

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. fax	[Personally Identifiable Information] [partial] (1 page)	06/24/1994	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Karen Finney (Press Office)
OA/Box Number: 11140

FOLDER TITLE:

KCTS [Seattle] /Special

2015-0734-S
ds475

RESTRICTION CODES

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

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

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 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. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

- 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 concerning wells [(b)(9) of the FOIA]

Request of H.R.C.'s Writings
PERMISSION to PUBLISH,
QUOTE, ETC

BLIND WORK
ASSOCIATION, INC.
BINGHAMTON
NEW YORK
SINCE 1929

PHOTOCOPY
PRESERVATION

Withdrawal/Redaction Sheet

Clinton Library

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20
1 pm

Memorandum

Date: June 24, 1994

Post-it Fax Note	7871	Date	# of pages 5
To Karen Finney	From Martha Farish		
Co/Dept Press Office	Co KCTS		
Phone	Phone (206) 443-6745		
Fax (206) 456-7306	Fax		

To: Karen Finney

From: Martha Farish, Project Director, Women's Health on Public Television 1994 (206) 443-6745 (wk), (206) 324-4528 (hm)

Re: Taping with First Lady for PBS special, *A Woman's Health*

Karen, thank you for your efforts on our behalf! KCTS producer, Katie Jennings' social security number is (b)(6) and her date of birth is (b)(6). As per our last conversation, Katie will be there Thursday, June 30 in time for a 2:30 P.M. taping. (H)

[001]

What follows is background information on the documentary, *A Woman's Health* (to open with a message from the First Lady) and the Women's Health on Public Television 1994 campaign.

- **Women's Health on Public Television 1994** is a broadcast and outreach campaign, targeting women 35 years of age and older. The campaign is June through December on PBS stations across the country.
- *A Woman's Health* is a one-hour television documentary portrait of six women fighting health battles most often confronted by women in America today. The documentary is personal and intimate featuring women who, in the face of a health challenge, responded with courage, wit and tenacity to regain their health and independence.
- Over 90 % of PBS stations are expected to air *A Woman's Health* on October 24 at 9 P.M..
- In addition to *A Woman's Health*, public television stations have been supplied with a 8 hours of high-quality, previously produced programs on women's health. Stations are creating "blocks" of programming on women's health that will air throughout the campaign period.
- In many instances, national programming is being followed by locally produced shows affording viewers the opportunity to call-in and speak directly to healthcare providers and/or policy makers.
- "Health minutes", featuring a variety of notable women, have been created for use during station breaks. (The list of names and topics covered is attached).

- A wide-variety of **community events**, from local walks-for-health to educational forums, have been scheduled during the campaign by local public television stations and their community partners.
- In the majority of television markets, stations and community partners are producing and distributing the **Women's Health "yellow pages"**, a first-time-ever resource guide to national and local health and wellness resources available to older women.
- It is anticipated that well over 300,000 copies of the **brochure, *Six Health Issues of Concern to Every Woman*** will be distributed by local public television stations and their community partners. The brochure was written by the National Women's Health Resource Council with editorial support from the US Centers for Disease Control and Prevention.

The goals of the Women's Health on Public Television 1994 campaign are:

- To increase awareness of the health promotion and disease prevention strategies useful to women 35 years of age and older.
- To encourage women to use community resources for health promotion and to decrease dependency on primary care facilities for health maintenance.
- To raise the level of knowledge about the health issues most likely to affect older women.

Thank you again, Karen. You obviously have to juggle a very complicated schedule into order. If I can be of any assistance between now and next Thursday please feel free to contact me at work or after hours at home.

KCTS/Seattle
WOMEN'S HEALTH ON PUBLIC TELEVISION
"Health Minutes"
Log

VERSION 1 with 800 numbers
**** (for U.S. audiences only) ****
Cuts 1-12

Cut #1: 33 seconds, 19 frames
Brooke Shields, Actress
Subject: smoking
American Lung Association 1-800-LUNG-USA

Cut #2: 37 seconds, 3 frames
Geraldine Ferraro, Attorney
Subject: osteoporosis
National Osteoporosis Foundation 1-800-223-9994

Cut #3: 38 seconds, 8 frames
Linda Ellerbee, Writer/TV Producer
Subject: breast cancer
American Cancer Society 1-800-ACS-2345

Cut #4: 45 seconds, 2 frames
Raquel Welch, Actress
Subject: domestic violence
National Resource Center on Domestic Violence 1-800-537-2238

Cut #5: 36 seconds, 27 frames
Wilma P. Mankiller, Principal Chief, Cherokee Nation
Subject: reproductive cancers
American Cancer Society 1-800-ACS-2345

Cut #6: 46 seconds, 2 frames
M. Joycelyn Elders, U.S. Surgeon General
Subject: access to health care
no 800 number

Cut #7: 39 seconds, 17 frames
M. Joycelyn Elders, U.S. Surgeon General
Subject: heart disease
American Heart Association 1-800-AHA-USA1

Cut #8: 33 seconds, 25 frames

Susan J. Blumenthal, U.S. Deputy Assistant Secretary for Women's Health

Subject: what is women's health?

no 800 number

Cut #9: 45 seconds, 11 frames

Rita Moreno, Actress

Subject: menopause

National Institute on Aging 1-800-222-2223

Cut #10: 37 seconds, 11 frames

Rita Moreno, Actress

Subject: depression

National Institute of Mental Health 1-800-421-4211

Cut #11: 36 seconds, 13 frames

Rosalind Cash, Actress

Subject: substance abuse

National Clearinghouse for Alcohol and Drug Information 1-800-729-6686

Cut #12: 47 seconds, 10 frames

Rosalind Cash, Actress

Subject: HIV/AIDS

Centers for Disease Control National AIDS Hotline 1-800-342-AIDS

Color bars and tone

Version 2 no 800 numbers

Cuts 1-12

Cut #1: 26 seconds, 7 frames

Brooke Shields, Actress

Subject: smoking

Cut #2: 30 seconds 28 frames

Geraldine Ferraro, Attorney

Subject: osteoporosis

Cut #3: 32 seconds, 24 frames

Linda Ellerbee, Writer/TV Producer

Subject: breast cancer

Cut #4: 37 seconds, 18 frames
Raquel Welch, Actress
Subject: domestic violence

Cut #5: 30 seconds, 11 frames
Wilma P. Mankiller, Principal Chief, Cherokee Nation
Subject: reproductive cancers

Cut #6: 40 seconds, 6 frames
M. Joycelyn Elders, U.S. Surgeon General
Subject: access to health care

Cut #7: 31 seconds, 18 frames
M. Joycelyn Elders, U.S. Surgeon General
Subject: heart disease

Cut #8: 35 seconds
Susan J. Blumenthal, M.D. , U.S. Deputy Assistant Secretary for Women's Health
Subject: what is women's health?

Cut #9: 38 seconds, 15 frames
Rita Moreno, Actress
Subject: menopause

Cut #10: 30 seconds 23 frames
Rita Moreno, Actress
Subject: depression

Cut #11: 20 seconds, 10 frames
Rosalind Cash, Actress
Subject: substance abuse

Cut #12: 39 seconds, 21 frames
Rosalind Cash, Actress
Subject: HIV/AIDS



**WOMEN'S
HEALTH**

1994

ON PUBLIC TELEVISION

April 19, 1994

Mrs. Hillary Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mrs. Clinton:

KCTS/Seattle and the Public Television Outreach Alliance (PTOA) are mounting a public education campaign -- including a national primetime television special -- to focus attention on the issue of **WOMEN'S HEALTH** in America. We believe this project will change the way women approach their health, and empower women to take more control of a health care system that profoundly affects their lives.

We know that Dr. Susan Blumenthal and Congressman Jim McDermott have been in contact with your office regarding this project. Dr. Blumenthal and Dr. Elders have both agreed to participate in one of our info-minutes (PSAs) about women's health issues.

In an effort to reach the millions of women who are looking for this information, we would like to request the your involvement in the program as the presenter, delivering opening and/or closing remarks about the importance of the issues the program investigates. With your help, we know that the issue of women's health care will leave the realm of lobbyists and educators and enter the consciousness of every American.

In terms of the issue, the statistics are startling. Today, 1 in 9 women will develop breast cancer, in comparison with 1 in 20 during the 1960's. Osteoporosis affects one-third to one-half of post-menopausal women. An estimated 7 million women suffer from depression, about twice the rate for men. Smoking is the leading cause of death, and domestic abuse is the single major cause of injury to women of all ages.

The sad truth is that too many women don't take care of themselves, as you are well aware. A recent survey conducted by Louis Harris and Associates shows that more than one-third of women surveyed had not had a Pap smear, a clinical breast exam, or a complete physical during the previous year.

KCTS/9
401 Mercer Street
Seattle, WA 98109

206/728-6663 Fax: 206/443-6691

Sixty-seven percent of women surveyed were overweight (predisposing them to heart disease), one in four continued to smoke, and 70% do not take calcium supplements for osteoporosis prevention. The study also concluded that 7.6 million American women were victims of violence in the past five years.

The PTOA primetime television special, **A WOMAN'S HEALTH** will bring into living rooms nationwide the stories of six women who are fighting for their health. We will present personal profiles of women grappling with the most common health problems facing women today: smoking, breast cancer, osteoporosis, heart disease, depression and domestic violence. Rita Moreno, our host, will appear at intervals throughout the program, introducing the stories and presenting hard-hitting statistics and information.

The one-hour program, due to air in October 1994, will be accompanied by a series of celebrity **INFO-MINUTES** (PSA's) spotlighting women's health topics which will also air on public television stations nationwide. In August, a national **WOMEN'S HEALTH YELLOW PAGES** customized for local markets will be distributed through public television stations, which will also hold community-sponsored events on topics of women's health care throughout the year.

Past PTOA television specials have garnered numerous industry awards and critical acclaim. The 1989 special **AMERICA IN THE AGE OF AIDS** hosted by Linda Ellerbee was produced by KCTS, as was the 1988 special **WHO CARES FOR THE CHILDREN?** hosted by Rhea Pearlman and winner of an American Film & Video Blue Ribbon Award. The veteran production team developing the **WOMEN'S HEALTH** project also produced the National Emmy Award-winning documentary **THE UNQUIET DEATH OF ELI CREEKMORE** and public television's top-rated earth science series **THE MIRACLE PLANET**. KCTS is a leading producer for the national PBS schedule, a member of the five-station **FRONTLINE** Consortium, the Northwest bureau for **THE MACNEIL/LEHRER NEWSHOUR** and producer of the upcoming children's science series **DISNEY PRESENTS: BILL NYE THE SCIENCE GUY**. Recently, two of our productions received national Emmy awards.

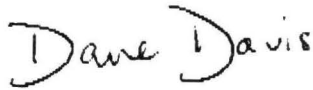
We look forward to making **A WOMAN'S HEALTH** the most influential and successful outreach special ever mounted by PBS. Your commitment to and expertise in the area of health care have reinforced the importance of taking charge of one's health care. We hope you will consider becoming a part of this landmark project.

We will be shooting a segment with the Surgeon General and Dr. Blumenthal on Friday, April 22, 1994 from 9 a.m. to 11 a.m.. The shoot will take place at Dr. Elder's Office building located at 200 Independence Ave. We would be able to shoot presenting comments with you at any time after 10a.m. We anticipate that this would take about one half-hour. If this schedule does not meet your needs, we would be happy to return at a more convenient time.

If you have any questions regarding the project, please feel free to call me at (206) 443-6773.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Dave Davis". The signature is written in dark ink and is positioned above the printed name and title.

Dave Davis
Executive Producer

S u m m a r y

SEVENTY-FIVE MILLION American women have seen their thirtieth birthday come and go, and, as every woman discovers, maturity brings an assortment of health problems—some serious.

Yet in surveys women note a disturbing lack of information about their health problems and options for care.

Public television stations around the country are poised to respond with a national broadcast and outreach campaign on women's health in 1994.

The **Women's Health on Public Television** campaign will feature a one-hour primetime documentary and twelve, 30-second "info-minute" spots each with a celebrity host for national broadcast, as well as community-based outreach activities such as health fairs, sports events and educational print materials providing women with crucial information and resources available in their regions.



Why Women's Health?



AMERICA'S HEALTH is under the microscope. As the Clinton administration grapples with national health care reform, Americans are discovering as never before the complexity and interconnectedness of a number of fiscal, institutional and lifestyle issues that impact our health. We are a nation obsessed with what ails us, what cures us, how to live longer and who pays.

In seeking answers to these and other questions, researchers until recently have relied primarily on the use of male subjects. Research findings and results were then extrapolated and applied to women, under the assumption that whatever applied to men would also apply to women.

However, such bias has resulted in a gross insensitivity to the specific medical problems women face. For example:

- Heart disease has long been considered a man's disease and is often misdiagnosed in women in its early stages. Yet, it kills about 503,000 women a year, and is the leading cause of death of women from ages 50 to 79.



Why Women's Health?

Women, the largest group of consumers of health care services, make important health-related decisions for themselves and their families every day.

Women's Health on Public Television in 1994 will help provide women with the information they need to make informed choices.

h

■ AIDS, until last year, had been defined almost exclusively by the symptoms as they appear in men. It is the fifth leading cause of death among women nationwide.

■ At least 10 million postmenopausal women have been prescribed long-term hormone replacement therapy to prevent osteoporosis and heart disease, even though the long-term effects of the treatment have not been determined. Some experts speculate that hormone replacement could cause a 50 to 100 percent increase in breast cancer.

■ Breast cancer is the most common form of cancer among American women. This year 180,000 will develop the disease; an estimated 46,000 will die.

While experts have begun to examine women's health at the national level, women in communities around the country struggle daily to break through socio-economic and institutional barriers to health care. There is still a great hunger among women for more information about themselves.

The Info-Minutes

IN ADDITION TO the one-hour program, twelve thirty-second "info-minutes" addressing the top health care issues of interest to women will be offered for use throughout the program schedule, June - December 1994. Women of note who have agreed to appear in info-minute testimonials include **Assistant Deputy Secretary for Women's Health Dr. Susan Blumenthal, Former Congresswoman Geraldine Ferraro, U.S. Surgeon General Dr. Joycelyn Elders, Chief Wilma Mankiller, Texas Governor Ann Richards and Actresses Kathy Bates, Elaine Miles, Rita Moreno, Brooke Shields and Raquel Welch.**

Each speaker will present a topic of intense personal interest. For instance Dr. Elders, from a small town in Arkansas where she never saw a doctor until the age of 18, will speak about access to health care. Because Ms. Ferraro's mother suffered terribly from osteoporosis, she now watches her calcium intake and gets plenty of weight-bearing exercise. We hope that this approach will demonstrate that women's health issues affect us all — and that in the most direct and personal way, **HER HEALTH MATTERS.**



The Producers



KCTS

ONE OF THE MAJOR public television production centers in the United States, KCTS has a reputation for producing award-winning programs for the national PBS schedule. KCTS is the recipient of hundreds of awards—more than 150 in the last decade alone—for its local, national and international productions. Its six-part series, *The Miracle Planet*, was one of the most-watched series on public television, second only to *The Civil War*, in 1990.

KCTS is also the producer of *The Pacific Century*, *Fire on the Rim* and *Death: The Trip of A Lifetime*. Currently in production is *Disney Presents Bill Nye the Science Guy*, a weekly, nationally-syndicated children's science series, which is co-produced with Disney's Buena Vista Television, in association with the National Science Foundation.



The Producers

The Clinton administration

has placed health care

reform at the top

of the national agenda.

The 103rd Congress is

expected to respond

vigorously to the current

health care crisis, and

the majority of

Americans express a

readiness for change.



DAVID DAVIS is the Executive Producer of **Her Health Matters** for KCTS. Davis brings more than 15 years of experience in film and television production to the project. He has received numerous awards, including a National Emmy award for *The Unquiet Death of Eli Creekmore* (1988) and the George Foster Peabody Award for *Diagnosis: AIDS* (1983), which was the first PBS documentary to explore the issue.

KATIE JENNINGS is the Producer of **Her Health Matters**. Her credits include two of KCTS' most successful national series, *Fire on the Rim* and *The Miracle Planet*. She is the producer of the national 26-part PBS series, *Your Organic Garden*.



The Program



HER HEALTH MATTERS, a one-hour television special, is a documentary portrait of six women involved in fighting the health care battles most often confronted by women in America today. The program will be hosted by a celebrity who introduces each eight-minute segment, offering a framework for these highly personal profiles.

The program profiles six women whose courage and tenacity are guiding them through some of the medical dilemmas that pose the greatest challenges to women today:

- **Smoking** is the single greatest risk factor for women's health. Yet one in four women smoke, and teenagers now smoke at higher rates than their male counterparts. **Janet Sackman** was a Lucky Strike model in the 1940s and smoked for forty years — until cancer of the throat and lungs made her stop. Her story underlines the negative connection between advertising images and women's health.

- **Heart disease** is the number one killer of U.S. women; death rates are highest for women of color. Yet most people think of cardiovascular disease as being a "white man's

The Program

The National Institute of Health has established an Office of Research on Women's Health to examine and remedy the inequities in women's health research. NIH has also launched a 15-year, \$625 million Women's Health Initiative to tackle three of the major health problems facing older women: breast cancer, heart disease and osteoporosis. Fred Hutchinson Cancer Research Center in Seattle will coordinate the 45-city study.

illness," and many women who feel chest pain minimize or ignore it instead of seeking treatment. **Portia Marks** of Oakland, CA, waited months to seek help for shortness of breath and chest pain, before she was finally rushed to the hospital for angioplastic surgery.

■ **Domestic violence** is the leading cause of injury in women visiting emergency rooms across the country. New hospital protocols call for doctors to screen patients for domestic violence, because it can happen to anybody — even to **Stacy Allison**, the first American woman to climb Mount Everest and the survivor of an abusive marriage.

■ **Breast cancer** still has no certain cause or cure, so a woman's best chance of surviving it still lies with early detection and treatment. But racial and ethnic minorities often have more difficulties accessing medical care, as **Beatrice Quintero**, a breast cancer survivor at M.D. Anderson Hospital in Houston, well knows. Her many activities at the hospital and at home are helping Hispanic women navigate the cultural and linguistic barriers to health care.

The Program

Targeted audiences for

Women's Health on Public

Television 1994:

Women over 30 years old

•

*Doctors, nurses,
health care providers*

•

*Health and social
service providers*

•

*Elected officials and
policy makers*

•

Women's groups

•

*Grassroots community
health groups*

3

■ **Clinical depression** strikes women twice as often as men, for a number of social, economic, biologic and emotional reasons. Yet depression in women is misdiagnosed at least 30-50% of the time — in spite of the fact that most depression is curable through a combination of drug and talk therapy. **Karen Spencer's** harrowing journey through depression reflects the experience of nearly 7 million women who currently have a diagnosable depression.

■ **Osteoporosis** afflicts nearly half of women past the age of menopause. Hormone replacement therapy (HRT) may help maintain bone density, yet there is little research data concerning possible negative effects of HRT or nonpharmacologic alternatives. **Barbara Pyles, 53**, a small-boned, fair-skinned woman, takes estrogen on her doctor's recommendation to combat the likelihood of osteoporosis; her sister **Christine Prenovitz, 45**, a tall athlete, has chosen to treat her menopausal symptoms with acupuncture and careful diet. Neither is completely satisfied with her choice.