

## HOTLINE

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Classroom Calls illustrates how the hotline is refocusing its efforts as the number of calls continues to grow. The hotline is also targeting older adults, a population that has tended to consider AIDS to be a disease of younger people. An AIDS Hotline representative recently attended a conference of the American Association of Retired Persons to increase awareness about the hotline.

Since 1987, when the Social Health Association began operating the AIDS Hotline, 7 million calls have been answered, including \$1.4 million in 1992.

Recently, the hotline was expanded to handle 5,100 calls a day. On some days, that's not enough.

For example, after tennis star Arthur Ashe announced that he had AIDS, the hotline logged 117,458 attempted calls. Similarly, the airing of "Something to Live For: The Alison Gertz Story," about a woman who contracted AIDS from a single, sexual encounter, was followed by 189,251 calls, an all-time record for a single day.

The hotline also is working to make the most of its time on the telephone with callers, and to have the greatest impact on changing behavior.

For example, says Herrell, how do you convince someone in a brief telephone conversation to talk to their partner about condoms? Or, if



David Herrell

the person is already infected, how do you help them tell their parents, friends or sexual partner?

"We have a short time to do all that," he says.

Information specialists receive 45 hours of initial training on answering questions on transmission, testing, resources and other issues involving HIV and AIDS.

"We're not a crisis line," says Herrell. "We see our most basic role as prevention. We want to encourage people to call before they're infected. We stop short of calling this counseling."

He says, however, that the hotline is sometimes the first place a person calls after testing positive for HIV.

When he's not at work, Herrell says, he likes spending time with his 17 year-old adopted son from Guatemala. The Herrells have four other adult children, including two who are adopted — a Native American and a Vietnamese native.

Herrell says he enjoys his new position but sometimes misses having contact with the people he is trying to help. That's not surprising, considering that his training is in social work and ministry.

It's difficult to measure the success of the hotline, says Herrell, but he and the information specialists who answer the calls frequently are encouraged by poignant stories from callers.

"A female caller ... broke into sobs and told me she had just tested HIV positive, and that I was the first person she had spoken to since getting test results over the phone," says one information specialist. "As the call ended, the woman said how glad she was we had been there to help because she felt totally lost. I cannot imagine how horrible it must be to be told over the phone you are HIV positive and not given any post-test counseling. The work we do really does make a difference."

## LOCKE

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idea that we are not bipartisan," he says. "Some people, rather than debating us on the merit of our ideas, are questioning the validity of the Locke Foundation itself."

Is the Locke Foundation competing with liberal think-tanks in the state?

"I don't think so," says Ran Coble, director of the N.C. Center for Public Policy Research. "People who are interested in funding public policy can't fund all of us. Our number includes groups like the Public School Forum, N.C. Equity, the Environmental Defense Fund. This state is very rich in public policy groups."

Bob Hall, research director of the Institute for Southern Studies — a liberal think-tank that supports grassroots organizing — doesn't believe the Locke Foundation has broken new ground.

"There is such a strong, pro-business, anti-regulation climate independent of the foundation, that it's one of those cases where it provides verifying information more than stimulating any new discussion," he says.

Staff and supporters of the foundation insist the organization has broad appeal.

"We're not monolithic," Rotterman says. "There is a lot of internal debate on issues."

Says foundation board member James Trotter, who was general counsel to former Gov. Jim Martin: "You don't find a lot of members of the power structure or the establishment at our luncheons. Mostly, it's lesser-known business people or professionals — people who are seeking opportunities and believe in free enterprise."

In the coming weeks, the founda-

tion will sponsor a Charlotte forum on health-care reform; present a headliner luncheon in Raleigh with former Dan Quayle staffer William Kristol; and unveil plans for the conference it will host with Fetzer on municipal reform later this month.

Research has been launched for reports on the effect of tenure at state universities, and the status of ballot reforms in North Carolina.

Now that it has gained visibility within policymaking circles in the

state, supporters hope the Locke Foundation will continue to expand its reach beyond the Raleigh beltline.

"I don't see why there can't be John Locke Foundation chapters across the state, just like there are rotary clubs," says Trotter. "By establishing chapters across the state, you get the word out so much more."

For information, call (919) 847-2690.

## JOHN LOCKE FOUNDATION

ADDRESS: P.O. Box 17822, Raleigh, NC 27619

HISTORY: Conservative nonprofit think-tank founded by former Republican state representative Art Pope in 1990.

MISSION: To conduct research, disseminate information and advance public understanding of the principles of "individual liberty, the voluntary exchanges of a free market economy and limited government."

LEADERSHIP: Marc E. Rotterman, president; John Hood, vice president; Art Pope, chairman, board of directors.

MAJOR PROGRAMS/PUBLICATIONS: "Carolina Journal" magazine; "Carolina Beat," op-ed newsletter; working papers on term limits, health care and other public policy issues; Monthly "Headliner luncheons" and annual "Critical Issues" conference.

OPERATING BUDGET: \$266,908 in 1992-92, up from \$157,503 the previous year. Major expenses include \$46,548 in officers' salaries and \$12,640 for luncheon programs.

SUPPORT: Contributions in excess of \$5,000 in 1992 came from John William Pope Foundation, Raleigh (\$137,500); Glaxo Inc., Research Triangle Park (\$9,000); and The Randolph Foundation, Greensboro (\$20,000). Other contributors include Bruce Babcock, BB&T, Carolina Telephone & Telegraph, Cannon Foundation, Tom Kenan, Martin Marietta, N.C. Retail Merchants Association, Nucor Corp.

SOURCE: COUNCIL ON FOUNDATIONS

# The K-12

## Connection --

## It's our goal.

"Education is the key ingredient in the success of our children," says Ted R. Rogers Jr., IBM network analyst, volunteer tutor/mentor and semi-professional football player. Whether it's helping a local student at Brogden Middle School achieve educational goals, playing football or just being a friend, Ted's energy is limitless when it comes to helping young people.

Ted joins hundreds of other Triangle Area IBMers who volunteer in local schools. Encouraging and supporting these volunteer efforts is only one example of how IBM supports K-12 education in our local communities.

We realize that improving education is fundamental to maintaining competitiveness. Whether it's School Business Partnerships, equipment grants, model schools or parenting seminars, IBM in the Triangle Area is committed to making a difference. With volunteers like Ted, we know we're making our K-12 connection.

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IBMer Ted Rogers shares his love of school and football with his student friend Corey Wilkerson.