

4297

Dr Hunt

PUBLICITY FOR "DEAR DOCTOR" LETTER AND AIDS BLUE BOOK

I attach a draft Press Notice covering the latest "Dear Doctor" letter and enclosures. CMO has already agreed that we will issue the "Dear Doctor" letter and the AIDS Blue Booklet 2 to the media under embargo on Tuesday 1 October; this will allow for coverage in Wednesday morning papers.

If we are to obtain maximum coverage for this letter and accompanying advice, which I know CMO wishes, it is important that CMO makes himself available to undertake radio and TV interviews on Tuesday (pm) and Wednesday (am).

I propose that we invite the BBC "Today Programme" and LBC "AM" programme to the Department on late Tuesday afternoon to interview CMO. This will give us the opportunity to brief CMO beforehand. If CMO is prepared to start early on Wednesday morning we can try to get him interviews on both BBC Breakfast TV (Lime Grove) and TVAM (Camden Town).

Following this it would be possible to arrange interviews with BBC TV News, BBC Radio News and BBC World at One at Broadcasting House (Portland Place). Time permitting it might be possible also to record interviews for BBC Radio 1 "Newsbeat", BBC Radio 2 "Jimmy Young" programme and BBC Radio 4 "You and Yours" programme.

While in the West End it will also be possible to go onto ITN (Wells Street) to record interviews for "News at One" programme and subsequent ITN news programmes. Channel 4 News would like a separate interview but this could be recorded while at Wells Street.

A short diversion on the way back to the Department to Thames TV and Capital Radio (Euston Road) would complete the media interviews.

I realise that the above schedule might seem daunting but it is a certain method of achieving maximum coverage for this important announcement.

I would be grateful for CMO's views on these proposals by Monday 30 September so that we can make the necessary arrangements with the programmes concerned on Tuesday 1 October.

GRO-C

GRO-C

DAVID PRICE
Chief Press Officer (Health)
Press Office D505-8 AFH
Ext. GRO-C

27 September 1985

cc

Mrs Firth
Mr Murray

Dr Harris
Dr Abraham

Dr Smithies
Mr Harris

Mr Williams