

# Cutter



TO Dr. W. F. Schaeffler  
FROM J. D. Ryan  
SUBJECT AIDS Public Relations

DATE January 28, 1983  
COMES TO J. V. Hjorth  
R. J. Modersbach  
C. F. Patrick

Bud, Carolyn and I interviewed three public relations firms this week to see if it made sense to select one of them to provide us counsel and other assistance with regard to the AIDS situation. We felt that either Burson-Marsteller or Hill and Knowlton both could do a good job for us. Today we selected Hill and Knowlton, one of the larger national public relations firms. Donald Winks, Senior Vice President, and James Musslewhite will handle our account out of the San Francisco office.

We anticipate our relations with them to be in two phases. Phase I will start immediately and they will help us prepare a company position on AIDS, a company backgrounder on AIDS, advise us as to training in our Plasmapheresis centers and also the training of a company spokesman. We expect to have this completed by February 7 or 8. With this in place, then we will begin the screening of our Plasmapheresis donors to exclude the high risk groups during the week of February 7. After this is accomplished, Hill and Knowlton will supply us with a longer term program with costs for our evaluation.

As you indicated earlier, Bud Modersbach will be the direct contact with Hill and Knowlton and at present is designated as the company spokesman for this matter.

GRO-C

J. D. Ryan  
JDR/rjc

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