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Follow Up from Women's Meeting

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1

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2

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6/15/95

MEMORANDUM FOR ALEXIS

FROM: Debbie

SUBJECT: Follow Up From Women's Meeting

1. You will meet with Beth Neuberger next week to help her with the plan.

2. You are on the Trips Subcommittee:

a. You will clue Doug Sosnik into the process going on here.

b. You will call a meeting with Doug, the trip directors for all 4 principals, Ann Stock, Beth Dozoretz, and either Laura Hardigan or Kris Van Giesen to discuss process that makes sense for how names are gathered on trips and what is done with them, and what these interested individuals are told.

3. Other subcommittees include:

a. Materials: headed by Maureen Shea. Others: Ann Lewis, Ann Stock, Maggie, Francis Friedman, Pam Greenwald.

For the next meeting they will plan out what need for packets and presentations and have as much of it prepared as possible.

b. Lay Leaders: Lynn Cutler will work with Betsey, Sue Bailey, Melanne Verveer and Kate Carr, Doug, Harold and Laura to vet lay leaders.

They should be identified by the next meeting.

4. Upcoming schedule of events with Re-Elect for which you will try to think of people:

All 4 principals:

June 22: New Jersey

June 23: Little Rock

June 29: Chicago

September 18: Philadelphia

September 19: Miami

September 20: Denver

September 21: San Francisco/Los Angeles

October: New York, Boston, Michigan (Missouri?)

There are also small dinners scheduled (you could try for a September one and 2 smaller events per principal per month.)

5. You suggested that the next luncheon be particularly for women from Pennsylvania. I'll tell Barbara Woolley.

6. The next meeting is scheduled for Thursday June 29 at 1pm at the same place.

Attached are my notes from the polling meeting, the circle chart, and my notes from the last meeting.

cc: Ruby Moy
Amy Billingsly

NON-COLLEGE EDUCATED WOMEN

Profile

ages 30-49

married

blue collar and non-professional white collar

median salary \$31,200

South and North Central parts of America

HS Educated Women: 28% are Independent

College Educated Women: 21% are Independent

- **They are isolated and not very active.**
- **They feel vulnerable and scared, lacking the resources and the power to change their environment, to protect themselves.**

They fear for their personal safety. (This is fueled by the television they watch.)

They want more law enforcement; they carry guns to protect themselves and their homes.

Home is their safe haven, a retreat. They are afraid to leave their home at night and afraid to go to the shopping mall at night.

- **They are ethnocentric and socially very conservative, with very traditional values and they don't like people who are different or 'alternative'.**

They follow the rules.

- **Although trust in institutions has declined, they want government to help.** (They may receive some assistance from the government.)

They feel there should be regulation of tv violence, tv ads for kids, sexual harassment, and pay equity.

They feel government can impact where they cannot. (crime, personal safety, safety net.)

They want an advocate -- not access.

(Distinction made here with college educated women: they are concerned but they do not want the same degree of regulation.)

- **They are tech-averse.**

- **They are religious and spiritual.**
- **They are stressed; they yearn for simplification, for easier times.** (52% wish they had lived in earlier and more romantic times.)

They (all women) feel the heat more than their counterpart men: pressed for time, for personal safety, for money, for the kids and they want to escape. (38-40% women define themselves as being stressed, compared to 24-25% men.)

85% want to find ways to reduce stress

81% feel they need to simplify their life

51% want to get rid of non-essentials

(Outward signs of success are not as important as internal happiness.)

- **They are not very charitable (more charitable if they have kids.)**

Media

daytime talk shows

shopping channel

cop shows

sensational news

They like to watch and read celebrity and gossip related shows/articles.

They live vicariously through the thrills and fantasy of these outlets.

They are less likely to read or watch the news, or watch late night sitcoms.

Product Usage

They care about cleanliness.

They use more indulgent food products: candy bars, cake mix

They are less likely to use make-up.

Education

Education is a tool to survival -- to being able to get what you need. It is not for personal or cultural fulfillment; it is to get a better job.

Politics

They do not care about politics or the 1996 Presidential election and they are most likely to make a decision based on last minute feedback/exposure.

College Educated Women

Charitable

Activist

Confident

Environmentally Concerned

Nurturing

Goal is fulfillment: from work, etc.

Discussion/Agenda

Identify 10 boxes/categories of lay leaders

Who will coordinate the Clinton/Gore Women's Coalition?

Discuss Plan for Targeted Events for Primary Season/Fall

Fundraising Goal?

Set Meeting Time for Clinton/Gore Leadership

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