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Discussion Points for Women's Core Group, February 2, 1995

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Discussion Points for Women's Core Group Meeting
Thursday, February 9, 1995

A. Core and Advisory Groups

There will be 5 tracks focusing on women's outreach that an OPL staff person will coordinate/track:

1. Internal: AMH, Doris Matsui, Melanne Verveer, Janice Enright, Beth Alpert, Kitty Higgins, Gracia Hillman, Karen Nussbaum, Betsey Meyers, Caren Hancox and Barbara Woolley. (DNC???)

Proposed Mission: This will be the core entity driving the overall process and doing most of the work. The mission needs to be fleshed out; thoughts include:

- define which segments of women we are targeting,
- identify what the administration needs to do between now and '96 from an issues perspective to reach these women,
- develop the message the administration needs to communicate to reach these women,
- vet scheduling requests,
- develop targeted state strategy, and
- monitor all of the above to make sure plans are on track and integrated into the WH and administration wide systems.

2. Women's Leadership Group, coordinated by Lynn Cutler. This will include individuals such as: Kathy Bonk (Communications Consortium), Marcia Greenberger (National Women's Law Center), Iris Jacobson (COS at USIA), Sarah Kovner (HHS), Celinda Lake, Judy Lichtman (Women's Legal Defense Fund), Eleanor Louis (Bass and Howes/Emily's List), Ellen Malcom (Emily's List), Amelia Parker, Linda Tarr-Whelan (Center for Policy Alternatives), and the DNC.

Proposed mission:

3. Media Advisory Group: This will be coordinated by Carol Edgar, working with Flo McAfee and Lorrie McHugh. Members will consist of experts in communications, and potentially include: Susan King (Commission on Family/Medical Leave), Kathy Bonk,

Proposed mission: The role of this group is to develop a media plan for female appointees to carry the administration message to women, and to work with these appointees to implement the plan.

4. Cabinet Advisory Group: Reno, Tyson, Shalala, Browner, Madeline Kunin, O'Leary, AMH, Veronica Biggins, Maggie Williams.

Proposed mission:

5. Female Press Secretaries (Lorraine, Lorrie, Sally A., Lisa)

Proposed Mission:

B. Message

C. Timeline and Upcoming Dates

1. Internal Group: Up and running. Should meet once a week and then bi-weekly. Develop a 6-month plan.
2. Women's Leadership Group: They have been meeting on an ongoing basis. A subset of this group will meet with Fowler/Dodd on 2/14, and with Harold (and possibly Leon) on 2/23.
3. Media Advisory Group: The first meeting of this group will be mid-March. (To include presentation by Celinda Lake.)
4. Cabinet Group: ????
5. Female Press Secretaries: ????

D. Other

Retreat to coordinate all 5 groups

GET SCHEDULING REQUESTS?????????
HANDOUTS????? (Carol Edgar paper, etc.)

TV

1/31/97