

State's new AIDS ads issue stern warnings

By Tom Henderson
Staff Writer

Those who get AIDS die ugly, painful deaths. To fight the contagious disease, the state Department of Public Health has launched a graphic ad campaign that is nearly as hard hitting as the disease.

The purpose isn't to kill, but to save lives. At the very least, it intends to grab the public's attention. "We hope it won't be controversial, but you'll always get some people who think you've gone too far," said Jean Chabot of the state health department at a news conference last week. It unveiled the year-long statewide campaign that began Friday.

THERE WILL be newspaper, radio and TV ads, posters and billboards. To judge from the reaction of those at the press conference at the new Radisson Hotel in Southfield, the campaign is startling and effective.

For example:

• A poster shows a skull and crossbones atop a hypodermic needle. The caption reads: "Don't share needles. Don't get stuck with AIDS."

• A voice on a radio ad says: "If you're shooting up with a borrowed needle, you're living on borrowed time."

• A voice on a TV ad says: "Don't share a bed with someone who shares a needle." There is a close-up of two headstones, side by side. The camera pans back. The headstones form the headboard of a fully-made bed sitting in the middle of a cemetery.

• A smiling baby is lying on a blanket in one TV ad. A voice says: "She has her daddy's smile . . . and

her mother's AIDS."

• A woman in a TV ad dances from man to man. The last man, who is visible from behind, grabs her and turns her around; he is a corpse in a shroud and grips her tightly. "Being the life of the party could be the death of you," says the announcer.

• Another TV ad and another voice: "I didn't know I had AIDS until I saw it on my baby's death certificate." The line is real, a verbatim transcription of an AIDS patient who was videotaped last year.

The campaign's directors, Brogan Kabot Advertising of Southfield, wanted to use him on the ad, but by

'I didn't know I had AIDS until I saw it on my baby's death certificate.'

— AIDS patient in state ad

the time they filmed it, he was too weak to participate.

"This has given us the chance to use our craft to affect a true life-and-death cause," said Marcie Brogan, president of Brogan Kabot.

THE CAMPAIGN cost \$1 million, with area ad people, consultants, musicians and suppliers working at reduced rates, according to Brogan.

Television stations around the state have agreed to run the ads without charge, which allowed Brogan Kabot to use the \$1 million more effectively.

The campaign is aimed at blacks, who suffer disproportionately from the disease; intravenous drug users; teenagers; and the general population. Ads aimed at blacks use black actors and street vernacular. Ads aimed at youngsters attempt to avoid patronizing.

The ads preach condom use, avoidance of shared needles and elimination of myths and misconceptions regarding the spread of the disease.

"THERE ARE NO euphemisms," said Chabot. "These are the kinds of messages that have to get out."

"This makes another critical milestone in the effort to control AIDS in this state," said Dr. James Harrison, deputy director of the state Department of Public Health.

"Our success over time will require that we develop a capacity to inform and educate as many of Michigan's 9 million citizens as pos-

sible about the way AIDS is contracted and how to prevent the transmission of this disease," he said.

The ads will run throughout Michigan, but will be targeted toward the southeast part of the state.

That's where the huge majority of cases are, said Chabot.

There are eight television ads, 72 radio spots, four print ads and posters that will go on walls and buses. Posters and educational material also will be supplied to area high schools.

There is an AIDS hotline telephone number, 1-800-872-AIDS.

urgent memo

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○

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Increase foreign wages — Bieber

United Auto Workers President Owen Bieber said much stronger efforts are needed to raise wages and improve working conditions abroad in order to ease trade frictions, maintain U.S. living standards and boost domestic technology and manufacturing prowess.

Speaking to the Economic Club of Detroit, the UAW leader said the remedy for U.S. and worldwide economic stagnation is to raise demand by raising worker purchasing power around the globe.

He called "misplaced" the calls for austerity to enhance international competitiveness.

BLISTERING the Reagan administration, Bieber identified low overall growth and industrial investment, falling real wages and replacement of good-paying jobs with low-paid service jobs as central failures of the administration's laissez-faire approach to economic management.

He said the "single most important factor" behind this set of negative indicators is the accelerating "globalization of manufacturing under the auspices of huge multinational corporations, most of them based here in the U.S."

Bieber said foreign jobs today represent a third of the total workforce of U.S.-based multinationals, and these multinationals account for 40-50 percent of all U.S. imports. He added that U.S.-based multinationals have become the leading exporters from countries like Taiwan, which runs a \$15 billion trade surplus with the U.S.

5,000 new skiers on slopes

More than 5,000 Midwesterners will experience skiing in Michigan for the first time on Friday, Jan. 8.

A spot check among the 42 Michigan ski areas participating in this year's "Let's Go Skiing, Michigan" program shows a fivefold increase from last year when 1,000 novices took part, said John Savich, director of the Michigan Travel Bureau.

The Travel Bureau and participating ski resorts are sponsoring this year's program in conjunction with the National Ski Areas Association's "Let's Go Skiing, America" program.

"Promotion, combined with accessibility to large population centers and the widespread use of snowmaking equipment, makes Michigan one of the more important ski centers of America," Savich said.

"This year's total of 5,000 is tremendous — especially when compared with the 17,000 who took part in all of America last year."

Michigan ski facilities participating in the program will provide free beginner lessons, lift tickets and cross country trail passes to novices who register before Friday, Jan. 8.