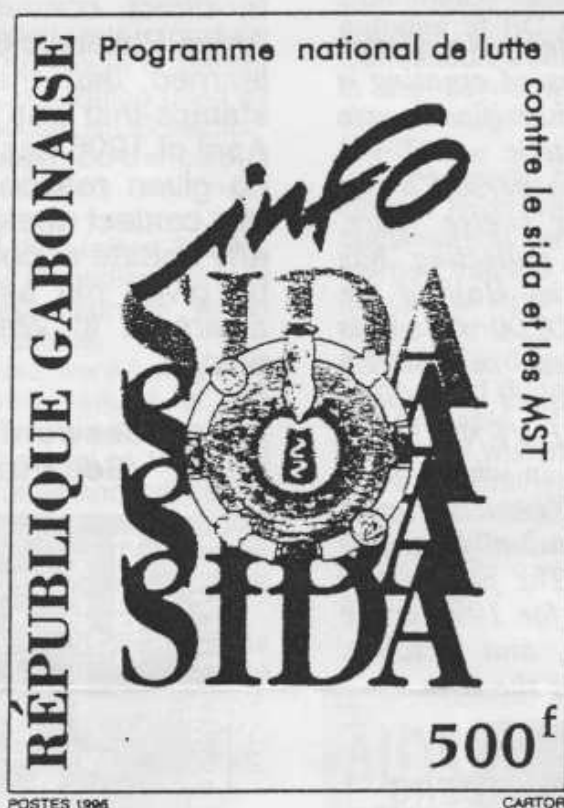


THE **A.I.D.S. ON STAMPS Project**
Box 1652 Str. A Vancouver BC CANADA V6C 2P7 (604) 689-0723

**A.I.D.S.
ON
STAMPS**

NEWSLETTER

CREATING AWARENESS, EDUCATION, AND SUPPORT, THROUGH A UNIVERSAL MEDIUM
VOL 04 NO. 02 APR/MAY/JUN 1996



REPUBLIQUE GABONAISE 500^f
(Issue date not yet known; stamp received July 30, 1996)

*National Information Campaign To Fight AIDS
and Other Sexually Transmitted Diseases.*

THE **A.I.D.S. ON STAMPS Project** is an independent, non-profit, AIDS awareness initiative to
"create awareness, education, and support, through a universal medium: - the postage stamp."

IN THIS ISSUE

A STAMP IS BORN - CANADA 1996.....	5
CARDS, CARDS, CARDS.....	3
CONFERENCE CORNER.....	4
CROSSWORD PUZZLE.....	9
PROJECT '96.....	7
\$64.00 QUESTION.....	6

REGULAR FEATURES

DID YOU KNOW.....	7
(FIRST DAY) COVER STORY.....	10
ISSUES UPDATE: A TO Z.....	8
POINT TO PONDER.....	2
QUARTERLY QUOTE.....	7
YOUR TWO CENTS WORTH.....	7

How Do We Function ?

The AIDS ON STAMPS Quarterly Newsletter is put together with the hopes of creating a better understanding of this horrific disease by sharing through the philatelic world, the extent of this pandemic. As a person living with HIV/AIDS now for over twelve years, this topical area of stamp collecting has proven to be very therapeutic. Half of the annual subscription fee (\$10.00 Cdn.) is donated to AIDS charities in British Columbia. Please make cheques or money orders payable to COMTRU VENTURES. Reproduction, by any means, in whole or in part, of any articles in this Newsletter must have prior written authorization from the AIDS ON STAMPS Project. The publication schedule (subject to change) for 1996 is the 30th of January, April, July, and October. Submission deadlines would be the 15th.

TO OUR REGULAR READERS

Finally we are getting back on track and pleased to be able to put this issue of the newsletter together in a much better frame of health than we've been through over the past several months. Our recovery from surgery is progressing day by day and all indications are that the worst is definitely behind us now. Again, thanks to our regular readers for your patience!

.....Blair

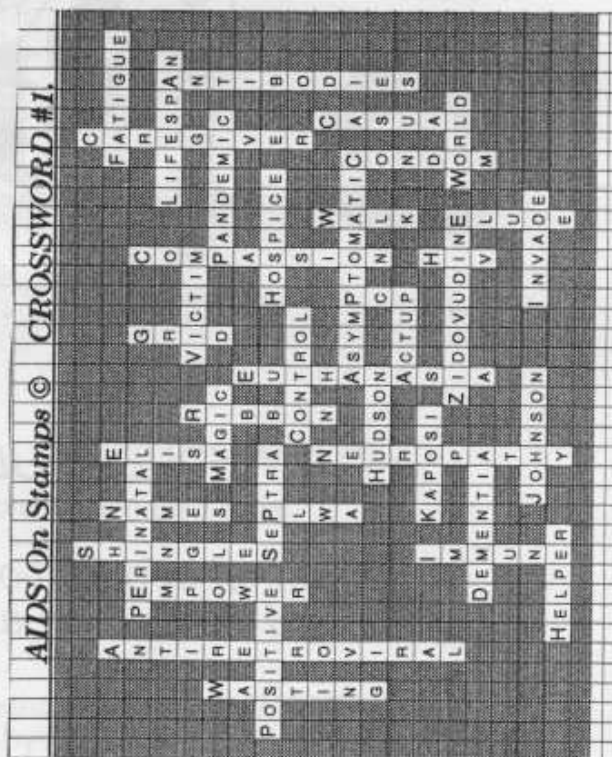
POINT TO PONDER

If Canada Post were to donate just \$0.01 from each AIDS stamp that was printed (15,000,000) to the AIDS community, a total of \$150,000.00 could go towards helping PWAs.

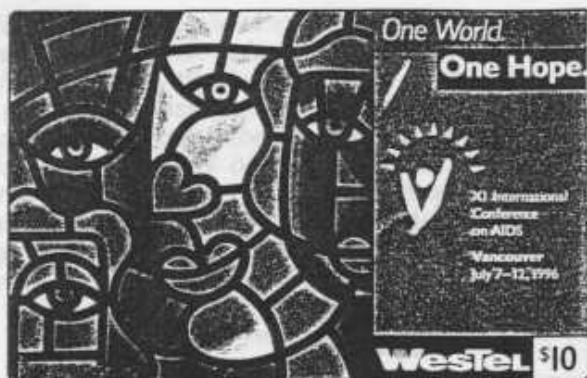
SOUTH AFRICA UPDATE

In direct conversation with the South Africa Philatelic Office, Pretoria, we have learned that the supposed booklet of stamps that was scheduled for release in April of 1996 has been "put on hold," with no given reason at this time. However, my contact there has assured me that any update or confirmed release date will be given me as soon as they become aware of it! We will keep our readers posted.

Crossword Puzzle Answers (See Puzzle On Page 6)



PHONE CARD



As a special convenience to delegates to the XIth International Conference on AIDS, Westel ("BC's very own Long-Distance Telephone Company") made available this prepaid (\$10.00CDN) phone card. The image is similar to that which Canada Post Corporation used as part of the design of the Canadian AIDS stamp.

Expiry date (for calling usage) on the card is Dec.31/1997 and can be used for station-to-station calls from a touch-tone phone from anywhere from **Canada and the United States**. Calls can be made to any Canadian, United States, or International destination to which station-to-station calling is available.

Interesting to note that these were being sold by the Canada Post on-site venues at the Conference. In our conversation with Westel, we were able to find out that a total of 10,000 of these cards were made available and will be on sale only while supplies last. We were also told that sales were brisk during Conference week. Many were purchased as a convenient souvenir of the Conference.

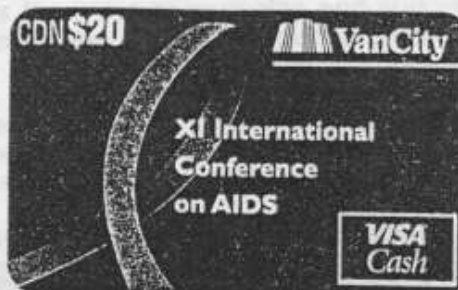
Anyone interested in obtaining these cards (mint) can do so by sending \$10.00US payable to **COMTRU VENTURES** at PO Box 1652, Stn. A, Vancouver, BC, Canada, V6C 2P7. Used ones may also be obtained for \$8.00US. Supplies are limited and subject to availability.

or POST CARD ==>>>>

As part of the delegates package, this post card was included, which again carried the official image of the Conference which is also seen on the stamp. Although we can't yet find out information as to how many of were printed, its obvious that the number is very low considering there were 15,000 delegates in attendance.

OR

CASH CARD



Also available at the Conference were these Visa Cash cards that could be used on the Conference site at selected restaurants - eateries at BC Place and Vancouver Trade & Convention Centre, and participating merchants in the downtown core. They were issued in denominations of \$20.00 (CDN) and \$50.00 (CDN).

These could be purchased from VanCity and Citizen Trust branches in the downtown area. In conversation with a VanCity representative we learned that the cash cards have an expiry date for use of April 30/1998 and that 10,000 were made of the \$20.00 denomination and 5,000 of the \$50.00 denomination. Sales were reported to be good during the Conference yet some are still available.

Anyone wishing to obtain (mint) ones (\$20.00 CDN denomination only) may do so from us directly for \$20.00US while limited supply lasts. Order **both** the Phone Card (mint) and the Cash Card (mint) for \$27.00US, subject to availability.





Fig. 1 - Special half-frame tribute to the Canadian stamp, including rare viewing of color trials of the stamp.

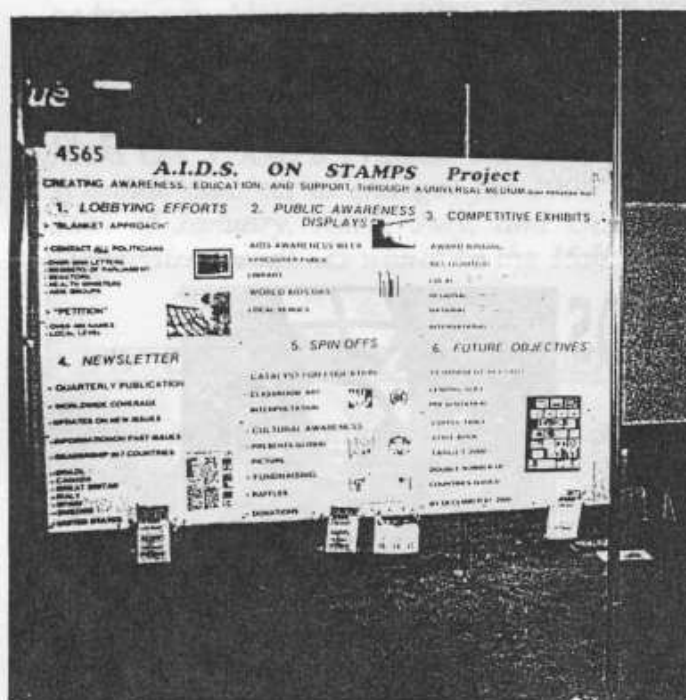


Fig. 2 - Poster presentation (4 ft x 6.4 ft.) on the AIDS ON STAMPS Project as displayed at the Conference.

CONFERENCE CORNER



XI International
Conference
on AIDS

Vancouver
July 7-12, 1996

XI^e Conférence
internationale
sur le SIDA

Vancouver
7 au 12 juillet 1996

Our approach to this event was more on a philatelic than medical or activist means. There was plenty enough of that going on all week! However, we were pleased to have our AIDS ON STAMPS - THE MOSAIC exhibit on display at the Vancouver Public Library during the week of the Conference. The Library is conveniently located right next to the other main venues for the Conference. Response to the exhibit was again overwhelming (see Your Two Cents Worth page 6) and we included a special half-frame tribute (fig.1) to the Canadian stamp. This included a rare public viewing of the color trials (32 in all) of the stamp, as provided by the designer.

We were also pleased to be able to do a poster presentation (fig.2) on July 11 in the BC Stadium. The abstract we had submitted (summarizing the AIDS ON STAMPS Project) with our Conference application was accepted and we were also given space amongst the 1000 poster presentations for that day! Although response was mild, we were at least present and did receive a few interesting inquiries.

Of course the image of the Conference (as seen on the stamp) was everywhere - T-shirts, sweat shirts, badges, banners, most Conference literature, street banners, and, even as a huge 9 foot square backdrop "quilt" for the mainstage of the Conference.

One of the most delightful moments during the week of the Conference was when I was able to actually meet and chat with a couple of subscribers to the AIDS ON STAMPS Newsletter, not only from out of town, but also out of country! And they also had the opportunity to see the exhibit firsthand. A true delight indeed!

Unfortunately, Canada Post chose not to use a special cancel as Conference organizers had hoped they would during the duration of the Conference.

A STAMP IS BORN®

Editor's note: Following is the second of a four part mini-series which relays the personal story of the efforts of an individual lobbying successfully for an AIDS awareness stamp. From day one over four years ago, through the ins and outs and the ups and downs, to the day of the dream come true, we will share this journey. **Reproduction of this series, in whole or in part by any means is strictly forbidden without previous written authorization from the AIDS ON STAMPS Project®**

Episode Two: INTO ACTION

PART I - TACTICAL APPROACHES

Not really knowing what to expect in a lot of the situations I would find myself in I must admit that, until I could see a certain pattern developing from the initial responses (or lack thereof) to my letter writing campaign, I must develop a method that I could consistently apply to any or all sectors I wished to approach.

The "Blanketing" Approach

This would soon prove to be the most effective of the approaches tried over the four years. Briefly, it entailed writing not to just a select group of politicians, but writing to all 295 of them! This way, none could say they weren't informed and all were told that all were informed. However, the key to the success of this approach is to keep track of, not only who you wrote to, but, when and who and how they responded. This is of the utmost importance, especially when you will be writing the same people over and over. I estimate that I sent out over 4,000 letters during the four year period. These did not include answering any special inquiries or requests for more information on the project. This brings us to the next tactical approach.

The Persistence Approach

Perhaps of all the approaches one could possibly use, this one received the most respect. People began to realize that I was taking this seriously and was not going to give up until I got a positive response. I also indicated this in my letters... I would not give up until it was done! It is also an important element of this approach to be persistent also with those who do respond favorably because this adds to your own "power of persuasion" and tells the pros, the cons, and the undecideds, that you mean business.

In being persistent with the same group of people you can establish a very powerful pivot to position your efforts on. Once a pattern of response has been established, acknowledge those who have responded to all. This can embarrass some of those who have not responded and also add fuel to the fire by having some embarrassed by their absence. It does work!

Public Support Approach

This approach can take on several forms and all can reach a good cross section of the public. Perhaps the most encouraging and successful one for myself was putting on public displays of the exhibit. Here, people could see first hand what the project was all about and why I was being so persistent, especially when they discovered their own country had or had not addressed the AIDS issue yet through this particular medium.

Response and press/media coverage from such displays added greatly to becoming known in the community at large... the project did exist and was ongoing! Part of this approach means you must make yourself available to answer questions and backup your reasons for continuing your efforts. Also, at these public displays a petition is a useful device, as many people are more likely to sign a petition there on the spot, then to have to compose a letter to someone later.

It is important to point out one very simple thing at this point; pre addressed post card campaigns do NOT work! They may sound and look nice but, most people who receive thousands of these simply do NOT read them, but rather, throw them onto the growing pile in some corner and eventually possibly count them! However, if letters are written by individuals, the receiver (especially politicians) must at least open and read them, for fear of them relating to a totally different matter. Hence you have gained their attention, and that is half of your battle!

Another area of public access is through exhibiting in local competitions at stamp shows. Use this as leverage to rally support, not only in the philatelic world, but also the other sectors of the public by proving the exhibit warrants certain merit in the competitive arena and mention the quality of awards earned. For some odd reason, politicians in particular, like to become associated with projects that can prove themselves. And, more important, this will show the public that you take your passion seriously and are capable of doing a quality presentation.

Behind Closed Doors Approach

Once you have realized that you have gained all the support you feel you can from any particular arena, use that support as ammunition to get to meet with some of the more influential parties you may have singled out. Push and insist on meeting on a "one to one" to give a more in-depth presentation of your lobbying efforts and successes. Don't be shy! Someone may simply say yes in hopes of getting you out of their hair. But, you have gotten your foot in the door, one step closer!

Choose some key officials to get your presentations across to. In my specific situation I chose two significant arenas: from the Political Arena I included the Minister responsible for Canada

Post Corporation and the National AIDS Secretariat; and from the Philatelic Arena, officials of the Royal Philatelic Society of Canada. Of course this meant a trip to the Nation's Capital, Ottawa, so I tied it in with a national level stamp show competition (Orapex'95) being held there at the same time.

PART II - SURVIVAL SENSE

Herein lies the most important key to the entire lobbying effort. One must recognize and respect the boundaries and limitations of any lobbying campaign: know when "enough is enough". Recognize that after so many years, only so many politicians will even consider your efforts, even as persistent as you may have been!

Secondly, and perhaps the more difficult one is to accept rejection. Some people you will never be able to convince, no matter how right you believe your cause is. Accept those peoples views, but also remember them for when your efforts are successful! (Many people are likely to want to "get on the band wagon", once they see it is a success!)

And, thirdly, yet not the least of all, practice patience, tolerance, and understanding. These three can turn out to be your most valuable allies. Patience will build up your own self esteem (yes I can, yes I can); tolerance will carry you through the more difficult times (no temper tantrums); and understanding will give you a more healthy perspective (allow others their denial!), when necessary.

This would be an appropriate area to share a few of the many responses and comments over the years that could have quite easily brought on discouragement and the possibility of giving up!

Overheard at a stamp show: "Why would anyone even want to collect such a topic as AIDS?"

Written response from a member of parliament: "I'm only concerned with matters that affect my constituency."

Telephone response from a member of parliament: "AIDS is a moral issue and I don't know anyone personally affected by AIDS."

PART III - THE DREAM COMES ALIVE

Although this is what our goal has been, when it actually happens and things start to be confirmed by the powers that be, we enter a new state of mind where we have to pinch ourselves to see if it is only a dream! Then we await patiently for the annual announcement of the next years' stamp program - will the topic of AIDS be included, or will the routine letter from the Stamp Advisory Committee begin: "We regret to inform you that....."

This year it is different. It is the end of October and still no letter has arrived. What is the delay this

time? I pick up the telephone and call my contact at Canada Post in Ottawa to ask if they could fax the announcement to me. They inform me that there will be a delay in announcing the 1996 stamp program and that it won't be out until the end of November!

Then, on November 27, 1995, my phone rings around 10:30 am and it is the public relations officer from the regional Canada Post headquarters. "Mr. Henshaw, I'd just like to let you know that an AIDS stamp is included in the 1996 stamp program. I just received the official announcement from Ottawa, but no release date or details are mentioned."

The dream becomes the reality!

NEXT ISSUE: Episode III - MEDIA MANIA where we take a look at the different approaches taken by various media arenas.

\$64.00 QUESTION OR FRAMED FORTUNE

One particular item caught my eye and riled my curiosity at the same time! The item was being sold and on display both at the Main Branch of the Post Office and at the Postal venue at the Conference.

A small typed note explained that the artist and designer (which is incorrect!), Joe Average, had signed a limited number of FDCs and full panes of the stamp and Canada Post was selling this combination (framed) for \$69.95 + tax, of which they would donate \$5.00 to AIDS. My question was where did the other \$64.00 go?

When I contacted local Canada Post authorities to find further information about this particular item they couldn't offer any information other than refer me to their Ottawa office. However, I was told by one postal employee that they were a sellout.

YOUR TWO CENTS WORTH

From the pages of our guest book which we had present at the display during the Conference we offer these truly International comments:

Argentina: "Very interesting - I'll tell about it back in my country."

Malta: "Making people more aware"

U.S.A.: "small pkgs with awesome message!"

U.S.A.: "impressive."

Great Britain: 'Brilliant'

Switzerland: 'Thank you very much'

Zimbabwe: 'Fascinating display!'

Brazil: "Great!"

Canada: "Profoundly moving!"

Canada: "As a stamp collector I know what dedication and perservance it took to put this collection together."

Korea: "wonderful"

Philippines: "Great Collection."

Hong Kong: "Very good idea about posting stamps about AIDS!"

QUARTERLY QUOTE

"Once you stop, you're done."

The Queen Mother on the occassion of her 96th birthday, August 04, 1996.

DID YOU KNOW?

> This issue of the Newsletter marks its third anniversary! The first issue came out in the summer of 1993.

PROJECT '96

FIRST ANNUAL MAILBID AUCTION SCHEDULED FOR NOVEMBER 30th

We have already received some materials for the AUCTION and urge you to become part of this event also.

REMEMBER:

It does NOT have to be strictly AIDS related materials.

LOT SUBMISSIONS DEADLINE:
October 01, 1996.

AUCTION LISTINGS SHIPPED:
October 31, 1996.

We need YOUR help to make this a success for all
Consignments, donations,
or both will be welcomed.

*We have included a special submission form with this issue for your convenience. Please read it carefully for complete details. Even if you are not submitting anything **but** want to receive the AUCTION listings please return the bottom section of the form to us BEFORE October 30th. **Regular Newsletter subscribers will be sent the AUCTION listings automatically!***

NEXT ISSUE

CANADA 1996 COMMEMORATIVE COLLECTION

A uniquely designed, limited edition commemorating special AIDS awareness events taking place in Vancouver, Canada, during 1996. Each cover (illustrated in color) carries the Canadian AIDS stamp and is philatelically cancelled with the date of each event by Canada Post. Complete sets (6 individual covers) will be available for shipping as of December 01, 1996 (World AIDS Day).

ISSUES A TO Z

New AIDS stamp issues have slowed down over the past few months however we have received several new and interesting cancels and meters, of which we include here.

REPUBLIQUE DU MALI



LA LUTTE CONTRE LE SIDA

REPUBLIQUE DU MALI

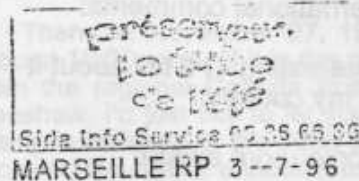


LA LUTTE CONTRE LE SIDA

MALI: The two stamps issued on June 30, 1994 also exist as two single imperf souvenir sheets. (Shown actual size here!)



BAHAMAS: We mentioned this in our last issue but did not have material to illustrate it. Issue date was December 01, '95



FRANCE: 'preservatif le tube de l'été, Sida Info Service 05 36 66 36, MARSEILLE RP 3--7-96'

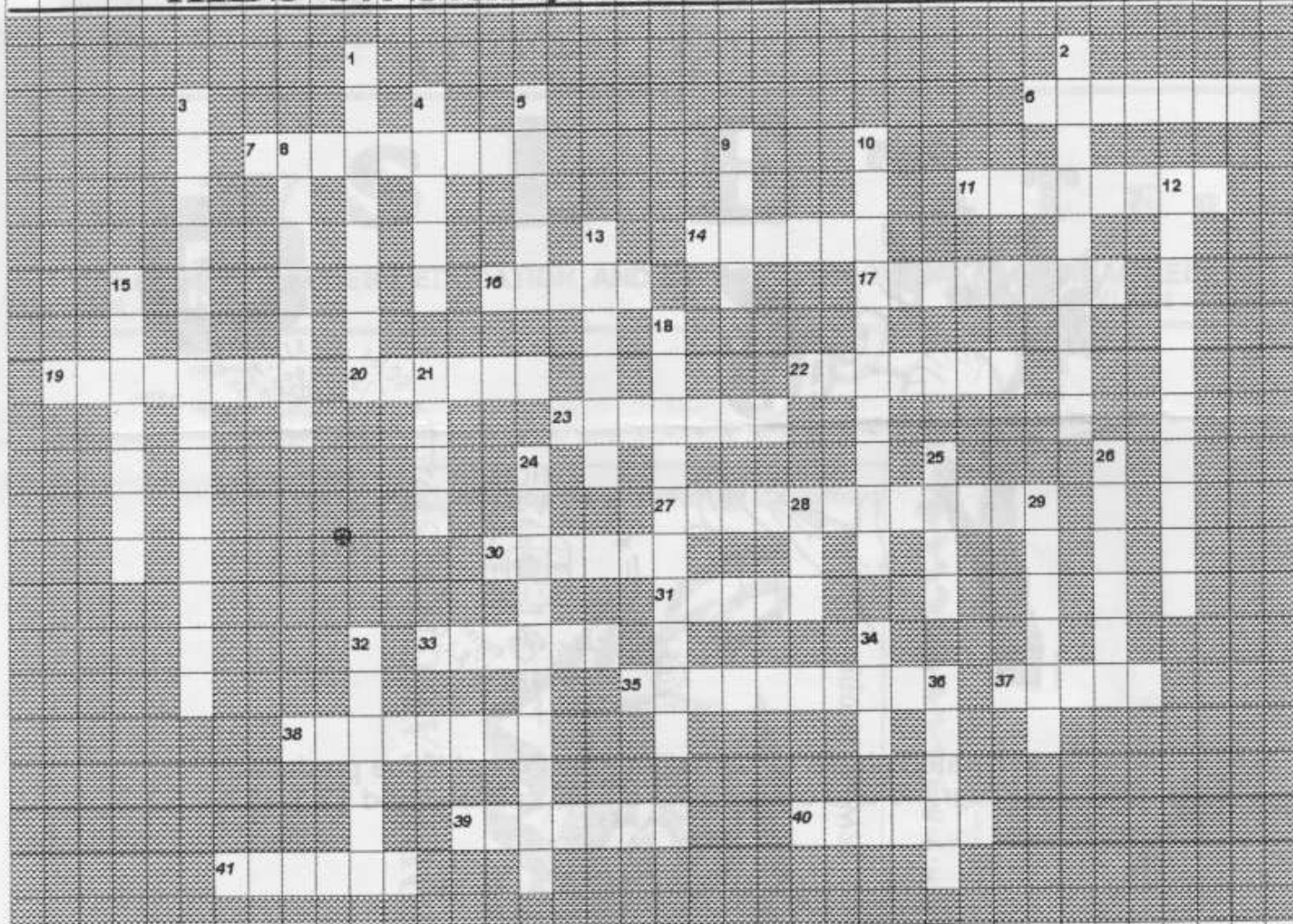


ITALY: 'MILANO CENTRO 6.4.1996 ANLAIDS, CAMPAGNA BONSAI '96 AID AIDS



ITALY: 'SCONFIGGEREMO INSIEME L'AIDS ANLAIDS (10.3.96)

AIDS On Stamps © CROSSWORD #1.



C L U E S A C R O S S

6. Common symptom of HIV/AIDS
7. Passing of HIV virus from mother to baby
11. Considerably shortened with full-blown AIDS
14. Term too often used to describe person suffering from AIDS
16. No such cure yet
17. Worldwide exposure
19. Said to be this if infected with HIV virus
20. Drug used as a preventative against PCP
22. Homelike atmosphere for persons in final stage of AIDS
23. Centre for Disease...
27. No active sign of virus
30. Well known movie star died from AIDS
31. Advocacy group
33. Type of AIDS related cancer
35. Clinical name for AZT
37. AIDS day in December
38. Possible result of virus affecting the brain
39. Well known sports figure living with HIV/AIDS
40. Virus will the host's blood cells
41. T4 Cells

C L U E S D O W N

1. Chickenpox in adults
2. One who helps look after a PLWA
3. Drug used to prevent/inhibit HIV infecting the body's cells
4. Project responsible for the AIDS Quilt
5. HIV antibody test or "AIDS Test"
8. One purpose of some AIDS Support Groups
9. What AIDS was first known as
10. Necessary to lower stress level of AIDS patients
12. Proteins to fight off foreign invaders
13. International symbol of AIDS awareness
15. Term to describe rapid weight loss
18. Not uncommon in the AIDS community
21. Abbreviation for persons living with AIDS
24. Weakness or numbness of peripheral nerves
25. Annual fundraiser for AIDS groups
26. HIV virus is not spread by this type of contact
28. Type of pneumonia
29. Device used for protection during sexual activity
32. System mostly affected
34. The virus thought to cause AIDS.
36. What this virus seems to do well to science

AIDS On Stamps © Project grants permission to reproduce IN WHOLE provided this line is included as proof.

Cover Story



First Day of Issue



Illustrated above is the Italian First Day of Issue produced by Filagrano and carrying the official cancel dated 13-1-1989



675116



This second cover carrying the same cancel date of 13-1-1989 was produced by Venetia F. D. Cover.