

# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.**

---

**Collection/Record Group:** Clinton Presidential Records  
**Subgroup/Office of Origin:** Press Secretary  
**Series/Staff Member:** Mike McCurry  
**Subseries:**

---

**OA/ID Number:** 11102  
**FolderID:**

---

**Folder Title:**  
Women's Office

---

<b>Stack:</b>	<b>Row:</b>	<b>Section:</b>	<b>Shelf:</b>	<b>Position:</b>
<b>S</b>	<b>94</b>	<b>3</b>	<b>10</b>	<b>1</b>

# Lifetime

Meredith Wagner  
Senior Vice President  
Public Affairs

September 25, 1995

Ms. Mary Dixon  
Press Secretary  
Office of Women's Initiatives and Outreach  
The White House  
Washington, DC 20503

Dear Mary:

It was nice talking to you again. As we discussed, the following is an outline of some of our conversation with Betsy, as well as some "blue sky" addenda.

Our extensive discussion -- and consumption of much Italian food -- centered on *Lifetime's* collaboration with the Office's "At the Table" discussions you are planning nationwide. As the only television network designed to reach women through programming and public service efforts, we are in the unique position to encourage women to get involved and to have their concerns heard.

Combining the efforts of the Office for Women's Initiatives and Outreach and *Lifetime's* exclusive participation in these events, we will have an opportunity to raise awareness to levels never before seen on the important issues facing women today. In addition, we would work with our affiliated cable systems to host/televise and respond to roundtables across the country. Listed below, please find some ideas representing our mutual agenda to reach out to the American woman.

### Lifetime Co-sponsorship of The White House Office for Women's Initiatives and Outreach "At the Table" Discussions Nationwide

- Joint kickoff press conference targeting national/women's issues, political/TV press including President Clinton and/or First Lady Hillary Rodham Clinton, *Lifetime* talent and executives (late 1995).
- One kickoff PSA featuring the President and the First Lady encouraging participation in the roundtables.

- no. PSAs, produced by *Lifetime*, with President and Mrs. Clinton announcing locations and topics of upcoming "roundtables" and how to participate, providing a White House #800.
- no. *Lifetime* may provide and distribute a White House-endorsed resource guide that will include a listing of organizations and references that pertain to key issues featured.
- Further explore a long-form program, soliciting and reporting on issues facing *Lifetime* viewers, featuring President Clinton and First Lady Hillary Rodham Clinton.
- Periodic reporting on *Lifetime's* daytime programming derived from the roundtable discussions, and when appropriate, featuring Administration officials providing resources on topics covered.
- *Lifetime* talent and executives and other individuals identified by *Lifetime* to host the bipartisan "At the Table" discussions in mutually agreed upon markets.
- *Lifetime* would act as the liaison between the Administration and our participating affiliates to coordinate local press activity, cross-promotion on local origination channels, the telecast of roundtables and implementation of grass-roots community efforts.
- *Lifetime* would act as the liaison among various industry organizations including Women in Cable, Cable Television Public Affairs Association, etc., who could host and promote local sessions.
- Joint creation of outreach, promotional and collateral material with the White House and *Lifetime* logos, including a how-to manual, and perhaps, buttons, mugs ("I was At the Table with The White House and Lifetime Television") and signage for distribution "At the Table."
- Promotion of "At the Table" discussions, issues, solutions, resources through *Lifetime's* On-Line site.
- Follow-up press management by *Lifetime* including monthly reports to the "Council of Presidents" regarding "At the Table" issues.

his  
no  
pledge

The opportunities *Lifetime* can provide will enhance this important initiative while supplementing the Administration's resources and assisting women across the country. I look forward to your feedback and working together to assure that women's voices of all ages, demographic groups and political persuasions are heard. Once again, my colleagues and I look forward to meeting with you on Wednesday (?) or any time soon, at your convenience. Please feel free to call me at the office at (212)424-7126 or at home (212)744-4495.

Best regards,

*Meredith Wagner*  
Meredith Wagner

ESL - Mary Dixon  
cleared talking points  
thru appropriate departments.  
She just wants you to

**FAX TRANSMISSION SHEET** read for  
Clarity, etc.

To: Evelyn Lieberman

Mason

FAX NUMBER: \_\_\_\_\_

FROM:

BETSY MYERS \_\_\_\_\_

BARBARA WOOLLEY \_\_\_\_\_

JUDY GOLD \_\_\_\_\_

PEGGY LUSSIER \_\_\_\_\_

CARRIE WOFFORD \_\_\_\_\_

MARY DIXON \_\_\_\_\_ X

NUMBER OF PAGES (including cover sheet): \_\_\_\_\_

NOTES:

Here is latest draft of talking points  
card. I checked with Cabinet Affairs as  
you requested on the # for Cabinet-Level  
appointees - I ended up dropping from  
seven to six - Thanks for your help -

**BETSY MYERS**

**DEPUTY ASSISTANT TO THE PRESIDENT AND  
DIRECTOR FOR WOMEN'S INITIATIVES AND OUTREACH**

**THE WHITE HOUSE  
708 JACKSON PLACE  
WASHINGTON, DC 20500  
PHONE (202)456-7300  
FAX (202)456-7311**

**CLINTON ADMINISTRATION PRO-WOMAN/PRO-FAMILY AGENDA**

**Making Families More Economically Secure**

Signed the Family & Medical Leave Act

Improved access to child care,

established Child Care Bureau (1-800-616-2242)

Expanded Earned Income Tax Credit by \$21 billion over five years

Committed to increasing the minimum wage

Strengthened equal opportunity for all  
through affirmative action

Increased enforcement of child support and introduced legislation  
that doubles federal child support collections

**Keeping Our Families Safe from Violence**

Signed Assault Weapons Ban and Brady Bill

Signed the Violence Against Women Act

Formed the Violence Against Women Office

Authorized the establishment of 24-hour National  
Domestic Violence Hotline

Introduced Operation Safe Home

to fight crime in public housing

Passed Family Preservation and Support Act, providing  
services to prevent child abuse and neglect

**Making Education and Training a Reality For All**

Created and signed Student Loan Reform, saving students  
and taxpayers money

Signed National Service Act, helps communities and students

Signed School-to-Work Opportunities Act,

preparing students for careers and advanced education

Signed Goals 2000: Educate America Act,  
setting higher standards

Increased Head Start funding by \$760 million

Signed reauthorization of Elementary and Secondary Education Act,  
providing better education for impoverished students

Supported Safe and Drug-Free Schools Act

**Health Care That Makes Sense**

Made improvement of women's health a priority  
Signed legislation requiring that women  
and minorities are included in NIH-supported research  
Increased funding for breast cancer research by 65%  
Signed Childhood Immunization Plan,  
ensuring vaccination and healthy future for all children  
Developed healthy school meal initiative for students  
Placed WIC on full-funding path  
Revoked Reagan-Bush restrictions on abortion counseling  
Ensured safety, effectiveness and availability of mammography  
Increased AIDS funding by 40%  
Established first Deputy Assistant Sec. for Women's Health

**Expanding Economic Opportunities for Women**

SBA lending to women increased by 86 percent  
DOL's Women's Bureau launched Honor Roll initiative,  
encouraging employers to implement policies good for women  
Expanded the public-private SBA's Women's Demonstration Program,  
providing business skills and training for women  
Created the Interagency Committee on Women's  
Business Enterprise, eliminating barriers to economic  
development within federal agencies  
Increased federal procurement contracts for women in both  
percentage and dollar amounts

**Making Way for Women**

42 percent of President's appointees are woman, highest ever  
Six women hold Cabinet-level positions, highest ever  
59 percent of all President's judicial nominees  
are women and minorities, highest ever  
Second President to nominate a woman to the Supreme Court  
Opened almost 260,000 positions for women in the military  
Established White House Office for  
Women's Initiatives & Outreach

(White House Office for Women's Initiatives &  
Outreach, 9/18/95, 456-7300, fax 456-7311)

Approved By Cabinet Affairs

Sept. 19, 1995

MEMORANDUM TO EVELYN LIEBERMAN

FROM: BETSY MYERS

A handwritten signature in cursive script, appearing to read "Betsy", is written over the typed name "Betsy Myers".

RE: PRO-WOMAN/PRO-FAMILY TALKING POINTS CARD

In an effort to spread the word about President Clinton's pro-woman/pro-family agenda and accomplishments, I am planning to print a two-sided talking points card.

I have attached a copy of the card.

If you have any suggestions, please call.

## **CLINTON ADMINISTRATION PRO-WOMAN/PRO-FAMILY AGENDA**

### **Making Families More Economically Secure**

Signed the Family & Medical Leave Act

Improved access to child care,

    established Child Care Bureau (1-800-616-2242),

Expanded Earned Income Tax Credit by \$21 billion over five years

Committed to increasing the minimum wage

Strengthened equal opportunity for all

    through affirmative action

Increased enforcement of child support and introduced legislation

    that doubles federal child support collections

### **Keeping Our Families Safe from Violence**

Signed Assault Weapons Ban and Brady Bill

Signed the Violence Against Women Act

Formed the Violence Against Women Office

Authorized the establishment of 24-hour National

    Domestic Violence Hotline

Signed Safe and Drug-Free Schools Act

Introduced Operation Safe Home

    to fight crime in public housing

Passed Family Preservation and Support Act, providing

    services to prevent child abuse and neglect

### **Making Education a Reality For All**

Created and signed Student Loan Reform, saving students

    and taxpayers money

Signed National Service Act, helps communities and students

Signed School-to-Work Opportunities Act,

    preparing students for careers and advanced education

Signed Goals 2000: Educate America Act,

    setting higher standards

Increased Head Start funding by \$760 million

Signed the Elementary and Secondary Schools Act, providing

    better education for impoverished students

### Health Care That Makes Sense

Made improvement of women's health a priority  
Signed legislation requiring that women  
and minorities are included in NIH-supported research  
Increased funding for breast cancer research by 65%  
Signed Childhood Immunization Plan,  
ensuring vaccination and healthy future for all children  
Developed healthy school meal initiative for students  
Placed WIC on full-funding path  
Revoked Reagan-Bush restrictions on abortion counseling  
Ensured safety, effectiveness and availability of mammography  
Increased AIDS funding by 40%  
Established first Deputy Assistant Sec. for Women's Health

### Expanding Economic Opportunities for Women

SBA lending to women increased by 86 percent  
DOL's Women's Bureau launched Honor Roll initiative,  
encouraging employers to implement policies good for women  
Enhanced the public-private SBA's Women's Demonstration Program,  
providing business skills and training for women  
Created the Interagency Committee on Women's  
Business Enterprise, eliminating barriers to economic  
development within federal agencies  
Increased federal procurement contracts for women in both  
percentage and dollar amounts

### Making Way for Women

42 percent of President's appointees are women, highest ever  
Seven women hold Cabinet-level positions, highest ever  
Nominated 45 women out of 141 nominees to  
the federal bench, highest of any administration  
Opened almost 260,000 positions for women in the military  
Established White House Office for  
Women's Initiatives & Outreach

*(White House Office for Women's Initiatives &  
Outreach, 9/18/95, 456-7300, fax 456-7311)*

ESL - Betsy brought this by FYI.  
This newsletter will come out 2x a month.  
Please call Betsy with suggestions (407300)

**THE WHITE HOUSE OFFICE FOR WOMEN'S INITIATIVES AND OUTREACH**

**PRESIDENT CLINTON'S PRO-WOMAN/PRO-FAMILY AGENDA**

**SEPTEMBER 25, 1995**

"Looking back from the vantage point of the present, when the contributions and influence of women enrich every facet of our national life, it seems remarkable that as recently as 1920 most American women were still denied their right to full participation in the political activity of this country. Our history continues to remind us that humanity's age-old enemies of ignorance and prejudice are not easily defeated."

**--President Clinton, Women's Equality Day, 1995,  
Proclamation**

**White House Women's Office Goes On Line**

Welcome to the first edition of the Pro-Woman/Pro-Family newsletter from the White House Office for Women's Initiatives and Outreach. Every two weeks, we will keep you informed of the pro-woman/pro-family initiatives and activities of the President and his Administration and other events focusing on women. The office is headed by Betsy Myers, director of the new office and deputy assistant to the President. Betsy formerly headed the Office of Women's Business Ownership at the Small Business Administration.

---

**America Goes Back To School**

President Clinton and his cabinet Sept. 11-15 fanned out across the country emphasizing that school and education should be a family affair. While the President's balanced budget plan builds on America's commitment to education and protects working families with a \$41 billion investment, the GOP wants to cut education by \$36 billion to pay for tax cuts for the wealthy. Whether it's access to college or access to a quality elementary or high school, education is the key for women to support themselves and their families. Today, the typical college graduate earns 74 percent more than a worker with a high school degree. The women's office held a roundtable at a Chicago school for pregnant teenagers. Two teachers at the school were hired because of the President's fight to keep education funded.

---

**Vice President Meets with Women Leaders**

Vice President Gore hosted meetings with local women leaders in Albuquerque on Sept. 20 and in San Francisco on Sept. 21. The Vice President discussed topics of primary concern to the women leaders including child care, domestic violence, the U.N.'s Fourth World Conference on Women and the Washington budget battle.

---

## First Lady Hillary Rodham Clinton Brings Home the U.N Fourth World Conference on Women

"We are here to find common ground so that we may help bring new dignity and respect to women and girls all over the world -- and in so doing, bring new strength and stability to families as well." **First Lady Hillary Rodham Clinton**, U.N.'s Fourth World Conference on Women, Beijing, China, Sept. 5. 1995

Upon her return from Beijing, **Mrs. Clinton** hosted an informal roundtable of working women Sept. 12 at **Mrs. K's Toll House** restaurant in Silver Spring, Maryland. She met with eight working women from the D.C. area to discuss real family concerns including making ends meet, fear of losing Medicare and Social Security, and access to student loans and business loans.

---

## Mrs. Gore Is Keynote Speaker at Healthy Women 2000 Series Luncheon

**Tipper Gore** spoke at a Healthy Women 2000 conference Sept. 12 in D.C. on mental illnesses as they affect women and on the need to focus more on the specific health problems of women which have been long neglected. On mental illness, **Mrs. Gore** told the luncheon gathering: "No longer should families have to suffer the double whammy of an illness and it's stigma."

Healthy Women 2000, a series of health education conferences, focuses on the promotion of good health for American women. The lead sponsor is the Public Health Service Office on Women's Health, directed by **Dr. Susan Blumenthal**, deputy assistant secretary for health and assistant surgeon general. The series is designed to provide women with the tools and knowledge they need to help them lead long and healthy lives. **Mrs. Clinton** spoke at a previous conference May 18 entitled "Menopause, Osteoporosis and Health Issues Affecting Women in their Prime Time."

---

## National Women's Vote Day

Over 80 national women's organizations, ranging from the American Association of University Women to the YWCA/USA, have declared Nov. 4 "National Women's Vote Day." This national celebration is part of a coalition initiative, the Women's Vote Project, to encourage women to vote in 1996. For more information write: Women's Vote Project, P.O. Box 34096, Washington, D.C. 20043.

---

## If You Have Questions, Call Us

The White House women's office: **Barbara Woolley**, deputy; **Peggy Lussier**, scheduler; **Carrie Wofford**, agency representative, Interagency Comm. on Women's Business Enterprise; **Judy Gold**, political; **Carmen Lomellin**, **Aileen Cooper** constituent outreach; **Mary Dixon**, communications. Phone: 456-7300. Fax: 456-7311.