in the hot seat have to deal with the President, the informed opinion is that they will have to be sufficiently politically skilful to work a Congress that is regularly showing its hostility towards an inexperienced and naive White House staff as well as dealing with three or four Cabinet secretaries.

The week Kristine Gebbie was appointed, people were asking whether she will be accorded the authority necessary to do the job or whether bureaucracy will render her powerless. Although the Clinton administration has taken some of the social pressure of Aids educators and strategists in the United States, there is disappointment that the first six months of the new administration have not seen greater action. There is regret rather than outright anger that the President was outwitted by Congress over the bill to increase allocations to the National Institutes of Health for reorganised

and streamlined Aids research. Tagged onto this bill were immigration restrictions on people with HIV which had previously been within the scope of executive orders. This has been denounced by business leaders in the US.

Kristine Gebbie has a long history of Aids work starting in 1985 when she was appointed chair of the Washington state health officials HIV committee. She was a member of the National Aids Commission in 1987-8 and on the Aids oversight commission of the Institute of Medicine between 1987 and 1990. Since 1989, she has served as chair of the CDC advisory committee on the prevention of HIV transmission.

Until February this year she was secretary of the Washington State health department. Since then, she has been a consultant with the US Department of Health.

From great hopes before the election last fall, a feeling of disappointment in President Clinton has overcome many active HIV and Aids workers. There is however still a hope that despite continuing confusion of distinctly different Aids and gay issues that the President will find a way to provide leadership so badly needed. Extra concern comes from those who feel that leadership is so much easier to give to issues which do not involve money as they feel it would not be difficult for the President to provide direction for many private enterprises to get over the chronic denial that continues to stifle US commerce and industry. If he stays in the background on Aids, *The Digest* was told, Ms Gebbie's task will be miserable.

Nursing origin

Ms Gebbie has a nursing origin - but it's a sense of humour that may be a particularly strong asset as she establishes herself as a public figure. Kristine Gebbie qualified for her nursing degree in St Olaf/Minnesota, the fictional home of scatty Rose Nyland (played by Betty White) in the blockbusting TV comedy show *The Golden Girls*. There again, the Clintons' friendship with TV producers Harry and Linda Bloodworth-Thomason has been the source of much speculation since last fall. Perhaps on their advice the President sees political benefits in an official who has the strength to destroy opposition simply by saying the infamous words "I remember back in St Olaf"....

While others turned down the post, seeing it as too much of a poisoned chalice, Ms Gebbie may be bringing a different perceptiveness to the new post. We'll have to wait and see.

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Thursday DATE August 19, 1993

TIME 10:00 a.m. LOCATION 750 17th St., NW

SUBJECT Phone Interview with John Chittick of Harvard University

PARTICIPANTS:

Mr. Chittick will be doing the interview which is scheduled for 20 minutes.

Post-It brand

Fax Transmittal Memo 7672

To Kristine Gebbie, RN

Company

Location

Fax # 202-690-7054 Telephone # 802-690-5471

Comments

No. of Pages

Today's Date 7/26 Time

From

Company

Location

Dept. Charge

Fax # 617-742-3499 Telephone # 617-742-1325

Original
Disposition:☐ Destroy☐ Return☐ Call for pickup*Thank you*

HARVARD UNIVERSITY
Graduate School of Education
Human Development

HIV/AIDS School Policy Study

43 Charles Street, #5

Boston, MA 02114

(617) 742-1325; also FAX

John B. Chittick, Doctoral Candidate
Director of HIV/AIDS School Policy Study

FAX: 617-742-3499

July 26, 1993

Dear Kristine Gebbie, R.N.:

I am a doctoral student at the Harvard Graduate School of Education in the midst of writing my thesis after a year of data collection. I am reporting on case studies of various high school programs and the issues surrounding the development of their comprehensive health/sex ed. curricula, specifically focusing on the HIV/AIDS components.

Because of your leading role as President Clinton's National AIDS "Czar," I would like to conduct a short interview with you. Your perspective on where we must go from here now - in light of the pessimistic tone of the 9th International Conference and the recent calls for stronger prevention efforts - especially targeting adolescents, will be timely. Now that the National Commission on AIDS has finished its work, what are your thoughts about your role? What can educators and schools do to help?

Currently, comprehensive health/sex education curricula are coming under attack for promoting "adolescent promiscuity," and for not changing behaviors through intervention/prevention programs, including the controversy over the dissemination of condom information for teenagers in public high schools. Are you optimistic for our youth, now and in the future?

If my request for a timely interview meets with your approval (the interview takes approximately 15 - 20 minutes and can be conducted over the phone), I can be reached at (617) 742-1325 (my FAX: 617-742-3499). (I understand how busy you. Perhaps you might have time at the end of this week.) I am also interviewing Dr. Jonathan Mann, Former Surgeon-General C. Everett Koop, Dr. Robert Gallo, the new Surgeon-General Joycelyn Elders and others prominent in the medical/education fields. Again, thank you for considering my request.

Sincerely,

John B. Chittick

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Wednesday DATE August 18, 1993

TIME 4:00 p.m. LOCATION 750 17th St., N.W.

SUBJECT Phone Interview with Associated Press from Olympia, WA

PARTICIPANTS:

Mr. Dave Ammons will be doing the interview which should last 15 minutes.

August 17, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: Press Interviews Scheduled
FROM: Rayford Kytte 202-690-6867
202-232-4363 (Home)

- 3 1. Wednesday, August 18, 4 pm - 4:15 pm
By phone, phone him at 206-753-7222

Dave Ammons, AP reporter from Olympia, Washington

He's writing a story on people from Washington State in the Clinton Administration. This is a personal profile/human interest story.

2. Monday, August 30, 2 pm - 2:20 pm
By phone, call her at 415-863-6016

Sari Staver, a freelancer writing for American Medical News

American Medical News is a weekly newspaper published by the AMA and circulated to several hundred thousand physicians, health care executives, and government officials.

Sari Staver has been covering AIDS for many years.

She's writing a story about "New Directions in AIDS Research", with attention to the increasing cooperation between Clinton Administration officials and representatives of community groups and private industry.

She will ask your views on the idea of a "Manhattan Project" for AIDS, as well as about the Madison meeting.

She will also ask about how you plan to staff and operate your office and what process you will use to fill gaps in AIDS funding.

3. Wednesday, September 1, 9 am - 9:30 am
In person, in your office at 750 17th St. NW

Adam Christie, publisher and editor of Digest of Organisational Responses to AIDS & HIV

Tel: 011-44-274-521511 (Bradford, England)

The Digest is published in Bradford, England. It reports and analyses the organisational implications and responses to AIDS from around the world.

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Wednesday DATE August 18, 1993

TIME 3:30 p.m. LOCATION 750 17th St., N.W.

SUBJECT Phone Interview with McClatchy Newspapers

PARTICIPANTS:

Mr. Laurence O'Rourke will doing the interview scheduled for 10 minutes regarding Needle Exchange.

August 18, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: Press Interviews Scheduled

FROM: Rayford Kytile 202-690-6867

Fax: 202-690-6608
202-232-4363 (Home)

1. Wednesday, August 18, 3:30 pm - 3:40 pm
By phone, call him at 202-662-8740

Laurence O'Rourke, McClatchy Newspapers (120 papers based in California)

He'll ask about your views on needle exchange programs. He's just back from the Netherlands. He has talked to CDC and NIH. He hears PHS is encouraging states to investigate needle exchange programs.

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Thursday DATE August 19, 1993

TIME 11:00 a.m. LOCATION 750 17th St., N.W.

SUBJECT Phone Interview with Infectious Disease News and Infectious Diseases in Children

PARTICIPANTS:

Mr. Jody Charrow will be doing the interview scheduled for 20 minutes.

August 18, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: Press Interviews Scheduled

FROM: Rayford Kytte 202-690-6867

Fax: 202-690-6608

202-232-4363 (Home)

1. Thursday, August 19, 11:00 am - 11:20 am
By phone, call him at 1-800-257-8290, Ext. 364

Jody Charnow, reporter for Infectious Disease News and
Infectious Diseases in Children (combined circulation about
45,000 physicians)

Basic introductory interview. His questions are attached.

08/18/93 09:55

SLACK

001

Rayford Kytla:

Pursuant to our telephone conversation this morning, I am requesting an interview with Kristene Gebbie so that I can write a profile about her in Infectious Disease News and in Infectious Diseases in Children, both physician-targeted publications of Slack Inc., of 6500 Grove Rd., Thorofare, N.J., 08088. The combined circulation is 45,000.

I estimate that I'll need a 20-minute interview. I'd like to have that interview by Friday, Aug. 20.

A list of questions for Ms. Gebbie accompanies this letter. My phone number is 866-257-8280, ext. 364. As per Slack policy, I'll send her a prepublication copy for her review.

Thank you for your help.

Sincerely,

Jody A. Charnow
Jody A. Charnow
Staff Writer

11 am 8/19
20 min
phone

Questions for Kristene Cabbie:

What are your plans?

What are your duties?

What are the term limits on your position?

What do you think about activist groups and their proper role in the fight against AIDS?

Do you have plans to work with them? If so, in what capacity?

Regarding women and HIV: what are you going to do to change people's perceptions about who gets AIDS now that the epidemic has been shown not to be exclusively a homosexual disease?

People trying to combat AIDS say that black people, more so than whites, resist taking prophylactic measures and participating in AIDS studies. A factor may be that black people do not trust the government and the white establishment (perhaps the legacy of the Tuskegee Syphilis Study). Do you think this is so? If it is, what can you do to overcome this resistance?

What do you think about the immigration policy and the concerns about AIDS?

Can you change policy or will you be limited to making recommendations?

Where do you see AIDS research going?

Do you have the power to control research dollars?

What is the future of AIDS care in the United States?

What is the primary care doc's ^{role} and how might that change in the future?

What difference is your position expected to make?

What does the president expect from the position?

Can you provide any interesting anecdotes about how you got to this position?

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Tuesday DATE August 3, 1993

TIME 4:00 p.m. LOCATION 750 17th St., N.W.

SUBJECT Interview with Hearst Newspaper

PARTICIPANTS:

Mr. Stewart Powell will be conducting the interview for 30 minutes.

July 27, 1993

NOTE TO: Retina
SUBJECT: Press Interview for Ms. Gebbie
FROM: Rayford Kytile *RK*

Stewart Powell from Hearst Newspapers will interview Ms. Gebbie in her office at 750 17th St. N.W., at 4 p.m. on Tuesday, August 3, 1993, for 30 minutes.

He is doing a personal and a policy profile -- about her and her perspective on her new job.

In addition to The San Francisco Chronicle, Hearst feeds into the New York Times News Service which reaches over 600 newspapers nationwide.

His phone is 202-298-6920, Fax: 202-298-7862.

February 24, 1994

**SCHEDULED INTERVIEW
FOR
KRISTINE GEBBIE
NATIONAL AIDS POLICY COORDINATOR**

ONAPC STAFFER: John Paul Gurrola

DATE/TIME OF EVENT: 8:00 AM Friday, February 25, 1994

LOCATION: [YOU CALL HIM] 312/222-4730

ORGANIZATION: WGN News Radio Chicago

CONTACT: Rod Sierra 312/222-4730

PURPOSE: To interview the NAPC for the talk show "Adelante," a issue and ethically diverse talk show that airs Sunday nights at 9:30PM.

OTHER PARTICIPANTS: Rod Sierra will interview you.

MEDIA COVERAGE: NONE

REMARKS REQUIRED:

BACKGROUND: WGN is the number one talk radio station in Chicago.

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Tuesday DATE August 10, 1993

TIME 10:00 p.m. LOCATION Pittsburg Vista Hotel

SUBJECT Phone Interview with the One In Ten Radio Program

PARTICIPANTS:

Mr. Jeff Schiffman, Producer and call-ins. They will call you at your hotel room between 9:30 p.m. and 9:45 p.m. to make sure you are comfortable before the show.

HHS/FDA Tuskegee

*Pharmaceutical Co.
need community involved*

5478

KG

Will call
between 9:30 pm
or
9:45 pm

To: Rayford Kytte
Fax: 202 690 6608

Re: Appearance of Kristine Gebbie on the radio program ONE IN TEN.

From: Jeff Schiffman, Producer Phone: 508 283 3202

As we have discussed we would like to interview Ms. Gebbie on ONE IN TEN which is a news/information/talk program primarily aimed at the gay and lesbian community in Boston.

The program airs every Monday night from 10 PM until 1:30 AM on WFNX (101.7) fm, and has been produced for almost 1 year. WFNX is owned by The Boston Phoenix newspaper which also owns a newspaper in Providence, Rhode Island and in Worcester, Massachusetts.

ONE IN TEN is not a confrontation program. It is an informal forum for our guests to explore and examine issues and personalities of concern to our gay, lesbian, bisexual and straight audience. Our guests have ranged from Barney Frank and Gerry Studds to David Mirner to RuPaul and Lea Delaria.

The audience for ONE IN TEN seems to be predominantly 18 through 35, well educated and passionate about the program. We will not have any other guests on while Ms. Gebbie appears and our home audience would participate through call-ins.

We would be like to have Ms. Gebbie as our guest on Monday night, July 26 at 10 PM, and she and AIDS policies would be our only focus for the entire hour. We would call her in Washington and she would be able to hear callers to the program through her telephone. We hope this will be possible for her to do on that date, although we certainly are open to alternative dates if necessary.

I look forward to hearing from you as soon as possible, and I have not heard by the end of next week I will call you.

Thank you for your help.

Jeff Schiffman

KRISTINE M. GEBBIE, R.N., M.N., F.A.A.N.
NATIONAL AIDS POLICY COORDINATOR
DEPARTMENT OF HEALTH & HUMAN SERVICES
Room 729H Humphrey Building
200 Independence Ave., S.W.
Washington, D.C. 20201

DAY Wednesday DATE July 7, 1993

TIME 12:10 LOCATION 729-H

SUBJECT Phone Interview w/Mike Binstein of Washington Merry-Go-Round

PARTICIPANTS:

Mr. Mike Binstein will be conducting the interview live.

JACK ANDERSON and MICHAEL BINSTEN
Washington Merry-Go-Round

June 30, 1993

Concurs failure

To: Rayford Kytie

From: Melinda Maas

Rayford --

As per our conversation, I am writing to request an interview with AIDS policy coordinator Kristine Gebbie. Columnist Jack Anderson would like to interview Ms. Gebbie on his nationally syndicated radio show about her plans in office and the national AIDS strategy. The interview would last for fifteen minutes and could be done over the telephone. Mr. Anderson's program, "Watch on Washington" is on air Monday through Friday, Noon to 1PM, ET. If possible, we would like to set something up for next week. If you have any questions, I can be reached at (202) 944-3030. Thanks for your help. I'm sure you've had your hands full.

Sincerely,

Melinda Maas
Melinda Maas
Radio Producer

Tues or Wed

Mike Binsten

*Phone
7/6 Wed Noon*

*They'll call you at 12:10
for 15 minutes (690-5471)*

Confirmed 7/2 @ Maas RK

August 23, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: Radio Interview Scheduled
FROM: Rayford Kytile 202-690-6867
202-232-4363 (Home)

1. **Tuesday, September 21, 1993, 1:00 pm - 4:00 pm**
In person, taping for radio show
Taping at American University' WAMU at 4400 Mass. Ave., NW
 - 1 - 1:45 pm -- Drive to studio
 - 1:45 - 2:45 pm -- Tape the show
 - 2:45 - 3:15 pm -- Discussion with DeChant and Moseley-Braun
 - 3:15 - 3:45 pm -- Drive back to 750 17th St

Chris DeChant, "Aware: HIV Talk Radio"
Tel: (312) 644-8600

This show, which began in August, 1992, now broadcasts twice each week on WNUA 95.5 in Chicago and once a week in St. Louis and Philadelphia with a weekly audience of 100,000 people. Beginning in October, 1993, they will also be on stations in Dallas and Los Angeles. In addition, they will make the show available to the National Public Radio Satellite System, so that any station affiliated with NPR can download the show.

It is a non-profit show. Cassettes of the broadcast are made available to anyone who asks for one, free of charge.

The show's purpose is "to bring expert information on HIV prevention, treatment, and health care resources to HIV-positive individuals, as well as all people affected by HIV disease, in an easily accessible and understandable format."

Your show would begin with about ten minutes of the host, Chris DeChant (who has HIV) asking about your role and your goals.

Then Senator Carol Moseley-Braun (D - Illinois) would join in a discussion (about 20 minutes) of HIV education and direct health care in the U.S. Attention would be paid to the recommendations of the recent final report from the President's Commission on AIDS.

Then you and the Senator would be joined by Jeff Levi and Martin Delaney (and possibly Congressman Gerry Studds D-Mass) to continue the conversation on prevention and education as well as health care for those with HIV and AIDS.

(More)

Page 2 - Ms. Gebbie - Aware: HIV Talk Radio

After the show, DeChant would like to talk to you and the Senator, also at American University, but not for taping, for about 30 minutes about his show and "how it may work in conjunction with the federal government in providing prevention education and health care regarding HIV disease."

Attachments

THE HIV TALK RADIO PROJECT MISSION STATEMENT

- 0 *The HIV Talk Radio Project's* mission is to provide a continuous forum for the dissemination of HIV/AIDS (STD) legal, social and medical - and related health care/wellness - information to the HIV community, all people at risk and the general public. Furthermore, The Project's mission is to widely distribute this information in order to increase fundamental understanding of the disease and epidemic; to enable people at risk - particularly high risk groups including gays/lesbians, adolescents & young adults (14-24), I.V. drug users, street people, women and communities of color - to obtain information to optimally ensure their protection against HIV; to provide persons living with HIV/AIDS (including their families, friends, health care providers, employers and associates) post-infection information enabling them to increase the quality and duration of their lives; and, to provide legal, social and healthcare/wellness resource information to all people.
- 0 *The HIV Talk Radio Project* is a registered not-for-profit corporation with the sole purpose of researching, producing and distributing healthcare and social wellness information via print, radio, television and video mediums. The project is not a platform limited to any specific interest group or organization. Rather, its mission is to draw public attention to information relevant to serious wellness/healthcare topics, including the HIV/AIDS epidemic, and the viewpoints of all persons impacted, *directly or indirectly*, by HIV/AIDS and other critical health/wellness issues. The information provided by The HIV Talk Radio Project is delivered for the easy understanding of all people in a tone that is empathetic and serious, yet not without optimism.

HIV TALK RADIO PROJECT FORMAT

A WEEKLY, 30 MINUTE, PUBLIC SERVICE TALK RADIO PROGRAM
PROVIDING AVAILABLE CURRENT INFORMATION ON HIV/AIDS,
SEXUALLY TRANSMITTED DISEASES AND RELATED HEALTH
CARE/WELLNESS ISSUES THAT ENCOURAGES LISTENER AWARE-
NESS, PARTICIPATION AND EDUCATION WHILE ENSURING
LISTENER ANONYMITY.

HIV TALK RADIO PROGRAM GOALS

- 0 To deliver timely, accurate and useful information from local and national expert resources to increase public awareness of valid HIV/AIDS and healthcare information and service agency resources.
- 0 To simultaneously enable community service agencies to increase public awareness of service programs available and to allow for public critique as to the effectiveness of these resources, as well as, to increase awareness of unaddressed community needs.
- 0 To bring public attention to the actual social, economic and personal impact the HIV/AIDS epidemic has on the entire community, not just the HIV community nor groups at risk.
- 0 To foster open discussion of HIV/AIDS and healthcare issues in order to increase communication and consequently find solutions to ever increasing healthcare/wellness challenges within our society.
- 0 To expand the radio program's broadcast from the Chicago market to 20 - 25 other U.S. cities strongly impacted by HIV disease within twelve to eighteen months. Additionally, to establish relationships with HIV/AIDS service organizations in these cities to help promote the radio program, provide cassette tape libraries locally, and to help promote local HIV/AIDS services to local listeners.

AWARE: HIV TALK RADIO**Broadcast Markets, Stations & Ratings****CHICAGO****WNUA - FM 95.5***Sunday mornings at 7:00***Audience: 26,000****WKQX-FM 101.1***Sunday evenings at 12:00***Audience: 18,000****ST. LOUIS****KDHF-FM 88.1.***Friday evenings at 7:00***Audience: 30,000****PHILADELPHIA****WKDU-FM 91.7***Wednesday mornings at 11:30***Audience: 28,000****CLEVELAND****WCPN-FM 90.3***Friday afternoons at 12:30***Audience: 18,000****Total # of listeners per/week: 120,000***** Arbitron Ratings as of 7/15/93**

**LISTING OF HIV/AIDS SERVICE AGENCIES SERVICE AS MARKETING
SUPPORT ORGANIZATIONS FOR AWARE: HIV TALK RADIO**

CHICAGO

Horizons Community Services
The State of Illinois AIDS Hotline

PHILADELPHIA

We The People
The Community AIDS Hotline

ST. LOUIS

St. Louis Effort For AIDS

CLEVELAND

AIDS Commission of Greater Cleveland

AWARE: HIV TALK RADIO TARGET AUDIENCES AND DEMOGRAPHICS**0 TARGET AUDIENCES:**

- 0 Adolescents and Young Adults 12 - 28
- 0 Women (12 - 40)
- 0 Communities of Color: African Americans and Latinos
- 0 HIV-positive persons (Including their friends and families)
- 0 Health Care Providers/Educators/Employers
- 0 All sexually active individuals, regardless of age, lifestyle or sexual orientation.

AUDIENCE DEMOGRAPHIC BREAKDOWN:

For U.S. cities where *Aware: HIV Talk Radio* currently broadcasts:
Chicago, St. Louis, Philadelphia and Cleveland.

- * Current audience per/week based on July 15, 1993 Arbitron Ratings: 120,000 people

% female:	51%
% male:	49%
% 12 - 28:	43%
% 29 - 40:	52%
% over 40:	5%
% gay/lesbian:	39%
% of color:	42%
% Urban:	67%
% suburban/rural:	33%
% unmarried:	73%
% married:	27%

- * # of Cassette Tapes Distributed To General Public Per Month: 1000
- * Pass Through Rate on Cassette Tape Listeners: 10 people per tape
- * Cassette Tape Audience Per/Month: 10,000

AWARE: HIV TALK RADIO

Partial Topic Listing

AIDS: Myths, Facts & People At Risk
Protecting HIV Impacted from Discrimination: The American With Disabilities Act
When A Partner Has AIDS: An Interview with Dr. Dennis Shelby
What is Safer Sex and Does It Really Protect You from AIDS?
Activism and AIDS
How Optimism Can Improve Your Health
What College Students Are Saying About AIDS
Not In My Backyard: AIDS in The Suburbs
How Employers Can Cope With HIV in The Workplace
Why Nutrition Can Save You Life
Empowering Communities of Color to Fight AIDS
How To Negotiate Safer Sex
When You Can't Keep HIV a Secret: Telling Your Family Your HIV Infected
Spirituality and Your Health
Experimental HIV Drugs (A 2 Part Series)
The Benefits of Home Care Verses Hospital Care
Dating & HIV Positive/Negative Couples
The Fight to Help Children With AIDS
AIDS & Media: Portrait of An Epidemic
AIDS and The Hispanic Community
A Special Interview with Miss America 1993
Women & AIDS: Invisible Epidemic
Mom/Dad Love Me Please: An Interview with Sylvia Goldstaub
The Debate Over Criminal HIV Transmission Laws
How To Make Love to A Man Safely!
The Front Line Fight Against AIDS: How to Use Community Service Organization
HIV Testing: Am I a Person That Needs An AIDS Test?
Substance Abuse and AIDS
Understanding Happiness and How It Affects Your Health

BIOGRAPHY

Christopher J. DeChant
Executive Producer/Co-Host
The HIV Talk Radio Project
Chicago, Illinois

Christopher DeChant is a public relations/marketing executive with a strong background in electronic media production, media consulting, corporate communications, health care issues marketing/public relations and non-profit development. DeChant is currently the executive producer and co-host of *Aware: HIV Talk Radio*, produced by the non-profit HIV Talk Radio Project, Inc. in Chicago, Illinois.

Prior to producing and co-hosting *Aware: HIV Talk Radio*, DeChant was a public relations/communication consultant for RuderFinn, Inc. (Washington, D.C. and Chicago) from August 1989 until January 1993. During his tenure with RuderFinn, Inc., he developed and supervised media, funding and community relations campaigns for the Art Against AIDS Campaign/Chicago (American Foundation For AIDS Research), the inaugural AIDS Walk Chicago, The Ray Graham Foundation for The Handicapped and The Easter Seal Foundation. DeChant additionally executed projects for corporate clients including Axa Midi Assurance/Paris, The Miss America Foundation, WTTW-TV and Citibank of Illinois.

Prior to joining RuderFinn, Inc., DeChant was a marketing executive and on-camera talent for David & Lee Model Management. There he opened the talent agency's first two European offices in Milan, Italy and Barcelona, Spain.

DeChant's educational background includes a Bachelor of Arts degree in Communications/Political Science from John Carroll University (1982) and a Master's Degree in Business Administration from Cleveland State University (1985).

DeChant's professional and civic affiliations include his work as a board member for The Stop AIDS Chicago Project (April 1987 - May 1989) and memberships in the Publicity Club of Chicago, The Chicago Area Public Affairs Group and The Public Relations Society of America.

In October, 1991, DeChant was diagnosed HIV-positive. Since then, he has devoted his professional and personal efforts to producing and co-hosting the nation's first weekly talk radio program on HIV/AIDS issues - *Aware: HIV Talk Radio*. Additionally, DeChant has developed a seminar program on HIV & The Workplace. DeChant has presented this seminar series to more than 30 Chicago area employers.

DeChant is 33 years old and is a resident of The City of Chicago.

#

BIOGRAPHY

Sondra L. Roberts
Radio/Television Producer
Chicago, Illinois

Sondra Roberts is a radio/television professional who is currently the co-host of *Aware: HIV Talk Radio* and a news producer for WFLD-TV's (Fox 32) daily morning news program - *Good Day Chicago*.

Roberts professional background includes extensive television and radio research, reporting, production and editing. Previously, Roberts worked for The Beverly Price Company producing regional segments for CBS' "Entertainment Tonight." She also produced the Angel Award-winning gospel music program "Saturday Night Sing" on WCFC-TV.

Prior to these pursuits, Roberts worked as the executive producer for "The Ed Tyll Show" and producer/reporter for the public affairs talk show "Women Today" on Chicago's WLUP Radio AM.

Robert's educational background includes a Bachelor of Science Degree in Radio/Television/Film from Northwestern University (1989) and the completion of the Professional Voice Program at the Schwab Rehabilitation Center.

Roberts received the Certified Toastmaster Certificate in August of 1992 and was named among "100 Women to Watch in 1993" by *Today's Chicago Woman*.

Sondra Roberts is 26 years old and is a resident of Flossmore, Illinois.

#

HIV TALK RADIO PROJECT

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Friday, May 7, 1993

Southtown Economist



RUDER-FINN

ON THE RADIO



Sondra Roberts and Chris DeChant, hosts of "Aware: HIV Talk Radio."

AIDS, HIV & awareness

In October 1991, Christopher DeChant was told he was infected with the human immunodeficiency virus.

"It's hard to realize that you're hearing something in one sentence from your doctor that is going to forever change your life," DeChant said Thursday.



JOEL BROWN

He was already active with AIDS organizations — "I've got a lot of friends that are dead." But DeChant went through most of the emotions one might expect on first facing HIV.

"Obviously it was far from the kind of news you want to hear, and there were still a lot of the same kind of feelings of fear, of 'Am I going to get sick?' ... But I think it was a little bit easier because at least I knew there was information out there and there were places to get help. I might have worked through it a little faster."

But after a few months of "venting" those feelings, he started to think, "I'm here, I'm healthy, now what am I going to do about it?"

He said, "I thought one of the ways I could deal with it was to combine my professional background in public relations and my interest in AIDS education. It gave me something to focus all that energy and emotion on, something positive."

And so "Aware: HIV Talk Radio" was born. Airing Sunday mornings at 7 on WNUA-FM (95.5), the half-hour show offers news updates, studio interviews and a listener call-in segment, each developed to help Chicagoans deal with the medical, emotional and social issues surrounding HIV infection and AIDS.

Chicagoan DeChant is the co-host, along with former WLUP radio producer Sondra Roberts of Carol Stream.

"We met through a mutual friend. I was specifically hoping to find a female co-host, to make sure we presented other viewpoints. She's heterosexual, not infected, married and she lives in the suburbs. ... We kind of balance each other out," DeChant, who describes himself as bisexual, said with a laugh.

Topics of recent programs have included everything from HIV in the workplace to the "hidden epidemic" of AIDS among women and "AIDS and Your Dentist: How to Be Safe." But the hosts work hard to steer clear of the political agendas driving many AIDS groups, including gay rights.

"We're not doing news stories on gays and the military, because that's not our focus. People are like, 'Oh, you're a gay

■ See BROWN page 5

■ Brown

(Continued from page 1)

and lesbian talk show! And we're not. We're about health issues and medical issues. ... The program needed to be, politically, like Switzerland. We present you with various sides of the information and let you decide. Sometimes we try to find a middle ground where people can take another step, get more information or agree to work with each other."

WNUA and Station Manager John Gehron deserve a lot of credit, DeChant said, for agreeing to air "Aware" as a public-service program, while many other Chicago stations were lukewarm at best.

The show debuted last August 2; the 40th episode airs Sunday. "Aware" will soon begin airing in Philadelphia, and stations in Atlanta, Minneapolis and other cities are discussing it as well.

For many people with HIV and AIDS, their attitude toward the disease may help determine how well they cope with it and perhaps even how long they survive. That makes "Aware" especially important to them, DeChant said.

"You'll have people on who are HIV positive and who were depressed and this and that, and then finally something snaps them out of it. They met somebody or talked to somebody or heard something, and decided I'm sick of this bull---, I'm going to take care of myself, and their attitude turns

around and their life turns around," DeChant said.

"I hope by having these people on the air, somebody listening at home might have that same snap and think, if they can do it, so can I."

DeChant is still asymptomatic, although blood-cell counts show clearly that the virus is affecting his body.

"I think we have kind of made a dent in the iceberg," he says of "Aware." "But there's a lot of work to go! I wish I could say we're having a guest on next week who will tell us what the cure is, but I know we're not. My goal is that, two years from now, the program has really gotten out around the country, so if I cease to exist, the program could go on with someone else, and people could still get what they needed."

Post-It™ brand

Fax Transmittal Memo

To **Mr. Steve Lee**
 Company **Office of National AIDS Policy**
 Location **Washington, D.C.**
 Fax # **202/632-1096** Telephone #
 Comments **Steve:**

7672 No. of Pages **1** Today's Date **4/9** Time
 From **Chris DeChant**
 Company **AWARE: HIV TALK RADIO**
 Location **Chicago** Dept. Charge **02152**
 Fax # **312/644-6454** Telephone # **312/644-8600**
 Original Disposition: ☐ Destroy ☐ Return ☐ Call for pickup

Confirmation of Kristine Gebbie's 4/12/94 interview on AWARE

**Produced by The HIV Talk Radio Project**

WNUA 95.5/Chicago WKQX 101.1/Chicago WKDU 91.7/Philadelphia
 KDHX 88.1/St. Louis WCPN 90.3/Cleveland KPWR 106/Los Angeles
 KIFM 98/San Diego WLWU 88.7/Chicago WUBU 106.3/South Bend

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Executive Producer
Mr. Christopher DeChant

April 8, 1994

Mr. Steve Lee
 Scheduling Director
 Office of the National AIDS Policy Coordinator
 Executive Office of The President
 Washington, D.C.
 FX: 202-632-1096

RE: Kristine Gebbie Interview on AWARE

Dear Steve:

Please accept this letter of confirmation for Kristine Gebbie's upcoming interview on AWARE: HIV TALK RADIO. The interview is on April 12, 1994 and will begin at 8:30 PM/ET. We will call Kristine at 202-387-0015 for the interview.

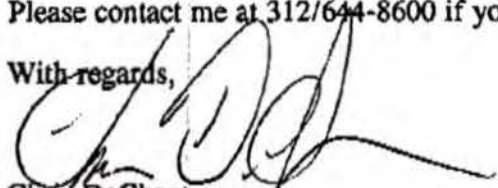
The other guests on this program are Moises Agosto, Advocate for the National Minority AIDS Counsel and Fred Kroger, CDC National Director of AIDS Education and Information.

The issues we will discuss are:

- What has been accomplished in prevention education since 1985
- Road blocks to more effective HIV prevention education
- Plans for pro-actively dealing with epidemiologic changes in risk populations
- Plans for coordinated national, regional and local HIV-prevention efforts.
- Future directions in health education marketing

Please contact me at 312/644-8600 if you need anything or have questions.

With regards,


 Chris DeChant
 Executive Producer/Co-Host
 (312) 644-8600

cc: John Paul Gurrolla

April 8, 1993

444 N. Michigan Avenue, #1600 / Chicago, IL 60611
 PH: 312/644-8600 / FX: 312/644-6454

November 13, 1993

MEMORANDUM

TO: KRISTINE GEBBIE
FM: BEN MERRILL
RE: Your position on mandatory testing

In a number of meetings I have been asked a question about your position on mandatory testing. The following is a transcript of your interview in The Washington Blade on this issue. I assume this is still your position.

Taken from The Washington Blade, July 9, 1993

Blade: Some critics of your have told us that they're concerned that you had proposed a mandatory reporting process for those who got tested for T-cell counts, and that the reporting be done through laboratories in the state. Could you explain what you had in mind there and why you think the governor [Booth Gardner of Washington state] ultimately turned it down?

Gebbie: Well, A. the governor didn't turn it down and B. the proposal didn't come for me personally, it came from a working group of a number of people. The board of health adopted a regulation that did not include laboratory reporting of T-cell counting in the end, and that's fine.

That proposal came up when the expanded case definition [of AIDS] came in. As you know the expanded case definition is related to T-cell levels and, as with many diseases where a laboratory test is pertinent to the diagnosis, one of the possibilities was having a lab report test s directly. That's just a double check on your reporting system. That's what we do with tuberculosis testing, for example--to rely not just on the doctor buy on the lab to send the information on. Bearing in mind that AIDS patients have been reported by name at the state level all along in this epidemic, that was just a way of making sure we noted that together.

The arguments against it were that T-cell testing is done for other reasons that identifying new [AIDS] cases and therefore, more people would be reported than needed. Some believed that laboratories were not sound keepers of privacy and that they might leak the information. And then, [there was] just the general; nervousness, I think, of names going any where to anybody, that everybody looked.

I wasn't particularly forceful supporter of that proposal. I thought it was a reasonable one, but it certainly wasn't

anything I was going to jump cliffs over or argue long about. I felt it deserved a fair hearing in the process and would have probably spoken out in favor of it at the board of health meetings had I still been office when it came along.

Blade: Do you feel that [T-cell reporting] might, as some AIDS activists have suggested, have discouraged some, nullified or canceled out any benefit it might have in making sure all the cases are reported?

Gebbie: I know they raised that question. I don't know how to answer that, and that was certainly part of the tradeoff, but I think the board of health went through

We don't know what the [new] wider case definition does around that. The other case definition, which really had people quite ill before they were reported, didn't seem to raise many questions. [people were ill enough that they needed medical care so the questions of reporting didn't seem quite as central there. Now we're dealing with people who are physically still feeling well and fitting under the case definition, and I think we're all learning what that is. Washington state has a good record on confidentiality, has reasonably good state laws in that area. I must admit I didn't see that as a central issue. But to the extent an activist group is saying it is a problem, that does seem to be a community level concern.

Blade: Some have said that you might have had a proposal or a feeling that mandatory reporting of positive tests for HIV antibodies was something to look into. Could you clarify your position on that?

Gebbie: I do think that someday -- five years, ten years, twenty years from now -- HIV reporting will be very much like our reporting for many other diseases. We will be far enough along in our community understanding not just of the disease, but our community understanding of human beings and their sexuality; some of the current hassles and fears will be minimized; and we will have a more extensive reporting system, especially if the earlier our treatment moves, the more it is we want to provide people with care.

The whole point of a disease reporting system is to connect people with the system. It's not to do something to them, its to serve them better, and serving not only them but those around them, including the people they may have been involved with. So I did ask the question, assuming this may come at some point, or will come at some point, what are the things we should think of? I wanted them to be looking at what needs to happen with our confidentiality laws. Do our anti-discrimination laws need redoing? Do we need different communicating mechanisms? What about computerized systems? What about the capacity of state and local health departments do anything with the information? Doesn't do any good to report a disease if we haven't got any staff there to deal with it. I simply wanted them to be having that discussion so we had our tick list of things we needed to be

anticipating and doing over time. Didn't have timetable in place, wasn't writing up a draft regulation, and wasn't running into it. But i just see that as one of the things that's coming and felt that it would useful to start the dialogue around it.

Blade: How do you feel about mandatory reporting? Do you suggest that the U.S. government require that at this time?

Gebbie: Absolutely not. No. First of all, even the phrase "mandatory" just makes everyone go like this [she flinches], including me.

I think anybody who is HIV-infected deserves to be connected with services. If he or she is already ill, he or she needs care. If the issue is support for learning to live with a disease that's going to be fatal, they need that support. If it is to understand how you got it and who you might have infected before you knew you had it, that's also a part of the process. I don't care how that connection happens. Any many individual practitioners who do HIV testing do all those connections for their patients. Many community groups do those connections for people. But there are some people who are so disconnected that only a formalized system through a health department seems to work to make the connections. But I don't want to push toward something called mandatory reporting till I also know that other things are in place, like absolute confidentiality for the name, like good non-discrimination laws in every jurisdiction, like enough capacity in the service system to respond when you get the name.

So, yes, I've been a part of raising that question, and I have said in groups I think we're moving toward that kind of reporting at some date in the future, But I am certain not in favor of it, certainly not in favor of the federal government mandating it, and I've argued that with CDC, that I don't think they should sound like they're pushing toward mandating it to the extent that they think it's good public health practice; They need to do better evaluation of the reporting, and counseling, and testing programs that are in place now to give us a better feel for what works and what doesn't work.