

Originally Processed With FOIA(s):

S

FOIA Number:

S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: Donated Historical Materials
Collection/Office of Origin: Frieden, Lex, Collection
Series: Disability Rights Organizations
Subseries:

OA/ID Number: 52057
Folder ID Number: 52057-009

Folder Title:
[ILRU - Independent Living Research Utilization - 1991]

Stack:

Row:

Section:

Shelf:

Position:

Withdrawal/Redaction Sheet (George Bush Library)

Doc. No. / Type	Subject/Title	Date	Restriction	Classification
01. Resume	Resume [redaction] (1 pp.)	n.d.	C	

Page 1 of 1

Collection:

Record Group: Donated Historical Materials

Office:

Series:

Subseries:

WHORM Cat.:

File Location: [ILRU - Independent Living Research Utilization - 1991]

Pinksheet Number: MB10671

OA/ID Number: 52057-009

Date Closed: 8/5/2016

FOIA/Sys Case #: 2016-2624-S

Re-review Case #:

P-2/P-5 Review Case #:

March 9, 1991

Developing a National Communication Strategy on
Community-Based Service Systems for People With Disabilities

~~A Feasibility Study Funding Request~~

Introduction

As part of its commitment to the project "Improving Service Systems for People with Disabilities," the national program office at ILRU will be providing project sites with technical assistance on marketing themselves to people with disabilities, business and industry, third-party payers, and others in their respective communities. It will also provide sites with technical assistance on effective communication techniques relating to maintaining good community relations and providing disability-related information to the public in an effective manner. These activities will be carried out using a variety of techniques, including broadcast media appearances by project staff and program staff, distribution of newsletters containing pertinent information, and assistance in developing and placing in local media "op ed" pieces tailored to disability issues at local sites. The ILRU national program office can carry out these activities using staff and other resources identified in the third-year program continuation request.

However, as has been highlighted through communication between ILRU and RWJ program staff and RWJ communication staff, there are concerns that inadequate attention will be given to disability issues at the national level, and that as such, progress at project sites may be hampered. The general consensus among individuals involved with the program is that the likelihood of individual project success will be increased if the attention of representatives of the national media, policy makers, and other opinion shapers can be focused on the issues around which this program has been built (i.e., inadequate health care and related support services for people with disabilities who wish to live independently in non-institutional settings).

One approach to dealing with these issues is to focus on the recently enacted Americans with Disabilities Act (ADA) to encourage constructive responses to this legislation by the business community, to work with national broadcast and print media to heighten awareness of people with disabilities and their rights under ADA and other disability-related legislation (including Section 504 of the Rehabilitation Act of 1973), and to assure adequate input to policy makers with responsibility for developing implementing regulations for ADA. The ADA focus is very important and should be aggressively pursued, but represents only a portion of the activity that should be undertaken in the national communication strategy developed in conjunction with this program. The program should also focus on salient issues pertaining to reauthorization of the Rehabilitation Act, which has been postponed until the next session of Congress); changes in Social Security Administration which might, among other things, eliminate some disincentives for people with disabilities to seek gainful employment; and activities undertaken in the private sector, including the recent initiative announced by a consortium of 13 private foundations targeting employment issues and protection of the employment rights of persons with disabilities under ADA.

*forwarded to Kaye
Bonche 8/28/91.*

Project Goal and Objectives

The goal of the proposed project is to mount a feasibility study to explore the most effective strategies for communicating with various publics through the national media, by influencing the agendas of "think tank" staff, and by apprising policy makers concerning public and private sector organizations' compliance with ADA and with other legislative mandates designed to protect the rights of and assure access by persons with disabilities. The operational objectives this feasibility study are to:

- publish and distribute a quarterly newsletter focusing on health and related policy issues for persons with disabilities that could be distributed to local, state, and national policy makers, as well as to service providers and advocates for persons with disabilities;
- prepare and submit articles to policy journals and other professional journals focusing on services to people with disabilities and on issues related to implementation of legislation and public programs targeted to people with disabilities;
- develop and distribute public service announcements focusing on disability issues and protection of rights under ADA and other legislation;
- work with other organizations in developing positive media portrayals of persons with disabilities;
- offer informational forums for "think tank" staff members and other opinion shapers to enhance the accuracy of statements coming from these "authorities" sought out by legislators and others involved in policy development and implementation;
- establish contacts with individuals in editorial offices of major print media (e.g., the New York Times, the Washington Post) for the purpose of improving access to public media outlets large readerships;
- establish linkages with organizations involved in provision of technical assistance on implementation of ADA and other public and private programs to assist in dissemination of information relating to successful implementation and to problems encountered in the implementation process; and
- evaluate the effectiveness of various communication strategies used in light of frequency of media appearances; types of media accessed (e.g., national newspapers versus local newspapers); numbers of informational forums held and attendance at forums; numbers of contacts from media representatives, policies makers, and others requesting additional information on disability-related issues and the manner (e.g., story from national newspaper, public service announcement) in which they received the name of ILRU, RWJ, or one the project sites as a contact point; and perceptions of staff at project sites and others involved in disability services and advocacy efforts regarding the effectiveness of project communication efforts.

March 9, 1991

Project Implementation and Benefits

Details on personnel and other resources required for this feasibility study are provided in attached budget materials. It should be noted that much of the work involved in implementing this component of the project will involve people who are currently on staff and have expertise in areas required to complete work toward objectives identified. This includes extensive experience in publishing and disseminating newsletters; a long history of working with legislative personnel, public service agencies, and others involved in formulating and/or implementing public policy; and excellent contacts with both local and national media representatives who could provide assistance in planning and implementing the national strategy.

Benefits to be realized from this project include, moving implementation of policy forward so that project sites can capitalize on policy initiatives in a timely fashion; keeping unresolved policy issues that deter project progress on the "front burner" so that they receive the attention needed for resolution; engendering support for disability-related programs from other foundations and public funding agencies, thereby expanding sources of support available to project sites and to other organizations involved in these issues; and generally creating more positive images of persons with disabilities and their abilities to be contributing members of their communities, states, and country.

ILRU

INFORMATION

ILRU FAX NUMBER (713)666-0643

TELECOPIER TRANSMITTAL COVER SHEETDATE: July 2, 1991TIME: ~~00:00~~ 3:15

PLEASE DELIVER THE FOLLOWING PAGES TO:

NAME: Lex Frieden A-207

THIS TELECOPY IS BEING SENT BY:

NAME: Laura Williams SmithNUMBER OF PAGES INCLUDING COVER SHEET: 2

MESSAGE: _____

IF YOU DO NOT RECEIVE ALL PAGES, PLEASE CALL THE TELEPHONE NUMBER INDICATED AS SOON AS POSSIBLE.

TELEPHONE NUMBER 713-666-0644

520-0232

Lex, Here are the notes from our meeting on Tuesday.

Technical Assistance

Grant Reviews

Additional Consultants for sites

Orientation for Marquaritta Johnson
1/2 day with ILRU, 1/2 day TIRR/Baylor, another 1/2 day if her schedule permits

Schedule Tulsa site visit in August

Schedule Sacramento site visit Sept. 4th

MIS: Keep Quentin focused, ~~keep Peg Appropriate~~

PR: hire manager, possible candidates

Ann Krantz

Susan Gattie

Kim King

Ron Tibideaux, Laura will talk to Quentin and Laurel

Laura will talk to Melissa re: para newscaster, whether she can assist with interviews, anyone else she might recommend to talk to

Look at budget and plan meeting this fall regarding NCIL, try to bring in around eight people to discuss issues regarding why the movement not better organized, is NCIL the right organization to run things, how could NCIL be made better, other things which could promote cooperation.

Dates for meeting with Gerry and Malcolm in Houston now set for Aug. 28-30. Need to find out who else needs to attend and if travel is covered in the budget. Will talk with Marq. Johnson regarding this meeting.

Look at budget for dollars for holding cross-cutting issue meetings.

ILRU/RWJ Public Relations Specialist

Draft

Job Description

POSITION:

Public Relations Specialist to coordinate the activities of the "National Communication Strategy" technical assistance component of the RWJ grant. Will have primary responsibility for all day-to-day activities of the component of the project. Will answer to and work with the Project Director in outlining priorities and activities and time frames for work completion.

RESPONSIBILITIES:

- 1) Publish and coordinate distribution of a quarterly newsletter focusing on health and related policy issues for persons with disabilities.
- 2) Prepare and submit articles to relevant policy journals and other professional journals focusing on services to people with disabilities and on issues related to implementation of legislation and public programs targeted to people with disabilities.
- 3) Develop and distribute public service announcements focusing on disability issues and protection of rights under ADA and other related legislation.
- 4) Work with local, state, and national organizations in developing positive media portrayals of persons with disabilities.
- 5) Coordinate and organize professional meetings, to include legislative advisors, policy makers, and others involved in policy development and implementation, to discuss issues related to disability and independent living.
- 6) Establish contacts with print and television media.
- 7) Coordinate the establishment of linkages with organizations involved in the provision of technical assistance on ADA implementation and other public and private programs to assist in dissemination of information.
- 8) Develop a tool for evaluating the effectiveness of various communication strategies used in relation to frequency of media appearances.
- 9) Conduct site visits and have on-going contact with project sites and provide them with information and assistance relating to effective use of local media and the development of marketing strategies.

continued existence:

reference to the state of the world and the development of
social order and human progress and the progress of

1) the world and the state of the world and the progress of

the world and the state of the world

reference to the state of the world and the progress of

2) the world and the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

3) the world and the state of the world and the progress of

4) the world and the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

5) the world and the state of the world and the progress of

reference to the state of the world

reference to the state of the world and the progress of

6) the world and the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

7) the world and the state of the world and the progress of

reference to the state of the world

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

8) the world and the state of the world and the progress of

reference to the state of the world

reference to the state of the world and the progress of

9) the world and the state of the world and the progress of

reference to the state of the world

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world and the progress of

reference to the state of the world

reference to the state of the world

reference to the state of the world and the progress of

10) Assist Project Director in coordinating activities to begin the establishment of three to four media centers around the country.

QUALIFICATIONS:

- Minimum of ____ years experience working in the media field.
 - Demonstrated technical writing and report-writing skills (other?)
 - Excellent communication skills.
 - Good organizational skills.
 - Experience in work processing.
 - Knowledge and experience with marketing and marketing strategies.
 - Bachelor's degree and 3 years experience in disability movement desirable.
 - Preference will be given to applicants who have personal experience with disability.
- OTHERS?

MAYORS' COMMITTEE ON EMPLOYMENT
OF THE "HANDI-CAPABLE"

Mike Phillips

RONALD W. THIBODEAUX

CHAIRPERSON
MID SOUTH JEFFERSON COUNTY

6425 JEFFERSON BLVD.
GROVES, TX. 77619

(409) 962-2729
Pager: (409) 721-0124 Digital
Mobile Phone (409) 963-4969

EIN SOF
Communications

Tari Susan Hartman
Media Consultant

6380 Wilshire Boulevard
Suite 125
Los Angeles, California 90048

(213) 874-5860

Kim King

PHONE CALL

FOR <i>for Ann Krong</i>	DATE <i>5/7</i>	TIME <i>4:00</i>	AM P.M.
M <i>Carol called w/ the</i>			
OF <i>Arizona woman who</i>	PHONED		
PHONE <i>worked for AT&T - for the</i>	RETURNED YOUR CALL		
MESSAGE <i>Ring PR job.</i>	PLEASE CALL		
			WILL CALL AGAIN
			CAME TO SEE YOU
			WANTS TO SEE YOU
<i>Susan Castle (602) 878-</i>			
<i>Home # - ^{call} any time But <i>0357</i></i>			
SIGNED <i>early in morning.</i>			TOPS FORM 4003

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Resume	Resume [redaction] (1 pp.)	n.d.	C	

Collection:

Record Group: Donated Historical Materials

Office:

Series:

Subseries:

WHORM Cat.:

File Location: [ILRU - Independent Living Research Utilization - 1991]

Date Closed: 8/5/2016	OA/ID Number: 52057-009
FOIA/SYS Case #: 2016-2624-S	Appeal Case #:
Re-review Case #:	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

(b)(1) National security classified information [(b)(1) of the FOIA]
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
(b)(9) Release would disclose geological or geophysical information

RESUME

Mary Johnson
HCRI, Box 29
Hortonville, NY 12745
914/887-4149
Birthdate: (C)

EDUCATION

B.A., Spalding College, Louisville, 1970. Graduated magna cum laude.
Major: English literature.

PROFESSIONAL EXPERIENCE

President, Advocado Press, Inc., and Editor, The Disability Rag 1981 - present

Edit and assist in publication of The Disability Rag, a national disability rights periodical. Duties include editing submissions for publication, overseeing 5 contributing editors; writing and editing copy, typesetting, layout, art direction, pasteup; dealing with printers and mail house; supervising circulation, fulfillment and direct mail marketing operations; handling Disability Rag receipts and budgeting, preparing fundraising materials to subscribers and assisting in developing grants and funding proposals.

Also edit a quarterly newsletter on access to arts under contract for the Kentucky Arts Council.

Executive Director, Center for Accessible Living 1983-1984.

Directed Louisville's independent living center:

- managed budget of \$300,000
- directed 8 staff
- served as liaison between board and staff
- developed and implemented client service procedures
- wrote grants
- * -- converted center operations (intake, bookkeeping, program statistics, information and referral sources, client statistics) to computer system

Project Director, Community Development Rampbuilding Project, Center for Accessible Living. 1982-1983.

Managed a \$69,000 program which provided an average of 7-10 ramps per month to low-income Louisville residents. Under my management, the project increased its public and private funding 50% in one year.

Technical Assistant, Center for Accessible Living. November 1981 - May 1982.

Responsible for providing technical assistance to architects, homebuilders and designers on barrier free housing. I designed a series of brochures on barrier-free design and housing; contracted for a successful booth at the Home and Garden Show; provided testimony on the technical provisions of the access regulations for the Kentucky Building Code; oversaw development of a prototype barrier free home, designed and produced a slideshow on barrier free home design, and sponsored a workshop for Kentucky architects on the Kentucky Architectural Barriers Act of 1980 and the new regulations, which had just been released. This workshop netted the Center several hundred dollars.

Administrative Assistant, Center for Accessible Living. October 1980 - November 1981.

Set up bookkeeping systems for Community Development Block Grant and CETA grants; handled all recordkeeping requirements regarding employees; developed office procedures; handled acquisition of equipment and other tasks involved in setting up a new operation staffed with CETA workers, VISTA volunteers, and two staff paid from the CD grant. In this position, I oversaw directly two clerical staff. I was also responsible for obtaining the Center's federal ID and tax status.

Board Member, Prime Movers, Inc. 1976-1982.

As a founder in 1976, developed focus of the organization as a research group with the ultimate goal of bringing funding for disability organizations into the metropolitan Louisville area. Oversaw a study in 1976 done for Prime Movers by the University of Louisville's Institute for Community Development which analyzed program priorities for disabled people in Jefferson County, and availability of programs.

Developed a proposal funded at \$48,000 in October, 1980 for the Center for Accessible Living.

Oversaw and directed strategy which resulted in the Center for Accessible Living being funded through federal grants as an Independent Living Center.

Oversaw the release of the following studies: Planning and Community Access, Profiles, Disabled Voter Participation in Jefferson County; the Disability Rights Task Force 504 Monitoring Project, and Resources and Developments.

Public Relations Director, Kentuckiana Girl Scout Council. July 1976 - October 1979.

This position involved management of a public relations program and fundraising strategies for a 56-county non-profit agency with an annual budget of \$850,000.

In this position, I developed public relations policies for adoption by the Board of Directors; developed and trained public relations volunteer personnel in 46 small towns in Kentucky; established media contacts in 5 major cities in Kentucky; managed entire external and internal communications programs which involved overseeing production of 5 area newsletters and a quarterly magazine for contributors; overseeing development of fundraising materials; designing promotion campaigns. I was appointed to the National Image committee of Girl Scouts of the U.S.A. to oversee development of a new national logo; now in use nationally. I was instrumental in getting national distribution of new packaging design of Girl Scout cookies; now in use. I also served as a consultant in PR training for United Way agencies in several cities in western Kentucky.

Staff writer, Meidinger and Associates. January - July 1976.

I edited employee benefit communications materials; wrote reports, statements, brochures and slideshows. Clients I developed materials for included National Geographic Society, A. H. Robbins and others.

Communications Specialist, River Region Mental Health Mental Retardation Board (now Seven Counties Services). March 1972 - January 1976.

I developed public education and community awareness programs for the agency; produced slide shows, developed feature presentations for TV talk shows; developed public service announcements and public awareness billboards. Designed alcoholism awareness campaign materials for local industries in the Employee Assistance Program.

Editor, Hikes Point REPORTER, 1970 - 1972.

Edited a small suburban community newspaper.

ARTICLES PUBLISHED:

- "The Gallaudet Difference," Columbia Journalism Review,
May/June, 1988
- "Overcoming the Social Barriers," The Nation April 9, 1988
- "Students at Gallaudet Make Selves Heard," Long Beach Press-Telegram, March 18, 1988
- "Disability Rights: Moving toward the '90's," Spinal Network,
1988.
- "Do Disabled People Like Telethons?" Fund Raising Management,
November, 1987.
- "A Lift for Disability Rights," The Progressive, December,
1986
- "The Disableds' Solution to the Insurance Crisis," Newsday,
October 2, 1986
- "Why the disabled need big personal injury awards" Chicago Tribune,
June 22, 1986
- "Insurance Crisis Isn't New to Disabled," Philadelphia Inquirer,
April 21, 1986
- Educating Disabled Kids, " American School and University,
April, 1986
- "The physically disabled could make cities strong again,"
The Courier Journal, February, 1979
- "Society, not the disabled, to blame for drain on system,"
Louisville Times, January, 1978
- "Prisoners on wheels," Scene, June, 1976

National Program Office
Improving Service Systems for People with Disabilities

MEMORANDUM

March 13, 1991

TO: Vicki Weisfeld and Marc Kaplan, RWJF

FROM: *LF.* Alex Frieden and Laura Williams *JD*

SUBJECT: Response to VW/MK communication strategy memo dated 2/14/91

Since receiving your memorandum regarding communication strategies to be considered for the program "Improving Service Systems for People with Disabilities," we have met with Laurel Richards, Laurie Gerken, and Quentin Smith of the ILRU staff to discuss the strategies that you outlined in your memo. Our thoughts on these issues follow.

Technical assistance and communication support to grantees

With respect to the first component of the communication strategy that you outlined (i.e., technical assistance and network building coordinated through ILRU), we feel very comfortable in undertaking the activities that you have outlined. Details on the kinds of activities that we will undertake in the four technical assistance and three communication areas that you suggested in your memo are provided in our continuation application that will be forwarded to RWJF by March 15, 1991. The budget we are preparing to accompany the continuation application will reflect personnel and other resources necessary to carry out these activities effectively.

The National Strategy

As regards the second component (i.e., the national strategy) of the effort described in your memo, our recommendations are summarized below.

All six recommendations are good ones that should be addressed and will benefit persons with disabilities. However, we believe that the almost exclusive focus on ADA is too narrow. While ADA is an important piece of legislation, and its effective implementation will advance opportunities for people with disabilities enormously, it is not a panacea for all problems of access. It needs to be viewed in context with other legislative initiatives and non-legislative actions that affect people with disabilities.

For example, reauthorization of the Rehabilitation Act of 1973 (P.L. 93-112), which included Sections 503 and 504 prohibiting discrimination on the basis of disability, is currently pending in Congress. This legislation has major implications not only for independent living centers, but also for the much larger federal/state vocational rehabilitation programming partnership. Also in the federal arena, recent initiatives of the Social Security Administration focusing on case management and coordination with other benefit programs need to be scrutinized from a strategic perspective to assess their impact on revenue-generating capabilities of service providers. In the private arena, the initiatives of the consortium of foundations that you referred to in your memo of March 1 need to be considered carefully in light

of our project and RWJF's other efforts related to health care services for people with disabilities. It should be noted, however, that we at ILRU have some concerns, given the agendas of most of the foundations participating in the consortium, that the focus of their efforts will be weighted heavily toward employment issues, with much less attention to other issues, including health care.

Our thoughts on your six points relative to areas of activity are:

1. Helping the business community respond constructively to ADA. There is a lot of potential here, and we believe that independent living centers and other community-based service providers can and should play a major role in these activities. However, we also have the sense that few non-profit organizations are "geared-up" to do this effectively. With our connections with organizations like the Washington Business Group on Health and the President's Committee on Employment of People with Disabilities, we could undertake a number of activities in this area to foster cooperation with the private sector in responding to ADA and in being more responsive to disability-related issues beyond ADA. These activities might involve convening a private sector task force on disability issues and developing a speakers' bureau and advisory board to assist the private sector in addressing concerns about ADA and about other disability-related issues. Part of the responsibility of the advisory board might include identifying independent living centers and other community-based service agencies that are prepared to assist businesses in responding to ADA and providing the names and contact information on those agencies to businesses requesting assistance.

2. Working with national media to raise the visibility and enhance the image of people with disabilities. There is a great deal being done in this area at present. There are numerous examples of current media focusing on disability issues, including motion pictures such as "My Left Foot," "Children of a Lesser God," and "Rain Man"; television shows such as "Life Goes On," and more recently, "Equal Justice"; and in advertising, the commercials by Nike, MacDonalds, Chevrolet, and others. All this to say that we believe we can address media issues by linking more closely with groups like the South Bay Mayors' Committee on Employment of People with Disabilities, the Committee of Performers with Disabilities of the Screen Actors Guild, and others who are making substantial progress in this area and already "know the ropes."

3. Public service announcements on ADA and other issues. This is very important and should be pursued on both local and national levels. Work with the Ad Council should be continued, but is likely to take quite some time before a product emerges. We would suggest that we begin exploring other avenues for PSA production, including using local TV and radio stations for production of PSAs that could be distributed nationally and making contacts with people in national broadcast networks who might be willing to provide assistance. Special attention might focus on adapting minority approaches in using the media effectively in this regard. The minority civil rights campaign employed the media effectively in their efforts, and we should take a closer look at how they accomplished this. We have some contacts in this regard that could be useful.

4. Overcoming stereotypes and preconceptions of people with disabilities. As with the previous issue, we feel that this is important and that we should be linking with other groups and organizations that have been

very active in this area and that have been doing a good job. We would like to point out that this area of focus is not new to ILRU. We have been producing and distributing for nearly ten years a poster series entitled "America Needs All Its Citizens," depicting people with disabilities in different roles. This concept could be expanded to other types of media with other messages designed to combat stereotypes of people with disabilities. Specifically, we are interested in pressing national media for talk show airtime and in influencing all media to present people with disabilities in roles that do not focus on the individual's disability. For example, the TV show "Equal Justice" recently introduced a character who is an attorney who uses a wheelchair. Unfortunately, they did not cast a woman who actually uses a wheelchair in the role, but the idea is good.

5. Influencing opinion makers, such as "think tank" staff and others. This is an area where we believe that we can have significant impact. As your memo of 2/14 indicated, many individuals serving in advisory roles to policy makers have little knowledge of disability issues, particularly the impact of lifestyle factors and non-medical support services on health status. We are most interested in the idea of educational workshops and in other strategies, including formation of a policy task force or advisory committee, for informing key players in opinion-shaping roles about the issues being addressed through our project and through other efforts of RWJF, ILRU, and other players. Activities in this area can be initiated at relatively low cost for limited staff time and travel and development of some supporting materials.

6. Apprising national policy makers concerning implementation of ADA. This is another area where we believe that we can provide substantial assistance. Because of ILRU's close working relationship with independent living centers and other service agencies--including protection and advocacy (P&A) agencies, medical rehabilitation facilities, and vocational rehabilitation agencies, we are constantly receiving information regarding problems encountered by consumers and service providers relating to access and discrimination experienced in all areas from housing to employment to transportation. A more thorough study of the types of problems encountered relative to ADA and other disability-focused legislation could be mounted for the purpose of documenting these problems and informing policy and rule making agencies. In fact, it is quite likely that funding for this effort could be augmented with other research dollars that ILRU may be receiving. At present, ILRU has a proposal pending with the National Institute for Disability and Rehabilitation Research to examine independent living centers' preparedness to deliver ADA-related services, and within a month we should know if our application has been successful.

As these remarks indicate, we are very interested in pursuing these issues with you and other staff at RWJF. As you indicate in your memo, we have connections that we can draw upon to mount a project addressing one or more of the issues identified in this memo, and we would be most interested in your thoughts in this regard.

cc:	Carolyn Asbury	Laurie Gerken
	Tom Gore	Laurel Richards
	Richard Reynolds	Quentin Smith

The Disability Rag

Box 145, Louisville, KY 40201

March 6, 1991

Lex Frieden
Executive Director
The Institute for Rehabilitation
and Research
5100 Travis
Houston, TX 77002

Dear Lex:

I enjoyed our talk on the phone February 21; I hope by now Sharon's packet of books and materials has reached you. We're particularly pleased with how "Reporting on Disability: Approaches and Issues" has sold. People seem to like it -- the California Governor's Committee gave it one of their media awards last fall. (However, I'm making sure our future products of this nature look more professional; I'm hiring a book printer rather than just the local one we used to save \$\$.)

I've given some thought to the needs of the independent living field for educational materials and basically see two audiences who could profit from what is happening with the initiatives undertaken by the Robert Wood Johnson Foundation: Center managers/administrators, who need to communicate with each other what works and what doesn't; and center staff, clients, members and the larger disability community from which centers draw their customers. In a sense this latter group can be considered the grassroots of the disability movement.

I've outlined below 3 products; the first two aimed at the center managers; the last, a series of training workbooks, to help organize the grassroots around issues.

1. Management newsletter

Center managers/administrators need a vehicle through which they share with each other the programs and processes they've found work best and which can be replicated in other centers; a sort of "roundtable in print." I think such a document would be helpful just among the 12 centers that received RWJ funding -- a sort of a "report on what's happening with us"

that each center could provide part of. This of course would not be a widely distributed newsletter; its audience would simply be the 12 centers.

Of course other IL programs might want to read this newsletter; but they'd not be featured in it in any way; this newsletter would be about what's working at the RWJ programs, and why.

I would envision a bimonthly, perhaps 8 page publication. The Advocado Press would simply call each center and talk to its director or other staff and gather information and write it up, much as, for example, the staff of Business Publishers does with its "Report on Disability Programs." This newsletter would be management oriented.

2. A Book of What Works

Over a couple of years, these 12 centers will have refined innovative new ways of delivering services that work efficiently; I think the IL movement would greatly benefit from a book/ manual that showed how these new methods worked and how their centers could do similar things. This product would be edited and published by the Advocado Press based on RWJ's assessments, but would be written in a layperson's how-to style that would be enjoyable to read and make it easy to learn. The initial article I did on the Ann Arbor Center is the flavor I'm thinking of, though this book would have actual hard data in it and "how you can do it at your center" sections.

3. Training workbooks

IL Centers would be well served by periodically mailed workbooks, produced quarterly, to use as teaching tools with their staff, their members and the larger disability community in their cities.

These quarterly magazine/workbooks would be provided to all IL Centers (or Centers which subscribed to them) -- or could be purchased individually.

There are a number of topics The Advocado Press is contemplating developing into such workbooks; RWJ might be interested in supporting workbooks in the following areas:

- a. How to organize your center's clients to take advantage of the ADA's protections
- b. How to work for more equitable attendant services in your community
- c. How to make sure builders and landlords comply with the Fair Housing Amendments Act

The workbooks would be activist in tone (being produced by the publisher of the Disability Rag, how could they not be?) and would follow a similar format: Sections teaching the basics of the law or subject area (with attendant services a brief overview of how it works in general; the various pots of money most states use, etc., who runs the programs generally, what criteria are) would be included; but the workbook would focus on teaching disabled people how to search out what they need to know and do in their own communities.

The meat of the book would be self organizing: figuring out what they want and why they're angry at not getting it; learning how to convince themselves they have a right to want, for example, quality attendant services (Atlantis Community would be the logical source we'd interview for the attendant services workbook; that workbook would include and not rule out picketing, raising hell with state legislatures, etc.). "Consciousness-raising" and organizing would be the curricula proposed.

In the books on the ADA and the FHAA, a major component would consist of teaching and stressing the importance of monitoring compliance, testing; and bringing lawsuits for noncompliance -- even suggesting Housing Centers to contact for assistance in lawsuits.

In short, these would be activist books because we believe activism is the tool that will solve the problem for disabled people.

These are preliminary thoughts, Lex, because that's what you asked for. The newsletter is a management aide, the book a dissemination tool and the workbooks are very clearly activist training manuals. Together they might help IL managers adopt the best delivery systems being developed and might help IL centers become the conduits for developing an informed and activist movement that we always dreamed would happen.

Would any of these appeal to RWJ and fit with your goals? If so, we're your publisher!

Our capabilities to do all these projects I think can be proven simply by our track record with The Rag and our other materials (and most of it done heretofore with no money. Imagine what we could do if we had real money!). Of course a formal grant proposal could show the work we'd done on TA materials for groups like the Ky Arts Council, if you need such documentation.

I see the following budget for these projects:

For the bimonthly newsletter, \$3,000 to generate an issue -- the reporting, writing, editing and production of camera-ready materials to be printed. If we send out 50 or fewer copies as originals to centers, the cost would remain the same. For us to handle a printing and mailing to IL centers would be more money, of course.

For the book, our contract to develop, write and edit would be \$25,000 -- but would be a multi-year project; with interviewing and reporting occurring in an ongoing manner; the final book not to be produced until some clearcut models have emerged -- Year 2? Year 3? This figure does not include actual production and printing, which would be figured at cost.

For the workbooks, we'd charge \$6,000 each. This figure does not include actual production and printing cost, either. That would be added on, and will be figured into any formal budget we propose to you.

Let me know where these preliminary ideas take you.

Finally, Lex, I want to pose again the matter we discussed on the phone regarding our movement's need for sophistication in dealing with the media.

The disability movement leadership desperately needs awareness and training in how important it is to access the media and become articulate spokespeople on disability rights issues. Our movement can simply not afford to have reporters like the New York Times's Steven Holmes or Gina Kolata quote those of us in disability rights and have it come out equivocally on issues like disabled people ending their lives (Gina Kolata's article 1/31/91) or whether it's appropriate for businesses to be sued for "failing to install a \$250 ramp" (Steve Holmes's article on 2/23/91).

It was a different world back when most of the coverage we got were "supercrip" stories or features about some sad sack; we could blithely complain about "portrayals" and organize letterwriting campaigns about not using "victim" -- which many of our groups have done, and with some success, I think. Maybe we've been too successful -- and our very success has led us to the present problem.

The movement has been complaining for a long time -- and yes, The Rag has led the charge a lot -- that media didn't take disability issues seriously -- it told heartwarming tales but didn't cover real issues.

Well, surprise! Now there are reporters out there starting to cover real issues. Looking for them, in fact. It's a new world out there now with the ADA. Reporters are actually

catching on that there's some sort of a movement, some sort of issues out there concerning disabled people.

But as a movement, we're not prepared to respond. In fact, we're woefully unable to handle this new, sophisticated coverage. We're not giving reporters the issues -- though we've long said that's exactly what we wanted reporters to do -- cover issues. We're most specifically not giving them the independent living, disability rights angle on issues. When we're called, we sometimes return media calls; sometimes not -- when we don't the reporter simply goes off and finds someone else who does not articulate the IL philosophy -- some jock who thinks the solution is to simply pull oneself up by ones wheels. I've seen this happen over and over. And then that ends up in the paper or on Nightline. Whose fault? Ours.

Most of us are simply not media-savvy enough to recognize what happens when major news reporters seek out disability spokespeople. We complain incessantly in our movement about media treatment -- yet we have failed to learn the lesson almost all other minority movements have learned: How to get their message out over the national media.

I'm not talking here about ad campaigns. I'm talking about bookers knowing about us; about our getting on things like Washington Week in Review on a consistent basis; on being quoted routinely in The Washington Post and the New York Times; about producers at MacNeil Lehrer, CBS, CNN knowing what the "disability rights spin" is on any given news issue concerning disability and what spokespeople to call who can talk on our side of the issue, as opposed, for example, to the NFIB when it comes to costs in implementing the ADA. If you said the words, "disability rights spin" to any major news organization now, they'd simply blink uncomprehendingly. I firmly believe that. And that's shameful.

We've never planned anything like that as a movement. Other movements certainly have.

I'm also talking about things like learning how to talk to reporters; knowing that if you try to "educate" them while you're giving them quotes you simply overwhelm them so your message becomes diluted; learning not to expect that they'll see the implication of an issue unless you're forceful in telling it; knowing that if you want one message to get out you'd better not say anything other than that message; for as sure as you do, the one message will be drowned out or mixed up in the other. And so on.

Other movements have become much more media savvy about these things: witness the gay rights movement, the women's movement, the environmental movement. In any of those cases, positions taken publicly by those movements come to mind; as

members of the general public we know about them because we've heard about them through national news. Not so about disability rights. Our movement is not well represented to the media.

I believe this is because of a lack of focus on this problem by our movement leadership. I believe our movement critically needs, but now lacks, any structure or means of acquiring in an organized or continuing fashion the kind of sophisticated media relations understanding and training other movements have historically availed themselves of; and it is past time that we look into this.

This problem has concerned me for years. Over the years I have maintained files of incidents, phone conversations, news clips, press releases and other materials that, I felt, would one day allow me to examine and try to define the precise scope of this problem and understand what the specific problem areas seem to be for us. I have some intuitive thoughts about all this, of course; but I'd like to take a look at these files and pull together a report so that I have some data to back up what I only now surmise. I'd like to do this as an initial grounding; a kind of "where are we now -- and why" baseline analysis.

Once that's done, it seems a logical progression to solving this problem would be:

1. Development (over, perhaps, a year's time -- maybe more, maybe less, depending on how hot people are to do this) of an informal working group that discusses these issues on the phone, in conference calls, in small groups, in memos, to develop what I might call a "comradeship of thinking" on the area
2. Ultimately, this group would define a set of problems
3. Self-assessment on the part of movement leadership of our strengths, weaknesses and training needs regarding media (perhaps this would be a conference, but I think it would perhaps work better more informally and through written materials and/or phone surveys)
4. A search for a reputable media consultant/trainer with a clear track record in working with movement groups in teaching the skills the group has defined as being needed, and determination that such a consultant "buys" the IL philosophy wholeheartedly
5. Development of a contract with the consultant for a leadership training and then ongoing consultation

I almost hesitated outlining these five steps; I believe so strongly that this must be an evolutionary process that I am

not sure what might emerge from 1, 2 and 3 -- would it lead inexorably to 4 and 5? Maybe not. Maybe it would lead instead to the creation of a center that would simply handle this stuff for the movement, rather than training leadership. Or some other configuration altogether.

What I think is of utmost importance is that this problem begin to be identified, analyzed, and some importance attached to it. It is a huge problem for our movement -- in my opinion, one of the biggest problems we face (if you need, I can detail exactly why I think the problem is so far-reaching and what I think its ultimate consequences will be, left unsolved) -- and yet I daresay few if any of our movement's leadership would even list it as a problem if they were asked what their problems are.

Because of this, I think it of vital importance to proceed in such a way so as to create a self-analysis process on the part of our own leadership. I do not think simply hiring some consultant to do a training would have very much effect; leadership doesn't see this as a problem -- and therefore, wouldn't take training very seriously. It would just be a waste of money.

I believe a process that encourages us to use analytical tools in conversation over time informally among ourselves will be the only way we will come to grasp that we need to learn more sophisticated techniques for using national media -- and an appreciation of the seriousness of our problem.

Lex, I don't know if this problem is anything RWJ would even be interested in -- or whether they/you'd have any interest in getting into actual work on it as I've outlined above. I'd very much appreciate your candor about it as well as your willingness to discuss further with me these ideas, even if not to the end of having RWJ support it in any formal way, but simply because you, like me, are part of this informal group that will have to emerge sooner or later and look at this problem, whether or not anyone "funds" anyone to do so or not.

I look forward to hearing from you at your convenience about these ideas.

Best,

Mary Johnson

cc: Sharon Kutz Mellem

enc.

8/21/91

How do you get away with doing
all this important work without
an M.D.

Bill Ingram

(212) 460-1843

Editor, Medical Tribune

KYM KING
5010 Grove West #2510
Stafford, Texas 77477
(713) 661-2020 (work)
(713) 240-6020 (home)

~~240-0454~~

240-0454

QUALIFICATIONS

Writer, Producer and Manager with experience in seven of the country's top-ten markets. Trained and worked with some of broadcasting's most respected and innovative companies including: Viacom, Group W, Post-Newsweek, Field Communications, and Metromedia. News anchor and host for entertainment, community affairs and sports programs. Producer of award-winning specials and public service campaigns that have aired on television stations throughout the United States.

EXPERIENCE

KTXH-TV TVX Broadcast Group **Community Affairs Director**

Houston, Texas
1983 to Present

- Built the station's news and community affairs department from the ground up.
- Develops and produces award-winning specials and community service campaigns.
- Conducts ascertainties, administers internship programs, maintains public file, and handles license renewal.
- Sells community affairs sponsorships to clients and assists sales department with client proposals and presentations.

"The Sharper Image Video Catalog" (Syndicated Cable Show) **Host/Producer**

San Francisco, CA
1982 to 1983

- Hosted and produced consumer education segments for this weekly half-hour series broadcast via satellite to over 12 million homes.

Field Communications **Corporate Director of Children's Programming**

San Francisco, CA
1981 to 1982

- Developed and executive produced children's programs for the Field Communication's television stations: WFLD (Chicago), WKBS (Philadelphia), WLVI (Boston), WKBD (Detroit), KBHK (San Francisco).

"In Review" and "Sports Section" (Viacom Cablevision) **Host**

San Francisco, CA
1980 to 1981

- Interviewed local and national entertainers and sports figures for these award-winning, half-hour shows.

"City Kids" - KPIX-TV
(Group W/CBS Affiliate)
Associate Producer/Talent Coordinator

San Francisco, CA
1979 to 1980

- Assisted in all aspects of production including scheduling and coordinating location shoots, researching, and script writing for this series of half-hour children's shows.

WETA-TV, PBS
Operations Manager

Washington, D.C.
1977 to 1979

- Responsible for scheduling facilities and equipment for national PBS projects including: "The McNeil/Lehrer Report", "In Performance at Wolftrap" and the President's State of the Union Addresses (network pool feeds).

WTOP-TV, KPIX-TV
(Group W/CBS Affiliate)
Production Coordinator/Associate Producer

San Francisco, CA
1975 to 1977

- Scheduled facilities and equipment for all news and public affairs programs.
- Associate produced live morning talk show entertainment specials, children's programs, news specials, and community affairs shows.
- Nominated for local Emmy Award for half-hour special highlighting children's opinions on world issues.

WTTG-TV - Metromedia
Production Assistant

Washington, D.C.
1973 to 1974

- Assisted in the production of news and community affairs programs. Responsibilities included developing and researching story ideas; operating computer character generator.

EDUCATION

University of Maryland
B.A. in Radio, Television and Film, *cum laude*.

College Park, Maryland

University of Edinburgh
Communications Theory, Audio-Visual Techniques, Criminology, and Leisure Sciences

Scotland, U.K.

RECEIVED MAY 13 1991

katie M. Glauber



katie M. Glauber



May 9, 1991

Ms. Laura Williams
Deputy Project Director
3400 Bissonnet
Suite 101
Houston, TX 77005

EDITORIAL & MARKETING SERVICES
432 W. Dartmouth
Kansas City, Missouri 64113
816-822-9938

Dear Laura:

Thanks for taking the time to speak with me on the phone today. I am enclosing a copy of my resume, as well as a copy of my bio which summarizes my 18 years experience in public relations.

As I mentioned to you this afternoon, I have written a variety of business publications, including newsletters. I have appeared as a client spokesperson on over 50 television shows including ABCs Good Morning America. As Director of Public Affairs for a CBS affiliate, I often spoke to groups of non-profit organizations teaching them how to approach the media and make publicity placements.

My experience with healthcare and disability agencies includes the following:

wrote and produced public service announcements for ALPHA, an organization in Louisville, KY promoting rights for the disabled.

wrote and produced television and radio spots for the Center for Accessible Living.

provided public relations consulting to THE WHOLE PERSON, a Kansas City agency dealing with rights for the disabled.

set up a seminar with WHAS-TV and all agencies representing the disabled in Kentucky and Indiana. The agenda of the seminar was to address the image of those with disabilities. For 35 years WHAS has produced a very successful fundraiser for all children's agencies in the 2-state area. Their help is immeasurable in terms of funding however the images that kept appearing

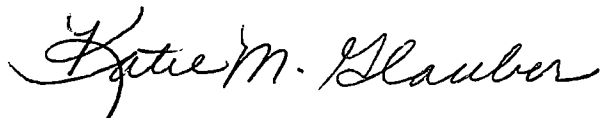
EDITORIAL & MARKETING SERVICES
432 W. Dartmouth
Kansas City, Missouri 64113
816-822-9938

on the TV screen, prior to the seminar, were of "helpless crippled children." The seminar educated without alienating these important television producers, news reporters and media celebrities.

produced video conferences that uplinked via satellite the latest information of the first artificial heart transplant at Humana Hospital in Louisville.

Laura, I am very interested in promoting the Robert Wood Johnson Foundation. I am convinced that my marketing expertise coupled with my interest in and sensitivity to the issues affecting the disabled make me an ideal candidate. Because of the tenuousness of the one-year grant, I would like to discuss the possibility of handling the work from Kansas City.

Sincerely,

A handwritten signature in cursive script that reads "Katie M. Glauber". The signature is fluid and elegant, with the first letters of each word being capitalized and prominent.

Katie M. Glauber

KATIE M. GLAUBER

Katie Glauber is a public relations consultant and free-lance writer. Her clients include: Legal Assistant Management Association, Family Features Editorial Services, Life Care Services Corporation, The Best of Kansas City and Oscar Mayer.

Previously with Evans/Kraft in Seattle, Katie was vice president of the consumer division and supervised national public relations programs for a variety of agricultural commodity associations. In addition, her responsibilities included directing the overall operation of the nine-person consumer public relations division, the creation of corporate public relations campaigns and new business development.

Katie has over 18 years experience in public relations working with agencies such as J. Walter Thompson in New York and Burson-Marsteller in Chicago, as well as with corporations such as General Electric Company, WHAS, Inc. and Kinetic Corporation. At J. Walter Thompson, she wrote and produced award-winning health education materials for clients such as Kellogg's International and Standard Brands. While at General Electric, she introduced the GE Answer Center, a national consumer 800 number. Katie served as director of public affairs for WHAS-TV and as vice president of marketing for Kinetic Corporation coordinating marketing communications for computer graphics software and PC security programs.

She has appeared as a client spokesperson on more than 55 television programs including ABC's Good Morning America. Currently Katie is a member of the National Speakers Association and The Chamber of Commerce of Greater Kansas City.

KATIE M. GLAUBER
432 W. DARTMOUTH
KANSAS CITY, MO 64113
(816) 822-9938

EXPERIENCE

KATIE M. GLAUBER, EDITORIAL AND MARKETING SERVICES,
Kansas City, MO - 1990 to present - Public relations
advisor to a variety of corporate and service accounts.
Free-lance writer. Creative consultant to Evans/Kraft.

EVANS/KRAFT, Seattle, WA - 1989-1990 - Vice
President/Director Consumer Public Relations.
Developed programs and supervised implementation of
national public relations/public affairs for 15
northwest clients. Managed a staff of twelve and
budgets totaling \$1.3 million. Transformed an
unprofitable subsidiary into one of the most profitable
in the Evans Corporation.

KINETIC CORPORATION, Louisville, KY - 1987-1989 - Vice
President Marketing. Reporting to CEO, developed
marketing program for a multimillion dollar visual
communications and computer graphics software firm;
coordinated the efforts of three subsidiary companies
and supervised a staff of nine.

WHAS, INC., Louisville, KY - 1982-1987 - Director
Public Relations/Community Affairs. Reporting to
President/General Manager, developed national and
regional publicity program for a \$150 million
communications corporation (WHAS-TV, WHAS-AM, WAMZ-FM,
and Louisville Productions). Wrote and produced
television commercials, public affairs programming and
satellite video-conferences.

GENERAL ELECTRIC COMPANY, Louisville, KY - 1980-1982 -
Supervisor Press Relations. Reporting to Manager,
wrote proposals and supervised efforts of two
publicists in implementing a \$1.5 million retail
publicity program for GE Major Appliance Business
Group. Introduced the GE Answer Center, a national
telephone hotline for consumer questions.

BURSON-MARSTELLER, Chicago, IL - 1979-1980 - Senior
Account Executive. Reporting to Vice President,
supervised efforts of account executive in implementing
publicity and sales training programs for Armour Foods
International.

J. WALTER THOMPSON, New York, NY - 1973-1979 - Account
Executive/Account Supervisor. Reporting to Vice
President, wrote and produced award-winning consumer
education collateral materials. Appeared as a client

spokesperson on 55 television shows including ABC Good Morning America.

EDUCATION - University of Louisville, 1972, Bachelor of Arts in Education. Graduate work in Marketing.

AWARDS - Created characters, wrote scripts and supervised animation production of a children's film for Kellogg's International. It won second place in its category of hygiene and health in the French 6eme Festival International Du Film D'Information Pour La Jeunesse.

Authored THE BAKER'S DOZEN, one of two books which brought the Family Circle/Food Council of America Gold Leaf Award to Standard Brands, Inc.

MEMBER - National Speakers Association, Chamber of Commerce of Greater Kansas City, The Central Exchange, Junior League of Kansas City.

MARKETING PLAN FOR COMMUNITY-BASED SERVICE SYSTEMS

1. **ESTABLISH THE PURPOSE.**
Have a purpose statement to establish direction.
2. **SET SPECIFIC OBJECTIVES.**
Have a clear list of objectives that identify problems, needs and issues.
3. **IDENTIFY OUR PUBLICS.**
Determine the target audience(s)?
 - The CBSS Project Sites
 - Print and Electronic Media
 - Legislative Personnel/Government Policy Makers
 - Funding Sources (including RWJ)
 - The General Public
 - The Disabled Community
 - The Business Community
 - Disabled Service Providers
 - Public Service and Social Service Agencies
 - The Medical Community
4. **DETERMINE THE MESSAGE.**
What is the message you want to give each target group?
5. **DECIDE ON THE APPROACH.**
What is the best way to communicate the message to the target group?
6. **DETERMINE THE BUDGET.**
How much will it cost? What resources are available? (in-kind services, OPM, trade, etc..).
7. **DEVELOP A PLAN.**
Set specific goals. Decide who will be responsible for what? Establish a timetable. (What will be done? Who will do it? When will it be done by?)
8. **EVALUATE THE RESULTS.**
On-going process. Are the goals being accomplished? Are the objectives being met?

2121 Hepburn # 716
Houston, Texas 77054

August 9, 1991

Mr. Lex Friden
Senior Vice President
The Institute of Rehabilitation and
Research-TIRR
Texas Medical Center
Houston, Texas 77030

Dear Mr. Friden:

Thank you for your time and the information which you shared with me this morning during our telephone conversation. I will, as you suggested, follow up with Louisa Amelung. I am also enclosing my resume for your information.

I wish you much success in your ILRU project.

Sincerely,


Sharon Williams

/sw
enclosure

SHARON WILLIAMS
2121 Hepburn # 716
Houston, Texas 77054
(713) 791-9447

PROFESSIONAL EXPERIENCE

1987 to present

HOUSTON INDEPENDENT SCHOOL DISTRICT Director, Program Development

The responsibilities of this position revolve around communicating the role and issues of vocational education in HISD to a wide variety of publics. The major responsibility is the development and implementation of a comprehensive marketing plan to improve the image of vocational education both within and outside the district. This effort includes the development of partnerships with business and community organizations as well as the development of strategic communication plans. Most recently, the director has worked with the Methodist Hospital to forge a partnership which will result in a Health Occupations preceptorship program for Worthing High School beginning in the 1991-92 school year. The director also served on the planning committee for the 1991 Youth Job Fair held at George R. Brown Convention Center.

The director's responsibilities include the production of materials used to market HISD's vocational programs. The brochure packet, "Explore the Alternatives," developed under the supervision of the director, was selected as the most outstanding brochure of 1988 by the National Association of Vocational Technical Communicators (NAVTEC). As a member of the Yates High School Task Force, the director developed a comprehensive plan to strengthen the curriculum of the Magnet School of Communications so that the school may better prepare students for professional careers in the media.

The director played an active role in the planning and execution of the 1988 Mayor's Hearing on Youth. As a major component of her involvement, the director served as the media spokesperson for the Hearing, representing HISD's partnership in the project.

1981-1987

HOUSTON INDEPENDENT SCHOOL DISTRICT Assistant Director, Business/Industry Relations, Occupational and Continuing Education.

The assistant director's duties depended heavily on strong written communication skills. A 1985 proposal designed and written by the assistant director resulted in funding from the Texas Education Agency for a cooperative education program for single parents at the H.P. Carter Career Center. This program continues to serve students at Carter and has received wide press coverage as a successful educational model for teenage mothers. The assistant director wrote and produced a variety of print and audio-visual materials, including "The New

Galaxy: Career Pioneers," a video production which outlines the rewards and challenges of non-traditional careers.

The assistant director also wrote the extensive application which resulted in the High School for Health Professions' selection by the US Department of Education as one of the top ten vocational programs in the nation in 1985. A presentation by the assistant director about the school to the 1985 American Vocational Association national convention followed, as did an article on HSHP published in the AVA journal.

During her tenure, the assistant director wrote numerous proposals including the initial proposal for what eventually became Foley's Academy.

1975-1981

**HIGH SCHOOL FOR PERFORMING AND
VISUAL ARTS (HISD)
Media Teacher**

During this period, Media was one of the most active and successful programs at HSPVA. Many of the students in the program now hold responsible professional positions in the media field.

Since no curriculum existed in 1975, one was developed to teach appropriate skills to the students in this magnet program. This curriculum, developed by the teacher, is still being used as an example of an exemplary curriculum guide by Prairie View A&M University's teacher training program.

An additional responsibility was sponsoring the HSPVA yearbook.

1973-1975

**NPL, INC.
Production Assistant**

The production assistant worked with advertising agencies and corporations in the planning and production of audio-visual presentations.

1970-1972

**KUHT-TV, CHANNEL 8
Production Assistant**

The production assistant worked with a variety of projects at this public television station, including station promotion and fundraising, research and field reporting for public affairs programs.

1969-1970

**TEXAS GULF SULPHUR COMPANY
Assistant Editor**

The assistant editor wrote and edited articles for the in-house employee publication of this multi-national corporation.

EDUCATION

1965	STEPHEN F. AUSTIN HIGH SCHOOL Houston, Texas
1969	UNIVERSITY OF HOUSTON, Houston, Texas B.A. in Communications (with departmental honors)
Pending	UNIVERSITY OF HOUSTON, Houston, Texas Candidate for M.A. in Communications (1992)

MEMBERSHIPS AND HONORS

ROTARY CLUB OF HOUSTON
Member, Youth Committee
Member, Houston Endowment Committee

UNIVERSITY OF HOUSTON
COMMUNICATIONS ALUMNI ASSOCIATION
Member, Board of Directors, and Treasurer

HOUSTON COMMITTEE FOR PRIVATE
SECTOR INITIATIVES
Alternate member, Employment and Training Committee

REGION IV EQUITY ADVISORY COMMITTEE

TEXAS SCHOOL PUBLIC RELATIONS
ASSOCIATION

HOUSTON JOB TRAINING PARTNERSHIP
COUNCIL
Alternate member (1985)

BUSINESS/INDUSTRY/GOVERNMENT
ADVISORY COMMITTEE
University of Houston (1985)

Honored by Dr. Marguerite Ross Barnett as an outstanding
graduate of the University of Houston School of
Communication (October 1990)

Listed in Who's Who in American Women (1979 edition)

REFERENCES AVAILABLE UPON REQUEST