



DECEMBER 15, 1989

SAN FRANCISCO GENERAL HOSPITAL
AIDS PROGRAM
WARD 84, BUILDING 80
1001 POTRERO AVENUE
SAN FRANCISCO, CALIF. 94110

TO WHOM IT MAY CONCERN:

ENCLOSED, PLEASE FIND A CHECK IN THE AMOUNT OF \$500 AS A
CONTRIBUTION TO THE HLN/APEX ACCOUNT ON BEHALF OF THE FOLLOWING
PERSONS:

MR. HUEY LEWIS & THE NEWS
C/O HULEX CORP.
P.O. BOX 819
MILL VALLEY, CALIF. 94942

PLEASE SEND A GIFT CARD TO THE ABOVE.

THANK YOU FOR YOUR COOPERATION.

CORDIALLY,

A handwritten signature in cursive script, appearing to read 'Arlene Mizrahi'.

ARLENE MIZRAHI
ASST. TO PRESIDENT AND CEO

/am

MEMORANDUM

December 13, 1989

TO: Michela Reichman
 FROM: Connie Wofsy
 RE: UCSF and AIDS 1990
 Communications Planning

Let me respond to the specific issues:

I. 1. OUTLET FOR PRESS AND MEDIA

When Jim Bunn arrives fulltime this issue will be solved by having inquiries go directly through Jim and his ever-enlarging communications group which will be located at (415) 550-0880. Until mid-January, I suggest:

- a. **Scientific inquiries** be channeled as they would if there were no conference, directly to the investigator;
- b. **Questions of process**, e.g., registration,, times of press conferences, satellite communications, interface, hotel bookings, etc be directed to Jim Bunn and Bunn Communications International in Florida at (813) 481-5222.
- c. **Questions that are stories about the conference**, e.g., interfacing with immigration, plans for interaction with Gay Freedom Day, etc., should go to Bob Wachter or Dana Van Gorder in the AIDS 1990 Program Office at 550-0880.

2. PRESS RELEASES OF UCSF NEWSWORTHY SCIENTIFIC PRESENTATIONS:

A marathon meeting to review abstracts will take place in the third week in March, 1990. Lucy Felicissimo (550-0880) would be the appropriate contact person who will, with the track chairs and in very strong coordination with your office, plan a means to select key papers, transmit the information through Carol Fox, and work to organize a good UCSF press conference. We will be designating a track chair or other individual to focus on "hot" issues in each of the major areas for the conference newsletter, the Daily Conference Report, response to press, and anticipation of a press conference similar to the one you outlined for Montreal. Implementation - possibly Alice Trinkl

3. SHIPMENT OF PRESS RELEASES

Jim's organization will include a facilities manager who, in conjunction with Bill O'Connor, will address issues such as paper goods storage.

4. ADVANCE PUBLICITY

Dynamite idea! You raise very key issues and ask what the plan is. To some degree, we have to know that the question is there before we can formulate the plan. Advance publicity can only be good for UCSF and its stepchild, the Sixth International Conference on AIDS. We should meet and discuss this and then present it to the Communications Committee.

5. ALICE TRINKL, UCSF NEWS OFFICER covering AIDS Activities at San Francisco General Hospital under Carol Fox's supervision.

I look forward to meeting Alice, would like to include her in the communications committee, and suspect that she can act as a valuable liaison. I want to reiterate, however, that our first preference is to also have you or Carol Fox be an active part of the Communications Committee. We need your laser beam of experience to accurately target the questions, and, more importantly, formulate the answers.



MEMORANDUM

December 8, 1989

**TO: Michela Reichman
John Ziegler**

FROM: Connie Wofsy

RE: Telephone Discussion with David Perlman

I had a very productive telephone discussion with David Perlman on Tuesday, 12/5. His chief concerns were about budget and the role of the Daily COnference report vis-a-vis the media. I think I was able to succinctly review the intent of the DCR and he confirmed, as had Charlie, that it would not conflict with the media. He was more concerned about how it might complement the media and I indicated that:

1. It would be available;
2. It would provide breadth when most journalists are limited to two stories per day;
3. It would be useful to certain organizations as more of an educational piece; and
4. It was serving, to some degree, as a pilot for this kind of programming.

Credentialing was the other issue he was well tuned into. I reviewed the credentialing criteria we had established and it turns out that at our previous communications meetings, we have given thought to most of the issues that were on his mind. I felt very pleased that the issues we have addressed with such deliberation are the ones that are visible to a sharp and experienced science writer.

The third area was Carol Rogers. He holds her in very high esteem and wanted to be sure we knew of her and had access. Through Michela's introduction, we have met personally and spoken on the telephone. She has generously offered suggestions and welcomes questions by telephone. The AAAS meeting in 1990 will occur February 15-20 in New Orleans.

David again confirmed his willingness to be available to the communications group and to provide input or observation. I suggested that we would like to call on him at a later time when Jim is here and on board since it was so valuable for Jim to hear the comments that were raised at our meeting last Thursday.

Michela, thank you for your willingness to set up a meeting. Doing things on short notice is always difficult. I think the main issues were addressed by phone and we can move ahead as scheduled.

**cc: Jim Bunn
Communications File**

CW:sb



6. At your request, we had agreed to postpone a direct meeting between you and Jim Bunn about various issues of overlapping personnel so that the dust could settle from the 125th anniversary activities and a convenient time could be arranged when Jim is more accessible. We should set up a meeting up at the earliest convenience after his arrival in January.

7. **UCSF NEWS WRITERS**

I think this falls under the same category as Item 5; we need to have an early discussion between you and Jim Bunn.

8. **UCSF "B" ROLE FOOTAGE**

I am sure Jim will be pleased to hear of this offer - another subject for discussion

II. **DAILY CONFERENCE NEWSPAPER**

As you know, we always prefer to use UCSF programs wherever possible during the Sixth International Conference on AIDS. At your suggestion, I contacted Janet Norton and have attached for you a copy of the memo of 11/17/89 which I sent to her. Jim Bunn is in the process of putting his whole staff together. We have implemented your suggestion that he oversee the newspaper.

III. **DESIGNATION OF A SINGLE INDIVIDUAL TO WORK WITH UCSF**

Very good preplanning. Since Jim Bunn's organization is now being assembled, it is premature to give the specific names. It seems logical that Margaret Crawford, the Press Center Manager, would play a major role. However, the final designations most appropriately come from Jim Bunn.

SUMMARY:

1. Jim Bunn and his groups will be fully onsite by the end of January. In the interim, current numbers on the facsimile cover page are the most up-to-date.
2. We must set up a meeting to include Michela Reichman, Jim Bunn, Carol Fox, Connie Wofsy, and possibly Margaret Crawford (Press Center Manager) and Alice Trinkl.

Topics

- a. Preconference publicity
 - b. Filming of UCSF-related activities for the Daily Conference Report
 - c. The Daily Conference Newspaper organization and implementation
 - d. Establish specific liaisons within Bunn Communications International communications group and the UCSF News and Public Information Services.
 - e. This could be at UC. I would like to see the operation there also. I will call in early January to set some possible times. Jim's schedule will be known by then.
4. Connie Wofsy will meet with Alice Trinkl when she comes on board. Her role will have to be reviewed with Paul Volberding.
 5. I will forward your memo and my response to Jim Bunn. All communications-related issues should be transmitted to Jim. Please mail or fax any documents related to the communications effort for the Sixth International Conference on AIDS to him through mid-January in Florida at 13520 Brynwood Lane S.E., Fort Myers, FL 33912; 813/481-5222 (tel) & 813/481-5773. When in San Francisco, he resides at the Vintage Court Hotel, 392-4666. His next visit scheduled for San Francisco is December 18-December 22 (C. Wofsy out of town).
 6. The next Communications Committee meeting will be either Thursday, 1/18/89, from 2:00-5:00 pm or Tuesday, 1/30/89, from 2:00-5:00 pm dependent upon Jim's schedule. I will get a notice out in early January.

CW:sb

Attachments

cc: Jim Bunn w/ attachments
Paul Volberding w/ attachments
Bill O'Connor w/ attachments
Janet Norton w/ attachments

John Ziegler w/ attachments
Bob Wachter w/ attachments
Carol Fox w/ attachments
Alice Trinkl w/ attachments



FACSIMILE TRANSMISSION

AIDS ACTIVITIES PROGRAM
WARD 95, BLDG 90
SAN FRANCISCO GENERAL HOSPITAL
995 POTRERO AVENUE
SAN FRANCISCO, CA 94110

(415) 550-6890 (tel)
(415) 476-0341 (fax)

December 18, 1989

TO: SUE SWANNELL, WHO Global Programme on AIDS

FROM: SAM BROYLES, ASSISTANT TO CONSTANCE B. WOFSY,
M.D.

NUMBER OF PAGES INCLUDING COVER: 2

IF INCOMPLETE TRANSMISSION OCCURS, PLEASE CALL SAM
BROYLES AT ABOVE-LISTED NUMBER. THANK YOU.



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SCHOOL OF MEDICINE

Please address reply to undersigned at
AIDS ACTIVITIES DIVISION
San Francisco General Hospital
Building 80, Ward 84
1001 Potrero Avenue
San Francisco, CA 94110

VIA FACSIMILE TRANSMISSION

December 18, 1989

Sue Swannell
Global Programme on AIDS
World Health Organization
1211 Geneva 27
Switzerland

Dear Ms. Swannell:

This is to inform you that Constance B. Wofsy, M.D. will be arriving in Geneva December 20 at 8:20 am on Swiss Air Flight # 111 and will depart from Geneva on December 23rd at 7:05 am on Lufthansa Flight # 1851 pursuant to her attendance at the Consultation of Women's International Health Groups. It is my understanding from Dr. Mann's letter of 10 November that single room accommodation has been reserved for her at the Hotel Moderne, rue de Berne.

If further information is required please do not hesitate to contact me at facsimile US (415) 476-0341.

Sincerely,

Samuel L. Broyles
Assistant to Dr. Wofsy
San Francisco General Hospital

SB:sb

CW:sb



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SANTA BARBARA • SANTA CRUZ

SCHOOL OF MEDICINE

Please address reply to undersigned at
AIDS ACTIVITIES DIVISION
San Francisco General Hospital
Building 80, Ward 84
1001 Potrero Avenue
San Francisco, CA 94110

December 19, 1988

John K. Watters, Ph.D.
University of California
Department of Epidemiology and International Health
Urban Health Study
25 Belvedere Street
San Francisco, CA. 94117

Dear John,

I am writing to confirm our ongoing support of and collaboration with the Urban Health Study of San Francisco intravenous drug users. Your ~~intention~~ *recruitment* to recruit over 1000 intravenous drug users from several high risk, inner city San Francisco neighborhoods for seroprevalence and seroincidence ~~will~~ *data* provide valuable information about HIV in these populations and will further the recruitment of partners for your studies in outreach prevention and intervention and for our own studies on cofactors of transmission and progression of disease.

We continue our commitment to share appropriate data so that we can increase total sample size and better answer the questions that we are each evaluating so carefully. I support your study and look forward to our ongoing collaboration.

Sincerely,

Constance B. Wofsy, M.D.
Co-Director
AIDS Activities Division
Principal Investigator
Project AWARE
Assistant Chief
Infectious Diseases
San Francisco General Hospital

CW:sb

URBAN HEALTH STUDY
25 Belvedere St.
San Francisco, CA 94117
(415) 864-8040

1) modify a
few words
2) pass by Judith
& sign for me

December 12, 1989

Constance B. Wofsy, M.D.
AIDS Activities Division
San Francisco General Hospital
Building 80, Ward 84
San Francisco, CA 94110

Dear Dr. Wofsy:

I'm writing to ask you for a letter of support on behalf of the Urban Health Study and our ongoing research with intravenous drug users in San Francisco. We began our research with intravenous drug users (IVDUs) in 1985 with funding from the National Institute on Drug Abuse (NIDA). We now interview and provide confidential HIV testing to about 1000 IVDUs per year. The majority of our research subjects are not in treatment, making them a difficult-to-reach population. Data collected in this effort has contributed significantly to the knowledge regarding HIV seroprevalence, AIDS risk behavior, drug use trends, and AIDS knowledge among IVDUs in this city.

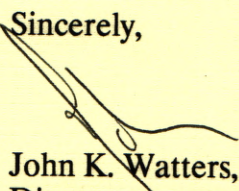
We currently have short-term funding through the Centers for Disease Control and the Office of AIDS. We plan to submit a new proposal to the National Institute on Drug Abuse for five years of funding. Strong support from the AIDS research and service communities in San Francisco will be one of the keys to gaining this funding for our research activities.

Please help us out with a letter of support. Any specific details you can include regarding your agency's relationship with the Urban Health Study (i.e., existing arrangements of collaboration or cooperation, referrals we make to your project or you make to ours, use of our data or papers, etc.) would be useful. Enclosed you will either find a "generic" sample letter to assist you in this endeavour or a copy of a letter you wrote us about this time last year. Please note that this year we are applying for new rather than continued funding.

In order to have adequate time to assemble our grant package, we need you to send your letter by December 22, 1989. I realize things tend to get a little hectic around the Holidays and I will appreciate your making time to write this letter.

Thanks for your support.

Sincerely,



John K. Watters, Ph.D.
Director