

The Reliable Source

By Ann Gerhart and Annie Groer

■ The constitutional right to bare arms does not extend to Senate staff. That's what **Margaret Camp** learned yesterday, when the press secretary for Sen. **Arlen Specter** (R-Pa.) ventured onto the Senate floor in a sleeveless blouse and vest. A floor clerk told her that she was in violation of the dress code and asked her to leave.

■ Those years of military protocol are over. Retired general **Colin Powell** greeted several male friends with a kiss on the cheek at his book party Tuesday night. His spokesman, Col. **Bill Smullen**, also a retired career military guy, is all for the warm-and-fuzzy stuff. "I think a lot of those people were very old, dear, meaningful special friends. . . . It's as endearing a gesture as one can give," Smullen said yesterday. "We as a male body are reluctant to express our emotions. [But] he is a very warm person."

■ **James Brady** hurt his leg and lost some teeth when he fell from his wheelchair Monday night in his New York hotel room. The former press secretary for President Reagan, Brady and his wife, **Sarah**, were scheduled to speak about gun control. A spokeswoman for the Center to Prevent Handgun Violence told the Associated Press



Liz and Hugh, big-screen bound?

that Brady was treated in New York and is now resting at home.

■ The most overexposed couple of June and July must be hungry for attention again. **Hugh Grant** and **Elizabeth Hurley** are close to signing a deal to star in and produce a medical thriller, according to the Hollywood Reporter.

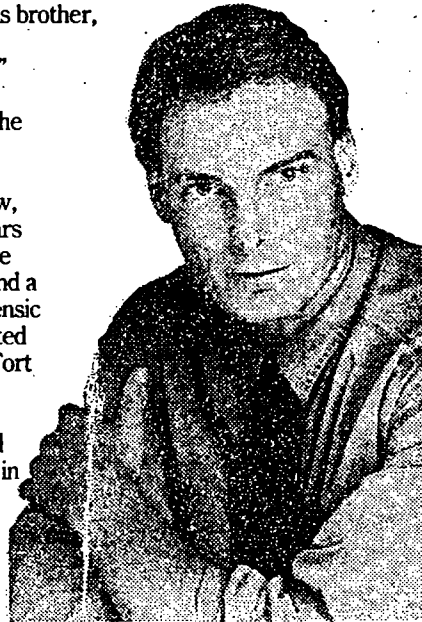
■ Paramount Pictures has agreed to pay columnist **Art Buchwald** and producer **Alain Bernheim** an undisclosed sum to settle one of the longest-running pieces of litigation in Hollywood. The men had sued the studio over "Coming to America," a movie made from an idea Buchwald passed to Paramount in 1983. The studio had argued the film lost

money. On the day Paramount settled the Buchwald suit, New Jersey screenwriter **Jack Engelhard** sued the studio, claiming that it failed to pay him bonuses from the success of "Indecent Exposure," based on his book.

■ **Christopher Reeve** plans to make his first public appearance next month. He'll attend a benefit in New York for Creative Coalition, a group of actors who support various liberal causes, his wife, Dana, announced at a news conference yesterday. Reeve, paralyzed in a riding accident, can move his electric wheelchair by blowing into a tube and can say three or four words at a time, his brother, Benjamin, told "American Journal" Tuesday.

■ The search for the bullet that killed **Vincent Foster** continues even now, more than two years after his death. The U.S. Park Police and a handful of FBI forensic experts were spotted stomping around Fort Marcy Park again yesterday, taking measurements and preparing to bring in state-of-the-art gear to comb the area one more time.

A Capitol Hill arms embargo? Below, Reeve to appear.



File Miss America FIRST LADY'S BEAUTY SECRET



Clinton and Whitestone, sharing a passion.

■ First lady **Hillary Rodham Clinton**, recently back from the women's conference in China, and the outgoing Miss America, **Heather Whitestone**, had quite a giggly six-minute phone chat yesterday. Mrs. Clinton admitted that she has watched the talent-and-cheesecake competition "ever since I was a very young girl," reports The Post's **Roxanne Roberts**.

Saturday's telecast—which includes a May 22 video clip of Mrs. Clinton receiving a pageant award from Whitestone at the White House—is "the only way I'd ever appear on a Miss America contest. It's one of those dreams deferred, but it's finally coming true," Mrs. Clinton said.

When Whitestone, talking from Convention Hall in Atlantic City, reminded Mrs. Clinton to phone in her vote on whether the swimsuit competition should stay or go, the wary first lady said, "Except for voting for my husband, I don't tell how I am voting." Whitestone, the first deaf Miss America, called the bathing-suit competition "silly" after the chat, which used advanced cellular phone technology for the hearing-impaired.

From
the desk of . . .



Karen E. Aarons

10/10/95

Deborah:

Enclosed are 10 copies of
the 1995 program book.
Mrs. Clinton's award is described
on page 73. Would you please
see that the copies are
distributed to any interested
parties.

Thank you

Karen



Please file -
Miss America

October 11, 1995

Partnership for National Service
c/o Larry Wilson, Treasurer
Room 8419
1201 New York Avenue NW
Washington, D.C. 20525

Dear Larry:

I am enclosing a check in the amount of \$25,000 in honor of Hillary Rodham Clinton, the recipient of the 1995 Miss America Organization Woman of Achievement Award.

The Miss America Organization was pleased to recognize Mrs. Clinton for her outstanding contributions to volunteer service.

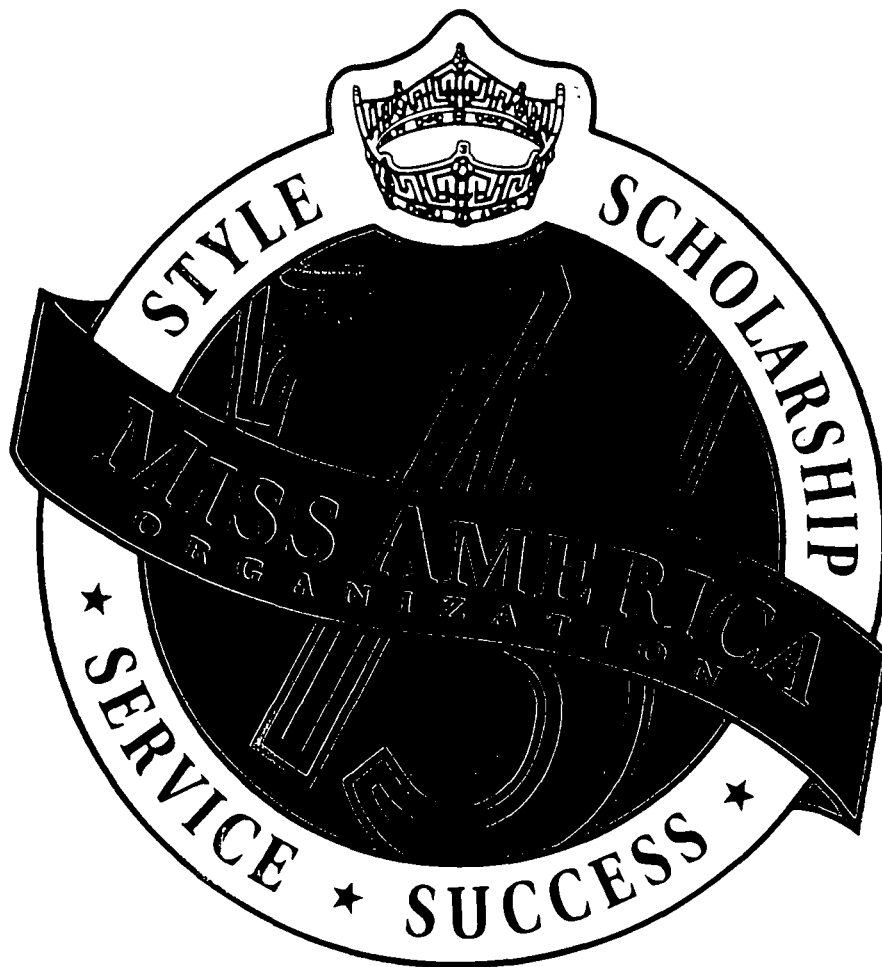
I have included a copy of the 1995 national program book. Mrs. Clinton's award is described on page 73.

Sincerely,

Karen E. Aarons
Karen E. Aarons
Executive Vice President

cc: Deborah Both

Miss America 1954



PHOTOCOPY
PRESERVATION



Miss America 1995 Heather Whitestone

HOMETOWN

Birmingham, Alabama

Age: 22

EDUCATION

Jacksonville State University, Alabama - Junior (Accounting)

University of Montevallo - 1 year

Recipient of a \$37,000 Miss America Scholarship

FUTURE AMBITION

To earn a Bachelor's Degree in Accounting and become an educator

OTHER ACCOMPLISHMENTS

- Leading the nation's largest public service campaign to identify early hearing loss
- Executive Member, President's Committee on Employment of People with Disabilities
- Created and Implemented the S.T.A.R.S. Program (Success Through Action and Realization of your DreamS)
- Served on the Alabama Governor's Task Force for the Deaf and Hard-of-Hearing
- Accomplished Ballerina with fifteen years of dance training
- College - Phi Eta Sigma Honor Society

PLATFORM

Anything Is Possible

We have been placed here not by choice, but by God's choosing. Each of us is a unique individual. Often we allow the limitations that others perceive to keep us from achieving our goals. It is our responsibility to overcome the barriers which prevent us from reaching for our dreams. As a profoundly deaf woman, my experiences have shown me the impossible is indeed possible. Everyday, I strive to be a positive role model. My STARS program emphasizes that through hard work and positive self-esteem, *anything is possible*. The only thing that can stop you, is you.



Anything is Possible

Platform Statement of

Heather Whitestone

Miss America 1995

Many young people in America today are challenged. Some face unthinkable adversities and, despite the odds, enjoy healthy and productive lives. Yet those who are unable to overcome their obstacles and find a path of productivity often suffer, in part, from an overwhelming lack of self-esteem and the absence of positive environments in which they are challenged to try, fail, try again, and ultimately, succeed.

In facing my own life's challenges, I have discovered a unique approach that I call S.T.A.R.S.: **SUCCESS THROUGH ACTION AND REALIZATION (OF YOUR DREAMS)**. The five points of a star itself have continually reminded me that the essential elements to achieving success are: **To have a positive attitude; To believe in your dream, especially education, which is a dream all Americans share; To face your obstacles, no matter how great; To work hard; and To build a support team.**

As I travel this country in my role as Miss America, I will communicate the S.T.A.R.S. approach to our nation's youth. I will teach them, through word and deed, the value of setting high goals, working hard and achieving their dreams and ambitions, reminding them that their actions speak louder than any words. I will also carry this message to parents, teachers, counselors, ministers and others who influence youth, imploring them to create the proper environments for young people to employ S.T.A.R.S. and to serve as committed members of a young person's support team.

As a living example of a challenged person who *has* used a S.T.A.R.S. approach to succeed, I will extend my hand to anyone in need of encouragement and love. I will ask them not to imitate me, but rather to believe in themselves and the power of their spirit. And I will reach out to specific groups with whom I share a special bond.

I will motivate all young people who are deaf or hard of hearing to pursue a broad range of communication and educational options in their lives, choosing those which best reflect their goals and encouraging them to choose the options that will build their self-esteem and, ultimately, ensure their success in life.

I will invite youth with disabilities to join me in reaching out to the nondisabled world — without fear or concern — to tear down the barriers of acceptance that still exist by demonstrating that their lives are about their *abilities*, not their *disabilities*. In doing so, I know they will find their own paths to success.

I will encourage all young people facing challenges to confront their obstacles with determination and confidence, avoiding the epidemic of negative thinking that has swept our country and robbed them of their self-esteem. I will help them to realize their own success by setting very clear goals and working hard to achieve them.

And I will challenge opinion leaders and those who influence youth to work ever harder at creating the proper environments for all young people — disabled and nondisabled — to confidently establish their own identity, helping them to find a productive place in our society, and inspiring them always to try, try again, and one day, to *succeed*.

To these young people and countless others, I will commit myself, speaking out on their behalf when they cannot. I will believe in their dreams. I will help them to work hard. And I will always be the very first member of their support team.



Miss America Makes a Difference

In this time of rapid change for America and especially young Americans, Miss America has a vital new role to play: as representative and advocate of the ideals and ideas that will forge America's future.

In 1990, the Miss America Organization instituted the platform program to facilitate this new role. Since that time, Miss Americas have concentrated on the most significant questions facing America today: AIDS awareness and prevention, the effect of domestic violence on society, ways to motivate young people to service and most recently, Homelessness. The following are highlights of the past three Miss Americas' years of service:

Miss America 1994, Kimberly Aiken University of North Carolina/Charlotte

Platform: Homeless Families First: Addressing America's Homeless Crisis

Quote: "We must break the cycle of homelessness by combining long-term housing solutions with education/job training, health care and support services for homeless families and children."

Highlights:

- Lobbied legislators on behalf of the President's Federal Plan to end Homelessness
- Served as National Chairperson for PROJECT OPEN BOOK, a national reading program for homeless children
- Spearheaded a national food drive for the homeless which collected more than one million canned goods
- Authored and distributed a guide designed to enlighten communities on how they can help the homeless
- Address the US Conference of Mayors on behalf of homeless families and children
- Testified before a Housing Sub-Committee for funding for homeless programs
- Worked closely with Habitat for Humanity International, the National Alliance to End Homelessness, the National Law Center on Homelessness and Poverty, and the US Department of Housing and Urban Development
- Conducted a yearlong speaking tour on the homeless issue addressing diverse audiences about the need for increased awareness, compassion and support for homeless families and children.

(over)

Miss America 1993, Leanza Cornett
Rollins College, Jacksonville University

Platform: AIDS Awareness and Prevention

Quote: "AIDS is everyone's issue and everyone's problem. It's as close as the person next to you."

Highlights:

- Introduced and lobbied for AIDS Prevention Legislation before US Congress
- Helped to raise more than one million dollars for AIDS causes
- Worked closely with American Red Cross HIV-AIDS Awareness Program, the American Foundation for AIDS Research (AmFAR) and the NAMES quilt project
- Named to the Board of Trustees for the Design Industries Foundations for AIDS
- Created and distributed AIDS Prevention Guide
- Conducted national speaking tour to schools, hospitals, women's and youth groups and community organizations
- Focused national attention on impact of AIDS on women and teens

Miss America 1992, Carolyn S. Sapp
Hawaii Pacific University

Platform: Education

Quote: "The only way we will improve education in our country is community by community, family by family, school by school."

Highlights:

- Worked closely with US Department of Education, National Education Association and the National PTA to implement new programs and provide pro-active roles for citizens in improving education
- Served as national spokesperson for Chevrolet's DRIVING FOR EDUCATION program
- Wrote widely-distributed guide for parents on motivating children to want to learn
- Lobbied state legislatures on behalf of education issues
- Spoke at National Parent-Teachers Convention and to parents and students at local schools around the country



Miss America and Higher Learning

The Miss America Organization is best known for one glamorous night out of the year: the night women from every state in the nation engage in spirited competition for the honored title of Miss America. Yet few people realize the Organization acts year-round as the nation's leading achievement program and largest scholarship fund for young American women.

An Ongoing Partnership

The Miss America mandate is to encourage young women to explore the relevant social issues of their times and to excel in arts, science, communications or any area of inquiry that inspires their interest and devotion. To this end, the Miss America Organization provides incentives and opportunities for academic achievement in excess of \$24 million in scholarship assistance annually.

Universities Receiving Miss America Endowments

Most recently, the Miss America Organization has become a vital source of endowed scholarship funds for institutions of higher education. Each year, the Organization presents a scholarship grant to a college or university which the winning Miss America has attended.

1995 marks the sixth year the Miss America Organization will donate a substantial scholarship fund to the chosen Miss America's alma mater. Previous awards have helped meritorious students in five states (both male and female) to benefit from special academic programs. These include:

- On behalf of Debbye Turner, Miss America 1990, the University of Missouri received funds for a special scholarship for female students studying veterinary medicine.
- On behalf of Marjorie Vincent, Miss America 1991, DePaul University in Chicago, Illinois was able to offer a special scholarship for music students majoring in piano.
- Hawaii Pacific University received funds for female students who excel in the fields of political science, international relations or international business in honor of Miss America 1992, Carolyn Sapp.
- Two institutions received scholarship funds on behalf of Leanza Cornett, Miss America 1993. Jacksonville University developed the Leanza Cornett Fine Arts Scholarship and Rollins College in Orlando, Florida, developed the Leanza Cornett Scholarship for exceptional female students in science.
- On behalf of Kimberly Aiken, Miss America 1994, a scholarship grant was presented at the University of North Carolina, Charlotte this year. A scholarship fund is being set up for meritorious accounting students.



Scholarships / Grants / Awards

Miss America Pageant Scholarship Foundation

Miss America	35,000.00
First Runner-Up	20,000.00
Second Runner-Up	14,000.00
Third Runner-Up	11,000.00
Fourth Runner-Up	8,000.00
Semi-Finalist	6,000.00
Semi-Finalist	6,000.00
Semi-Finalist	6,000.00
Semi-Finalist	6,000.00
Semi-Finalist	6,000.00
40 Contestants	2,500.00

In Addition:

All Talent Preliminary Winners	1,500.00
All Swimsuit Preliminary Winners	500.00
Bert Parks Non-Finalist Talent	
Winners (8)	1,000.00
Non-Finalist Interview Winner (1)	1,000.00

* Albert A. Marks, Jr.	
Non-Finalist Interview Award	2,500.00
Bernie Wayne Scholarship for the Performing Arts	2,500.00

Presented by Fruit of the Loom:

Quality of Life Award	10,000.00
First Runner-Up	2,000.00
Second Runner-Up	1,000.00

Presented by Rembrandt:

Rembrandt Award for Mentorship	5,000.00
Rembrandt Free Dental Clinic Grant	5,000.00

Presented by Waterford Crystal, Inc.:

Waterford Scholarship for Business Management	2,500.00
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At the Local, State and National Miss America competitions over \$24 million in scholarships is available annually.

* funded by National Association of Miss America State Pageants (N.A.M.A.S.P.)



The Miss America Organization Today

Developed by the Miss America Organization, the Miss America competition exists for the purpose of providing personal and professional opportunities for young American women and promoting their voice in culture, politics and community. It provides a worldwide forum for today's young women to express their viewpoints, talents and accomplishments to American audiences the evening of the telecast and to the public at large during the ensuing year. Almost all contestants have either received or are in the process of earning college or postgraduate degrees and utilize Miss America scholarship grants for furthering their educations.

General qualifications for women in competition

To become Miss America, a contestant must first win a local competition and then compete to represent her state, a process requiring enormous personal commitment, hard work and talent. A woman may compete at the state level more than once, but may only compete in the national Miss America competition one time. Thousands of women participate each year in the local and state events, culminating in the selection of 50 national finalists who vie for the Miss America title in Atlantic City in September. Approximately 300,000 volunteers organize the local and state pageants, promoting community involvement throughout the United States.

Responsibilities after winning

Once chosen, Miss America and the state winners become representatives of their generation, using their stature to address community service matters and other contemporary issues which are of particular relevance to young Americans and to women. The Miss America competition works closely with the national sponsors of the Miss America Organization and with other groups to provide Miss America with opportunities that will enable her to appear on behalf of prominent civic and charitable causes around the country - and to make her year one of service and inspiration. In addition, Miss America makes appearances for the television sponsors, which in turn enhances their corporate image. It is of particular significance that traditionally the Miss America corporate television sponsor becomes involved with the Miss America program not only on the financial level but on philosophical and personal levels.

Mission of M.A.O.

It is the mission of the Miss America Organization to continually increase the frequency and scope of Miss America's issue-oriented appearances and to ensure that her personal platform is communicated throughout every city she visits during her year.



The Judging Process

The Miss America competition judging system is designed to promote diversity, individuality and overall achievement among all contestants. Judges score the individual contestants immediately following each phase of the competition. Contestants are scored on a one-to-ten point scale, in whole numbers, within each category. There are two panels of judges: A preliminary panel and a final panel. The preliminary panel chooses the Top Ten Miss America finalists, and is comprised of a total of seven members. All participants on the preliminary panel are familiar with the Miss America program and/or production aspects of the competition, and represent a variety of professional sectors within their communities. The second panel of judges consists of renowned, qualified celebrities who select Miss America from these Top Ten finalists during the evening of the live telecast.

Preliminary Scoring

During the 1995 preliminary competitions in Atlantic City the weighting of scores awarded per category is distributed as follows:

Talent.....	40%
Interview.....	30%
On-Stage Personality in Evening Wear.....	15%
Physical Fitness in Swimsuit.....	15%
TOTAL: .	100%

Narrowing Down to Ten

Following the last preliminary competition, the preliminary panel of judges will score each of the 15 contestants who have attained the highest scores thus far. Each contestant will receive a score on the basis of her performance in four areas of the preliminary competitions. The contestants receiving the ten highest composite attributes scores will advance to the Top Ten competition on Saturday night. This composite attributes score will then be carried over to Saturday night's competition.

Then to Five

The final panel of judges narrows down who will be named the next Miss America from the Top Ten finalists. The five contestants who score the highest points will then be interviewed on stage. During this interview each contestant will be asked a question relative to her personal platform.

Scoring in the Finals

On Saturday night the weighting of the scores is as follows:

Composite Attributes	40%
Talent.....	20%
On-Stage Personality in Evening Wear.....	15%
Physical Fitness in Swimsuit.....	15%
Top Five Interview	10%
TOTAL:	100%



Rules and Regulations

The Miss America Organization is a not-for-profit corporation established solely to provide contestants with the opportunity to enhance their professional and educational goals, and to achieve those pursuits with the assistance of monetary grants and awards.

Scholarship funds are contributed by a panel of national corporate sponsors who commit their support to the professional advancement of these young women. At the local, state, and national Miss America competitions, over \$24 million in awards is available annually. A critical component of the overall organization, this scholarship program enables recipients to apply these grants towards furthering their education and training which will greatly enhance the probability that they will achieve their ultimate goals. Any canceled or unused portions of the monetary grants are held in trust by the Miss America Organization for future awards.

The scholarship fund is based on a rich scholastic tradition that has been the cornerstone of the Miss America program since 1945. Today, educational advancement, achievement and public service continue to be the primary objectives of the Miss America Organization in the face of changing roles for women in American society.



What is the Miss America Organization Today?

When most people take another look, they find that we're simply not what they grew up with anymore. For many people, their image is based on years of watching our national telecast from their living rooms in the 1950s and 1960s.

While we've maintained most of the same values through our long and celebrated history, today we are an organization that honors contemporary young women -- intelligent, sophisticated and goal-oriented, yet wholesome, genuine and truly compassionate. Few programs can boast such qualities.

Since 1945, we have provided more than \$100 million in scholarships to women, making us the largest provider of scholarships exclusively for women in the world.

We also maintain one of the strongest grassroots networks in this country. Some 300,000 volunteers, from the smallest towns to the largest cities, mobilize their resources every year on our behalf because they truly believe in the benefits afforded America's young women through this program.

And through our platform program, our contestants, state title holders and Miss America herself are breathing new life into social issues in new and innovative ways.

I encourage you to take another look at the Miss America Organization. I think you'll find the changes we're making are in step with society today and focused on providing young women throughout this country with a venue that enables them to achieve their goals.

Sincerely yours,

Leonard C. Horn
Chief Executive Officer

THE WHITE HOUSE
WASHINGTON

January 24, 1995

Mr. Leonard Horn
Chief Executive Officer
The Miss America Organization
Post Office Box 119
Atlantic City, New Jersey 08404

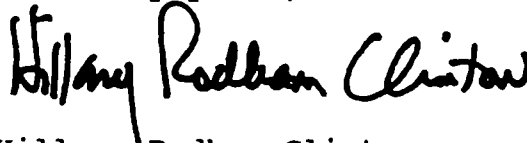
Dear Mr. Horn:

On the occasion of the 75th anniversary of the Miss America Pageant, I congratulate the Miss America Organization for its legacy of inspiring women to develop their skills and talents so that they may achieve their goals and dreams.

I commend you for marking your 75th year by extending your volunteer tradition and making service to our communities the official platform of the Miss America Organization. As a strong partner of AmeriCorps, you will encourage service and expand opportunities for citizens to join in rebuilding communities throughout our nation.

I extend a special thanks to the former winners of the Miss America title who are present to inaugurate this special year. Each of you continues to represent our country with grace, intelligence and dignity.

Sincerely yours,

A handwritten signature in black ink, reading "Hillary Rodham Clinton". The signature is written in a cursive, flowing style with a large initial "H".

Hillary Rodham Clinton



Contact: Mary McGinnis
(609) 345-7571
Miss America Organization
OR
John Healy/Ellen Butler
(312) 527-0355
Prescott Healy Company

FOR IMMEDIATE RELEASE

**MISS AMERICA ORGANIZATION KICKS OFF
75th ANNIVERSARY YEAR**

**Former Miss Americas and CEO Reflect on
Organization's Previous Contributions and Future Plans**

NEW YORK, NY -- With the help of seven former Miss Americas, The Miss America Organization's chief executive officer launched the group's 75th Anniversary year by stating that the Organization's history "mirrors American attitudes about women and societal values." The event was held in January, in conjunction with the annual meeting of Miss America state and local volunteers, which drew a record attendance of more than 300 this year.

"Our history is rich in tradition and social significance, symbolized by the Miss America crown, which has changed thousands of lives," said Leonard C. Horn, CEO of the Organization since 1987. "Not only the lives of those women who have aspired to attain it and those who have worn it, but countless others who have benefitted from the work of our country's Miss Americas, our contestants at all levels and our volunteers throughout the country."

In a decade-by-decade retrospective of the Organization's past, seven former Miss Americas reflected on the eras in which they served, as well as how the crown affected their lives and others. The women included Marian Bergeron (1933), the oldest active Miss America; Jean Bartel (1943), the first college woman to wear the crown;

- more -



actress Lee Meriwether (1955), the first Miss America crowned on television; Jacquelyn Mayer (1963), who after a stroke at age 29 became a national spokesperson for the American Stroke and American Heart Associations; media personality and entrepreneur Phyllis George (1971); Kaye Lani Rae Rafko (1988), a registered nurse whose year of service inspired the personal platform concept; and this year's Miss America, Heather Whitestone, who is the first woman with a disability to wear the crown.

In speaking about the Organization's future, Horn said, "We will focus our efforts on looking outward, rather than inward, and we will seek to leverage our resources beyond the contestants who compete in our program." In this regard, he made a number of announcements, including the launch of an institutional platform that will focus on community service and the first program of the Miss America Foundation.

Horn also announced that this year's national telecast, scheduled to air on September 16, 1995 on NBC, will be three hours long, a first in the telecast's history. "Whether they're fans of Miss America or not, the American public will enjoy the many surprises we have in store for this year's show," he said. "Like everything else we're doing, our annual telecast will continue to combine the legacy of the Miss America program with the relevance and dynamism of our times."

Following the 75th Anniversary event's formal remarks, Heather Whitestone and the former Miss Americas in attendance posed for photographers with a unique commemorative cake created by Cheryl Kleiman Cakes, of Brooklyn, NY.

The Miss America Organization, a not-for-profit corporation based in Atlantic City, New Jersey, is committed to providing young American women with the



opportunity to enhance their personal and professional development through scholarship programs and achievement-oriented opportunities. The program, which is the single largest provider of scholarships to women in the world, enlists the participation of thousands of the country's highest women achievers, as well as more than 300,000 volunteers.

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Contact: Mary McGinnis
(609) 345-7571
Miss America Organization

FOR IMMEDIATE RELEASE

TELEVISION AND MISS AMERICA: OVER FORTY-YEARS OF HISTORY

A true American institution, the Miss America competition has been broadcast live at one time or another by all three of the country's major television networks and remains one of the highest rated annual events on national television today. In 1954 ABC first televised the Miss America Pageant, capturing the crowning of Lee Meriwether and 39 percent of the television audience. The telecast moved to CBS in 1957 and by 1958 was expanded from 90 minutes to two hours. The ensuing boost in viewership found *nearly two-thirds of all American television sets tuned into the show.*

Pageant triumphs over football . . . In 1966 the Miss America Pageant shifted to its current television network home, NBC, and was first telecast in color. To counter this change, CBS scheduled an opening game of the National Football League directly opposite the Pageant program. *The final ratings demonstrated that Miss America scored a three to one victory over the game.*

For the first time this year . . . NBC continues as an integral partner with Miss America in bringing the competition to the American public for more than two consecutive decades. **For the first time ever, in celebration of the 75th Anniversary of Miss America, the telecast will begin at 9:00 P.M. EDT and conclude at Midnight EDT.** The show promises to have universal appeal.

"No matter which Miss America touched your life, no matter what age you were when you were glued to the tube watching a crowning, the show will be sure to reflect on that nostalgic moment," said Leonard Horn, MAO Chief Executive Officer.

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Contact: Mary McGinnis
(609) 345-7571
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Prescott Healy Company

FOR IMMEDIATE RELEASE

**MISS AMERICA ORGANIZATION LAUNCHES
FIRST MISS AMERICA FOUNDATION PROGRAM TO SUPPORT
WOMEN'S EDUCATION AND ACHIEVEMENT**

**Newly-Formed Foundation Undertakes First Program
With The Better Homes Fund**

NEW YORK, NY -- The Miss America Organization has announced the first program of its newly-formed Miss America Foundation, created to aid American women who otherwise would never benefit from the Miss America Organization's resources.

"The Foundation's goal is to extend the benefits of the Miss America program beyond our contestants, using our name to bring attention to projects undertaken with other worthy service organizations," said Leonard Horn, chief executive officer of the Miss America Organization.

"Consistent with this mission, the Foundation will provide additional resources for existing social programs that benefit women and girls. We will also work in partnership with other organizations to create brand new programs, enabling women of all ages to complete their education and achieve their goals," he said.

The Foundation will conduct its first such effort to launch a new program with

- more -



Miss America Organization Announces Launch of Miss America Foundation Page 2

the Newton, Massachusetts-based Better Homes Fund. The "Youth America Project" is a combined scholarship and community service program designed to create opportunities for mentoring by Miss America state titleholders, while promoting leadership skills and service among school-aged children. The project will also support extremely poor and homeless children to attend college. A pilot program for the project is currently in development.

"We believe that the partnership between our organizations provides a unique set of capabilities that will ensure the success of the Youth America Project," said Ellen L. Bassuk, M.D., president of The Better Homes Fund. "Both organizations share similar family-oriented values and concern about children growing up in poverty.

"With homeless families now comprising up to 43 percent of the total homeless population, the need for support is more critical than at any time in our nation's history," Dr. Bassuk added.

The Miss America Organization, a not-for-profit corporation based in Atlantic City, New Jersey, is committed to providing young American women with the opportunity to enhance their personal and professional development through scholarship programs and achievement-oriented opportunities. The program, which is the single-largest provider of scholarships to women in the world, enlists the



Miss America Organization Announces Launch of Miss America Foundation / Page 3

participation of thousands of the country's highest women achievers, as well as more than 300,000 volunteers.

The Better Homes Fund, founded in 1988, is the nation's only non-profit organization dedicated solely to helping homeless families. The Fund is directed by technical experts in areas related to poverty and homelessness, while functioning as part of the nationwide network that serves this population. They have extensive experience in program design, evaluation, implementation and replication.

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Corporation for National Service

FOR IMMEDIATE RELEASE

MISS AMERICA ORGANIZATION ADOPTS NEW COMMUNITY SERVICE PLATFORM

MAO Joins Forces with Corporation for National Service

NEW YORK, NY-- Leonard Horn, CEO, Miss America Organization (MAO), and Eli Segal, Assistant to the President for National Service and CEO, Corporation for National Service (CNS), have announced the formation of a partnership between the two groups to collaborate on national and community service initiatives. The partnership comes as part of MAO's formal adoption of a new institutional platform of community service for its contestants, titleholders and Miss America herself.

MAO's institutional platform is an extension of the personal platform concept initiated by the Organization in 1989, which enables Miss America and state titleholders to formally speak out on issues of importance to themselves and society at large. Today, the Miss America national competition and all state and local competitions have been modified to incorporate this issue-oriented focus.

"It's clear that the personal platform concept has been embraced by the American people, yet our original vision of the platform program was incomplete until today,"

- more -



Miss America Organization Adopts New Community Service Platform Page 2

said Horn. "Beginning this year, in partnership with the CNS, not only will each Miss America and state titleholder select an issue to champion, but the Organization will champion community service as our institutional platform."

The Corporation for National Service was created as the Federal government's new initiative to mobilize the American people and actively involve them in the most urgent issues facing communities across the nation. CNS programs include AmeriCorps, which offers students educational awards in exchange for a year of community service, Learn & Serve America, and the National Senior Service Corps.

The partnership between MAO and CNS involves the execution of national and community service initiatives both on a national and state level. Programs will be rolled out in stages by state-level "networks" comprised of the state organizations and CNS state-level offices. MAO and CNS expect the participation of at least one-third of state networks this inaugural year.

Also this year, each Miss America state titleholder will aid in the promotion of community service by becoming involved in CNS programs in her state. In addition, the state-level network will collaborate on a local community service project during the week each state competition is held.

On the national level, the Miss America Organization, represented by Miss America, will help promote the national service programs of CNS. In 1995, MAO will



Miss America Organization Adopts New Community Service Platform Page 3

play a prominent role during National Volunteer Week, April 24 - 28, as well as the National Day of Service on April 25. Miss America and state titleholders are expected to participate in various events, bringing added visibility and awareness to the activities.

"We congratulate the Miss America Organization on the adoption of an institutional platform of community service," said Segal. "We're pleased to initiate a collaborative venture centered on direct service activities that re-invigorate communities, reward civic responsibility and expand educational opportunities."

The announcement of the Miss America Organization's institutional platform and partnership with the Corporation for National Service came in conjunction with the kick-off of the Organization's 75th Anniversary held in New York City in January.

The Miss America Organization, a not-for-profit corporation based in Atlantic City, New Jersey, is committed to providing young American women with the opportunity to enhance their personal and professional development through scholarship programs and achievement-oriented opportunities. The program, which is the single largest provider of scholarships to women in the world, enlists the participation of thousands of the country's highest women achievers, as well as more than 300,000 volunteers.

#



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Prescott Healy Company
OR
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NBC

FOR IMMEDIATE RELEASE

MISS AMERICA ENTERS CYBERSPACE

Miss America Organization Teams Up with NBC On Information Technology Projects in 1995 and Beyond

NEW YORK, NY -- In conjunction with its 75th Anniversary, the Miss America Organization (MAO) has announced it will implement a series of initiatives involving interactive and on-line technology. These projects will make information about Miss America, State Representatives and Organization activities more accessible to the American public in the future.

As its first step into cyberspace, MAO conducted a 75th Anniversary Kick-off On-line Marathon in collaboration with NBC, January 25 - 27. Miss America Heather Whitestone, a number of former Miss Americas and CEO Leonard Horn were available through America On-line to answer questions and provide information to the American public.

- more -



"Our 75th Anniversary On-line Marathon was the first step in our great leap forward into information technology and interactive media," said Leonard Horn. "We plan to work with NBC and other technology-driven organizations to explore other ways to make information about our Organization more accessible to the American people in the future."

MAO is currently working with NBC on a number of other on-line initiatives, such as making each Miss America available several times a year in on-line chat rooms; bringing detailed information about Pageant contestants directly to the public for on-line retrieval, including bios and photos; conducting question-and-answer sessions between on-line subscribers and contestants during the week preceding the national competition in Atlantic City in September; and scheduling on-line sessions with Pageant officials, such as its CEO, the telecast producer and outgoing Miss Americas.

The Miss America Organization, based in Atlantic City, New Jersey, has striven to keep pace with technology since its first telecast of the Pageant in 1954. It since has become the fourth longest-running live event in the history of television. Although the Pageant has been televised by all three networks in its history, NBC has distinguished itself as the Organization's telecast partner for almost 30 years. Formalized by the announcement today, the network also has become MAO's partner in information technology.



FOR IMMEDIATE RELEASE

For More Information Contact:

Bob Snodgrass
(800) 598-5550

**Miss America Organization Announces Commemorative Book
To Celebrate its 75th Anniversary**

ATLANTIC CITY, NJ -- The Miss America Organization introduces *Miss America: The Dream Lives On*, the official book celebrating Miss America's 75th year, to be published May 1, 1995 by Taylor Publishing's Fine Book Commemorative Press.

With more than 250 pages and hundreds of color photos, the book spotlights the exciting growth the Miss America Program has undergone over the past 75 years to become the premiere tradition it is today.

"For millions of Americans, Miss America is a positive role model," says Leonard Horn, CEO of the Miss America Organization. "Miss America has survived the administrations of 14 Presidents, three major wars, the assassination of a President, the rebirth of the women's movement, and a myriad of social and cultural changes, and through it all has remained an American tradition. And to her credit, despite criticism, Miss America continues to evolve, reflecting the gains women have made over the years in education, talent, careers, and politics."

"And let's face it," he adds, "it's no secret that the Miss America Pageant is among the highest-rated live television programs every year."

- more -



From the roaring Twenties to the politically correct Nineties, the book will trace how the Miss America competition began, who puts it together, how thousands of young women aspire for the title each year (and how one rises to the top). It will highlight what makes it unique, and ultimately, why the program endured. It will also contain profiles on past winners and where they are today, a photo essay from the first local and state competitions to the moment the new Miss America is crowned, a daily record of the life of the 50 finalists during the competition in Atlantic City and statistics and trivia.

Written by Angela Osborne, writer, director and coordinating producer for television's Miss America Pageant from 1972 to 1992, *Miss America: The Dream Lives On*, will be published in three editions: the Diamond, Limited and General.

At \$225.00, the Diamond edition features a leather cover with the Organization's 75th Anniversary seal, a fly sheet with authentic signatures of past Miss Americas, and a wooden stand to display the book. The Limited Edition, at \$75.00, also features the leather cover decorated with the Organization's seal and the personal autograph of a Miss America. The General Edition, \$39.95, includes an attractive dust cover over a simulated leather binding.



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FOR BACKGROUND INFORMATION

IMPORTANT DATES IN MISS AMERICA HISTORY

- 1921** First Miss America Pageant is held.
- 1935** At the insistence of Executive Director Lenora Slaughter, talent competition is added.
- 1940** The competition moves to the Convention Center, Atlantic City, which continues as its "home" today.
- 1943** First college student, Jean Bartel of UCLA, is crowned.
- 1945** First scholarship grant (\$5,000) is awarded to Bess Myerson, the first Jewish woman to serve as Miss America.
- 1947** Barbara Walker is the last Miss America to be crowned in a swimsuit.
- 1950's** The Miss America Scholarship Program reaches over \$250,000.
- 1954** First nationally-televised Miss America Pageant kicks off the fourth longest-running live event in the history of television.
- 1955** Bert Parks begins his 25-year tenure as Master of Ceremonies, inaugurating the coronation song "There She Is, Miss America."
- 1966** The telecast's move to NBC also marks the Pageant's first broadcast in color.
- 1970** Cheryl Brown, Miss Iowa, is the first African-American woman to compete in the national Pageant.

- more -



Important Dates

Page 2

- 1984** Vanessa Williams becomes the first African-American Miss America.
- 1989** Focus on achievement comes of age, as the platform program is introduced.
- 1994** Heather Whitestone, who is profoundly deaf, is the first woman with a disability to be crowned.
- 1995** By the 75th Anniversary of the Miss America Pageant and 50th Anniversary of the Miss America Scholarship Fund, more than \$100 million in educational grants have been awarded, making the Organization the world's largest provider of scholarships exclusively for women in the world.

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FOR BACKGROUND INFORMATION

THE MISS AMERICA ORGANIZATION KEY FACTS AND FIGURES

General Background

- Rich in history and social significance, the Miss America Organization is a not-for-profit corporation that has maintained a tradition for most of this century of empowering American women to achieve their personal and professional goals, while providing a forum in which to express their opinions, talent and intelligence -- long before it was fashionable to do so.
- The competition was founded in 1921 as a "bathing beauty" contest to extend the summer tourist season one week beyond Labor Day. Today, the Miss America Pageant is held each year on the second Saturday evening following Labor Day, with contestants gathering for the competition and rehearsals two weeks preceding the national telecast.
- The Miss America competition exists for the purpose of providing personal and professional opportunities for young American women and promoting their voice in culture, politics and the community.
- In addition to conducting the annual national competition, the Organization acts year-round as the nation's leading achievement program and largest scholarship fund for young American women.
- More than 300,000 volunteers organize 2,000+ state and local competitions to further scholarship and achievement among young women in their communities.



Scholarship

- 1995 marks the 50th Anniversary of the Miss America Scholarship Program. Miss America 1945 Bess Myerson received the first scholarship award of \$5,000. Within one year, the fund grew to \$25,000, with the grant shared by Miss America and 16 of the national finalists.
- Since 1945, the Miss America Organization has provided more than \$100 million in educational grants, making it the world's largest provider of scholarships exclusively for women in the world.
- By 1947, Miss America state and local competitions were establishing their own scholarship funds by collecting grants from individuals, colleges, universities and corporations.
- Miss America Scholarships include: \$35,000 to Miss America; \$20,000 to the First Runner-Up; \$14,000 to the Second Runner-Up; \$11,000 to the Third Runner-Up; and, \$8,000 to the Fourth Runner-Up. The remaining five Semi-Finalists each receive \$6,000, with the other 40 contestants each awarded \$2,500. An additional \$15,000 is awarded for individual competitions. Any canceled or unused portions of the scholarship program's monetary grants are held in trust by the Miss America Organization for future awards.
- Other grants awarded through the national Organization include a total of \$13,000 presented by **Fruit of the Loom** to the winner, First and Second Runners-Up of the *Quality of Life Award*; a \$5,000 scholarship from **Rembrandt** to the winner of the *Award for Mentorship* and a \$5,000 grant to a Free Dental Clinic in her state; **Waterford Crystal's** \$2,500 *Scholarship for Business Management*; the \$2,500 *Bernie Wayne Award for the Performing Arts*; and \$2,500 for the *Albert A. Marks, Jr., Interview Award*.
- There are numerous other scholarship awards at the state and local levels. In 1994, in-kind state tuition awards totaled more than \$19.5 million, with another \$1.65 million awarded as in-kind local tuition grants. Cash scholarship awards at the state level totaled \$1.1 million, while local-level cash scholarships were more than \$1.5 million.



Miss America Organization Key Facts and Figures

Page 3

- In its continuing effort to recognize outstanding American women whose volunteer efforts benefit society, the Miss America Organization also presents the **Women's Achievement Award** each year. Since 1989, when the Award was introduced, the Award has grown to a \$50,000 donation to the designated charity of the recipient. Past recipients include First Ladies Betty Ford and Rosalynn Carter, and AIDS activist Elizabeth Glaser.
- The Miss America Organization maintains active relationships with more than 300 colleges and universities in this country. Of those, 252 institutions provided tuition support to state organizations.
- Most recently, the Miss America Organization has become a vital source of endowed scholarship funds for institutions of higher education. Each year, the Organization presents \$25,000 to a college or university which the winning Miss America has attended. Previous awards donated on behalf of recent Miss Americas have helped meritorious students in five states to benefit from special academic programs.

75 Years of Miss America

- In the Organization's 75 year history, 68 women have worn the Miss America crown. Several factors have contributed to this disparity, including the naming of the Pageant's only back-to-back winner (Mary Campbell in 1922-23), lapses due to major historic world events, and the introduction of the post-dating concept in September, 1950, with the crowning of Miss America 1951 Yolande Betbeze.
- Our Miss Americas have included:

<u>YEAR</u>	<u>NAME</u>	<u>CITY/STATE</u>
1921	Margaret Gorman	Washington, DC
1922	Mary Campbell	Columbus, OH
1923	Mary Campbell	Columbus, OH
1924	Ruth Malcomson	Philadelphia, PA
1925	Fay Lanphier	Oakland, CA
1926	Norma Smallwood	Tulsa, OK
1927	Lois Delander	Joliet, IL
1933	Marian Bergeron	West Haven, CT
1935	Henrietta Leaver	Pittsburgh, PA
1936	Rose Coyle	Philadelphia, PA

- more -



Miss America Organization Key Facts and Figures

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<u>YEAR</u>	<u>NAME</u>	<u>CITY/STATE</u>
1937	Bette Cooper	Bertrand Island, NJ
1938	Marilyn Meseke	Marion, OH
1939	Patricia Donnelly	Detroit, MI
1940	Frances Burke	Philadelphia, PA
1941	Rosemary LaPlanche	Los Angeles, CA
1942	Jo-Carroll Dennison	Tyler, TX
1943	Jean Bartel	Los Angeles, CA
1944	Venus Ramey	Washington, DC
1945	Bess Myerson	New York, NY
1946	Marilyn Buferd	Los Angeles, CA
1947	Barbara Walker	Memphis, TN
1948	BeBe Shopp	Hopkins, MN
1949	Jacque Mercer	Litchfield, AZ
1951	Yolande Betbeze	Mobile, AL
1952	Colleen Hutchins	Salt Lake City, UT
1953	Neva Langley	Macon, GA
1954	Evelyn Ay	Ephrata, PA
1955	Lee Meriwether	San Francisco, CA
1956	Sharon Ritchie	Denver, CO
1957	Marian McKnight	Manning, SC
1958	Marilyn Van Derbur	Denver, CO
1959	Mary Ann Mobley	Brandon, MS
1960	Lynda Mead	Natchez, MS
1961	Nancy Fleming	Montague, MI
1962	Maria Fletcher	Asheville, NC
1963	Jacquelyn Mayer	Sandusky, OH
1964	Donna Axum	El Dorado, AR
1965	Vonda Van Dyke	Phoenix, AZ
1966	Deborah Bryant	Overland Park, KS
1967	Jane Jayroe	Laverne, OK
1968	Debra Barnes	Pittsburg, KS
1969	Judith Ford	Belvidere, IL
1970	Pamela Eldred	West Bloomfield, MI
1971	Phyllis George	Denton, TX
1972	Laurel Lea Schaefer	Bexley, OH
1973	Terry Meeuwsen	De Pere, WI
1974	Rebecca King	Denver, CO

- more -



Miss America Organization Key Facts and Figures

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<u>YEAR</u>	<u>NAME</u>	<u>CITY/STATE</u>
1975	Shirley Cothran	Denton, TX
1976	Tawny Godin	Saratoga Springs, NY
1977	Dorothy Benham	Edina, MN
1978	Susan Perkins	Columbus, OH
1979	Kylene Barker	Roanoke, VA
1980	Cheryl Prewitt	Ackerman, MS
1981	Susan Powell	Elk City, OK
1982	Elizabeth Ward	Russellville, AR
1983	Debra Maffett	Anaheim, CA
1984	Vanessa Williams	Millwood, NY (9/17/83-7/23/84)
1984	Suzette Charles	Mays Landing, NJ (7/23/84-9/15/84)
1985	Sharlene Wells	Salt Lake City, UT
1986	Susan Akin	Meridian, MS
1987	Kellye Cash	Memphis, TN
1988	Kaye Lani Rae Rafko	Monroe, MI
1989	Gretchen Carlson	Anoka, MN
1990	Debbie Turner	Columbia, MO
1991	Marjorie Vincent	Oak Park, IL
1992	Carolyn Sapp	Honolulu, HI
1993	Leanza Cornett	Jacksonville, FL
1994	Kimberly Aiken	Columbia, SC
1995	Heather Whitestone	Birmingham, AL

- Today, Miss America logs 20,000 miles a month, changing her location every 36 hours and reaching out to support charitable and community endeavors that characterize her present-day image.

Telecast

- In 1954, during the Golden Era of television, the Miss America Pageant was broadcast live for the very first time. That broadcast broke viewership records of the day with 39 percent of the television audience (27 million viewers) viewing the Miss America telecast.
- The Miss America Pageant is the fourth longest-running, live event in television history. It has been broadcast live at one time or another by all three of the country's major television networks.

- more -



Miss America Organization Key Facts and Figures

Page 6

- When the Pageant was expanded from 90 minutes to two hours in 1958, nearly two-thirds of all American television sets tuned in to the show.
- In 1966, the Miss America Pageant shifted to its current television network home, NBC, and was first telecast in color.
- The 1995 telecast will air for three hours, the longest in the telecast's history, enabling the Organization to highlight its 75-year history.

Community Service

- In the 1940s, the Organization's Executive Director, Lenora Slaughter, enlisted the support of the national Jaycee Organization to assist with state and local competitions, giving them a decidedly community-service oriented focus.
- In 1989, the personal platform concept was introduced as part of the competition, with each state titleholder choosing an issue of importance to herself and to society. Through in-depth interviewing during the national competition, each contestant is evaluated on her commitment to her chosen issue.
- During 1994 alone, state and local contestants collectively participated in 5,733 community service projects, dedicating a total of 226,000 hours and raising more than \$14.6 million.
- In 1995, the Miss America Organization adopted an institutional platform of community service for contestants, titleholders, volunteers and Miss America herself. Along with the formal adoption of the institutional platform comes a partnership with the Federal government's Corporation for National Service, allowing both organizations to collaborate on national and community service initiatives.



Miss America Organization Key Facts and Figures

Page 7

Key Executive Staff

- Leonard C. Horn
President and Chief Executive Officer
- Jayne Bray
Chairman of the Board
- Karen E. Aarons
Executive Vice President
- Bill Caligari
National Production Manager/Director of Field Operations
- Mary McGinnis
Director of Corporate & Community Relations
- Tom O'Rourke
National Field Director

#

Miss America The Washington Education Program

The Schedule

Day 1 1994 State Title-Holders and Miss America 1995 arrive in Washington

Day 1 **Evening: Orientation/Briefing**
Location: A central hotel location

This orientation/briefing will review the upcoming schedule and provide each state title holder with an itinerary of site visits and meetings in which she will participate in during her stay in Washington. A motivational speaker such as Linda Daschle, Assistant Secretary of the Federal Aviation Administration, or Dr. Susan Blumenthal-Markey, Deputy Assistant Secretary for Women's Health at the Department of Health and Human Services, will address the women on their great potential for leadership in the years ahead.

Day 2 **Morning: Public Policy Education Seminar**
Location: Brookings Institution

In co-sponsorship with Brookings Institution, the Miss America Organization offers a focused two and one-half hour program on public policy. Three key areas will be addressed: 1) *How is public policy made? How are laws made? How does the budgeting process affect policy?* 2) *How is public policy influenced/affected, with consideration of such methods of influence as activism, coalition-building, volunteerism, and use of the media?* and 3) *Why is a global perspective necessary?* Brookings Institution, one of the country's most respected think-tanks, operates the Center for Public Policy Education which provides training to corporations and universities on issues very similar to these. The Center will work closely with the Miss America Organization to develop the necessary curriculum and to identify speakers. Area 1 above is a specific area of expertise for Brookings and one which it may coordinate in its entirety. Area 2 is central to the Washington Education Program; the Miss America Organization will work with

Brookings and others to identify practitioners who effect change and who are successful in their fields of social concern. "This is how I did it" will be the thematic approach as these case studies are made real to the participants by dynamic men and women. Speakers would include members of Congress, officials in various branches of the federal government, academicians, and civic leaders involved in social issues.

The audience for the seminar would include the 1994 state title holders, Miss America 1995, and individuals who have agreed to serve as "mentors" during the Washington Education Program. These "mentors" will include successful women in business, communications, law, philanthropy, government and community service and will represent diverse racial, ethnic, economic, and social groups in the Washington area. Drawn from both the public and private sectors, the mentors will be introduced to the Miss America participants at a coffee immediately prior to the seminar, at which time they will be grouped by relevant social issues and concerns. The mentors will be active participants in the seminar proceedings.

Day 2 Afternoon: Site Visits

Miss America participants will visit offices in the executive and legislative branches and key national advocacy groups where they will be able to meet persons active in each participant's chosen platform. For example, participants concerned with health issues might meet with Secretary of Health and Human Services Donna Shalala, visit the National Institutes of Health or meet patients and administrators at the Whitman-Walker Clinic, a leading AIDS services center in Washington. Participants concerned with educational issues might visit the offices of the Secretary of Education Richard W. Riley to meet with staff key to specific areas of interest. Those concerned with child abuse might visit the offices of Attorney General Janet Reno or visit one of the many national advocacy groups located in the city which speak effectively to these issues.

The site visits will be assigned with several objectives in mind. First they will demonstrate that the Washington Education Program is not only an added dimension, but a "capping off" of each participant's year as an advocate and role model. Second, they will help Miss America participants understand how a particular nonprofit, government agency, congressional committee, advocacy group or private entity works within the system of policy-making in Washington to support or change attitudes and actions related to specific social issues. Third, they will offer participants an opportunity to meet with successful people who work in participants' areas of social concern.

Accompanying congressional wives will assist with the protocol requirements of the visits and will help focus the meetings on topics most relevant to the social issues at hand and the purposes of the Washington Education Program.

Day 2***Evening: Award Program and Charity Benefit******Location: The National Museum for Women in the Arts***

Built around the Miss America Woman of Achievement award and a number of high-profile charity groups, this event will offer a media opportunity to showcase the Miss America Organization on the occasion of its 75th anniversary. By presenting an award to a person of the stature of First Lady Hillary Clinton -- a woman who has spent a great deal of her lifetime on public policy and social concerns -- the program will recognize the personal triumphs of a woman who has successfully served in many of the roles advocated for these young women during their stay in Washington. The award has previously recognized other notable women of today, including First Ladies Betty Ford, Rosalynn Carter, and AIDS activist Mary Fisher.

Key to the success of the evening will be the selection and involvement of appropriate charitable organizations and the leaders of those groups. Organizations such as Best Friends -- a program which helps young women at risk founded by Mrs. Bill Bennett and Mrs. Colin Powell -- or Childhelp -- a program for the prevention of child abuse directed by Sheila Wellstone, Senator Paul Wellstone's wife -- are the types of organizations that will be honored and designated as beneficiaries to receive a portion of the proceeds. Tickets for the event will be priced at \$75 to reflect the anniversary theme. The inclusion of high-profile charity groups and incorporation of their guest lists will undoubtedly allow for a broader fundraising and ticket sales base. In the event that a ticket sales campaign is not conducted, a small portion of overall corporate underwriting for the Washington Education Program could be earmarked for grants to the honored charity organizations in return for their participation.

Day 3***Morning: Follow-up Site Visits***

To allow for momentum in the program, time has been programmed in Day 3 to permit participants to follow-up on meetings and opportunities that have arisen during the first two days of the program.

Day 3***States Luncheon******Location: United States Capitol Building***

The Miss America participants and their mentors will be grouped by states to sit with a combination of members of Congress, spouses of members of Congress, and congressional staff. Luncheon speakers would include a prominent media personality and women members of Congress. The latter will be invited to speak about their path to elected office as well as their legislative mission and immediate concerns.

To assist in the coordination of the luncheon and to maximize the potential for involvement by members of Congress, a core committee will be organized of congressional wives interested in the Washington Education Program. This committee will work with the Miss America Organization to secure participation by members and relevant congressional staff. It will identify a

**FACSIMILE TRANSMISSION**

TO: Melanne Verveer
FAX #: 202-456-6244
FROM: Rose Ann Domenici
RE: Miss America Washington Education Program
DATE: November 14, 1994

OF PAGES (including cover sheet): 4

Attached is the schedule for the Miss America Washington Education Program. The dates for the program have been finalized for March 27, 28, 29, 1995. Mrs. Clinton's award will be presented to her at the Charity Gala, which will be held March 28, 1995.

If you need a complete Washington Education Program book, similar to the one Mrs. Clinton received, I would be delighted to send you one.

I have spoken with Father Cloffi, and he is free for dinner November 17th or November 18th. If you would please fax me back the date that is more convenient for you, I will call him and make those arrangements.



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PHOTOCOPY
PRESERVATION

Miss AMERICA ORGANIZATION . . .

Miss AMERICA PLATFORM

FAMILIES FIRST: ADDRESSING AMERICA'S HOMELESS CRISIS

Kimberly Aiken
Miss America 1994

Far too many people in our country have no place they can call home. Millions of men, women and children live in poverty, unable to satisfy their most basic needs: housing, food, clothing and proper health care.

Even more disturbing is the high percentage of homeless families and children, the fastest growing segment of America's homeless population. Facing special challenges of their own, they are the victims of domestic violence, unemployment, and a lack of affordable housing, education and proper health care. And because these families lack adequate child support and affordable child care, the hope of changing their circumstances is bleak.

For most homeless children, survival is their priority. Many start life as victims of improper prenatal care and substance abuse, and because of their homeless circumstances, they suffer from limited access to developmental, educational and medical resources. Others choose to leave home or are forced into the street at an alarmingly young age.

This is no longer an issue of shelter alone. Rather, it has become an issue of parents passing on their homelessness to their children. We must break the cycle of homelessness that exists in this country by combining long-term housing solutions with education/job training, health care and support services for all homeless families and children.

As Miss America, I choose to focus my attention on these serious issues, directing my efforts toward the needs of homeless families and children. As I travel this country, I am joining my voice with those of other homeless advocates to speak out on behalf of thousands of homeless families who cannot.

Miss AMERICA Biography

MISS AMERICA 1994

Kimberly Aiken

HOMETOWN

Columbia, South Carolina

AGE: 19

EDUCATION

University of North Carolina—Charlotte (Accounting/Music)—1 year

Columbia High School—1992

FUTURE AMBITION

To earn a Bachelor's Degree in Accounting and become a successful

Certified Public Accountant

OTHER ACCOMPLISHMENTS

- Founder and President of HERO (Homeless Education and Resource Organization)
- Member of the Board of Directors for "This and That & The Other Cafe at Centerplace," a homeless outreach program
- Toured Europe as a featured soloist with the U.S. National Chorus
- College—Member of University Women's Ensemble, featured soloist
- High School—President of sophomore and junior class; V.P. of student body; Honors All-State Chorus

PLATFORM

"Homeless Families First"

Homelessness is no longer an issue of shelter alone. Rather, it has become an issue of families and children perpetuating the cycle of homelessness that exists in this country. As Miss America 1994, Kim Aiken is joining her voice with those of other homeless advocates to speak out on behalf of thousands of homeless families, encouraging long-term housing solutions, education/job training programs, adequate health care and support services for all homeless families and children.

I am encouraging federal, state and city officials to create programs that prevent homelessness and authorize those that advocate permanent housing and other solutions for existing homeless families and children.

I am challenging our country's private sector leaders to examine their corporate consciences by increasing their commitment to homeless programs and by opening their doors to homeless parents who want and need a job to support their families.

I am urging educators to seek viable solutions to the dilemma of educating the homeless, eliminating the barriers that exist so that every homeless child can receive a proper education.

I am joining the homeless movement in this country—from Washington-based policy advocates to local primary service providers—in focusing on solutions that support homeless families in both the short- and long-term.

I am motivating our nation's youth, for whom I hope to serve as a role model, to increase their commitment to community service by actively involving themselves in homeless programs that aid families less fortunate than their own.

And I am reaching out to homeless families and children everywhere, encouraging them to take advantage of available resources in their communities and to assume their share of responsibility for breaking the cycle of homelessness that holds them back from full and productive lives.

**PHOTOCOPY
PRESERVATION**

Miss America Makes A Difference

In this time of rapid change for America and especially young Americans, Miss America has a vital new role to play: as representative and advocate of the ideals and ideas that will forge America's future.

In 1990, the Miss America Organization instituted the platform program to facilitate this new role. Since that time, Miss Americas have concentrated on the most significant questions facing America today: education, the effect of domestic violence on society, ways to motivate young people to service and most recently, AIDS awareness and prevention. The following are highlights of the past three Miss Americas' year of service.

MISS AMERICA 1993

**Leanza Cornett,
Rollins College,
Jacksonville University**

Platform: AIDS Awareness and Prevention

Quote: "AIDS is everyone's issue and everyone's problem. It's as close as the person next to you."

Highlights:

- Introduced and lobbied for AIDS Prevention Legislation before U.S. Congress
- Helped to raise more than one million dollars for AIDS causes
- Worked closely with American Red Cross HIV/AIDS Awareness Program, the American Foundation for AIDS Research (AmFar) and the NAMES quilt project
- Named to Board of Trustees for the Design Industries Foundation for AIDS
- Created and distributed AIDS Prevention Guide
- Conducted national speaking tour to schools, hospitals, women's and youth groups and community organizations
- Focused national attention on impact of AIDS on women and teens

MISS AMERICA 1992

**Carolyn S. Sapp,
Hawaii Pacific University**

Platform: Education

Quote: "The only way we will improve education in our country is community by community, family by family, school by school."

Highlights:

- Worked closely with U.S. Department of Education, National Education Association and the National PTA to implement new programs and provide pro-active roles for American citizens in improving education
- Served as national spokesperson for Chevrolet's DRIVING FOR EDUCATION program
- Wrote widely-distributed guide for parents on motivating children to want to learn
- Lobbied state legislatures on behalf of education issues
- Spoke at National Parent-Teachers Convention and to parents and students at local schools around the country

MISS AMERICA 1991

**Marjorie Vincent,
Duke University Law School**

Platform: Domestic Violence

Quote: "Until these issues are discussed in public debate, domestic violence will continue to destroy one of America's most precious resources: the family"

Highlights:

- Lobbied legislators on behalf of domestic violence initiatives
 - Honored with "Peace Begins at Home" Award from Philadelphia's Women Against Abuse Shelter
 - Raised hundreds of thousands of dollars for abuse shelters nationwide
 - Initiated programs to educate teens about the causes and prevention of domestic violence
 - Lent support and compassion to thousands of women at shelters and rehabilitation centers across the country
 - Joined President Bush in Oval Office to launch National Crime Victims' Rights Week
-

Miss America AND Higher Learning

An Ongoing Partnership

The Miss America Organization is best known for one glamorous night out of the year: the night women from every state in the nation engage in spirited competition for the honored title of Miss America. Yet few people realize the Organization acts year-round as the nation's leading achievement program and largest scholarship fund for young American women.

The Miss America mandate is to encourage young women to explore the relevant social issues of their times and to excel in arts, science, communications or any area of inquiry that inspires their interest and devotion. To this end, the Miss America Organization provides incentives and opportunities for academic achievement to the tune of \$10 million in scholarship funds annually.

Most recently, the Miss America Organization has become a vital source of endowed scholarship funds for institutions of higher education. *This year, the Organization will present an unprecedented \$25,000 to a college or university which the winning Miss America has attended in her represented state.*

1994 marks the fifth year the Miss America Organization will donate a substantial scholarship fund to the chosen Miss America's alma mater. Previous awards have helped meritorious students in four states (both male and female) to benefit from special academic programs. These include:

- On behalf of Debbye Turner, Miss America 1990, the University of Missouri received funds for a special scholarship for female students studying veterinary medicine
 - On behalf of Marjorie Vincent, Miss America 1991, DePaul University in Chicago, Illinois was able to offer a special scholarship for music students majoring in piano
 - For the past two years, Hawaii Pacific University has offered scholarship funds to female students who excel in the fields of political science, international relations or international business in honor of Miss America 1992, Carolyn Sapp
 - Last year, two institutions received scholarship funds on behalf of Leanza Cornett, Miss America 1993. Jacksonville University developed the Leanza Cornett Fine Arts Scholarship and Rollins College in Orlando, Florida, developed the Leanza Cornett Scholarship for exceptional female students in science
-



Photo Credit: Andrew Eccles / Outline

Kimberly Aiken
Miss America 1994

...

... A Scholarship PROGRAM

...

Miss America 1994

A New Philosophy For the Year 2000

From a "bathing beauty" on the beaches of Atlantic City to an advocate for AIDS awareness and prevention, Miss America has been a barometer of American values for nearly 75 years. She has endured as an icon of America's love of spectacle and evolved into a real woman pursuing her own ambitions.

But what does Miss America mean to young women now? And how will she meet the rapid societal changes of tomorrow?

These are the questions facing the Miss America Organization this September as it kicks off its annual competition for young American women 72 years after its founding.

Throughout its history, the Miss America Organization has evolved with the times, mirroring American attitudes about women and societal values. This year, however, the Miss America Organization is doing something different, taking a pro-active step toward creating a better future. The organization is redefining the role of Miss America for the 90s and the new millennium.

"Like America itself, Miss America is taking a bold new look at the future and where we are going," explained Leonard C. Horn, President and CEO of the Miss America Organization. "This is an important crossroads for the organization. We want to seek out women who are going to make a difference in the next decade."

Among the immediate changes Horn and others have instituted are a new look for the annual Miss America Pageant, greater outreach to young Americans of scholastic accomplishment, and the articulation of a new philosophy to take the Miss America Organization to the year 2000.

Said Horn: "As we move deeper into the 90s, Miss America is more and more a celebration of American women, their ideals, talents, and ambitions, whatever they may be, be it oncology, communications or motherhood, as long as they are about commitment, individualism and express a hands-on attitude of hope for the American future."

He added: "The annual Miss America Pageant will always be an evening of entertainment, but it will also be increasingly competitive. The woman who wins Miss America must prove herself worthy of representing her generation of young Americans. As the future accelerates, the Miss America of tomorrow will be a very modern, openhearted young woman, ever more ready to tackle the political and personal challenges of our complicated contemporary lives."

Miss America 1993, Leanza Cornett, is indicative of the kinds of change that can be expected. A true voice for her generation, the forthright 22 year-old from Florida used her year of service as Miss America to champion the cause of AIDS research, education and prevention and focus the nation's attention on women and AIDS. Spreading her message from the heartland to Capitol Hill, she became the first Miss America to help introduce legislation before Congress.

To Leanza Cornett, the future is already clear: "The forthcoming 75th Anniversary of Miss America marks nothing so much as the opportunity for more change. We're not at a standstill here and we haven't completed where we're going. I think that's true for both Miss America and American women."

The rewards of the Miss America Organization will also grow in stature, a much-needed boost to women in a time when opportunities are scarce. The focus of the Miss America Organization will increasingly be on scholarship — the competition already provides \$10,000,000 in scholarship opportunities annually and has made higher education a reality for thousands of young women — with an emphasis on honoring and aiding women who reflect contemporary American style, culture, and most of all, ideas.

Major changes in the annual televised show will begin this year with a new producer/director: Jeff Margolis, director of the popular annual Academy Awards broadcast. Margolis will bring a fresh look to the show and heighten the entertainment value while keeping the focus on relevancy, competitive suspense and the contestant's charismatic charm.

As Horn explains: "The annual show is only a small slice of what the Miss America Organization does year-round for women, but it is the slice that most of America sees. We want it to be as fast-paced and exciting as the competition is for the women involved. We also want people to see how much the judges take into consideration when choosing a Miss America: not just fitness, intelligence, confidence, individuality, talent and charisma, but the best combination of them all."

And over the next few years, the Miss America Organization plans to announce major new programs and awards that will change the face of the new Miss America. "We have been working in a number of different areas to continue expanding the public perception of what Miss America stands for today," said Horn. "We have listened closely to both criticism and praise of the Miss America of the past, and we think we can proceed with changes while remaining true to our original goals: to honor American ideals and provide opportunities to promising young women."

Criticism has often centered around the question of whether Miss America can be reflective of women as they move into so many new arenas. The Miss America Organization provides an answer with its own philosophy about where women are going. Having survived the extremes of being underestimated and over-pressured, women will have a new role in the future: any role they want. This is the dream the non-profit Miss America Organization hopes to help women attain. And the new Miss America will be a champion at carrying her choices out with pride, class and style.

Here she comes . . . the new woman of the century . . . and the Miss America Organization is readying itself to make her visions a reality.

**PHOTOCOPY
PRESERVATION**

The Miss America Organization Today

Goals and Background of the Miss America Competition

Developed by the Miss America Organization, the Miss America competition exists for the purpose of providing personal and professional opportunities for young American women and promoting their voice in culture, politics and community. It provides a worldwide forum for today's young women to express their viewpoints, talents and accomplishments to American audiences the evening of the telecast and to the public at large during the ensuing year. Almost all contestants have either received or are in the process of earning college or post-graduate degrees and utilize Miss America scholarship grants for furthering their educations.

To become Miss America, a contestant must first win a local competition and then compete to represent her state, a process requiring enormous personal commitment, hard work and talent. A woman may compete at the state level more than once, but may only compete in the national Miss America competition one time. Thousands of women participate each year in the local and state events, culminating in the selection of 50 national finalists who vie for the Miss America title in Atlantic City in September. Approximately 300,000 volunteers organize the local and state pageants, promoting community involvement throughout the United States.

Once chosen, Miss America and the state winners become representatives of their generation, using their stature to address community service matters and other contemporary issues which are of particular relevance to young Americans and to women. The Miss America competition works closely with the national sponsors of the Miss America Organization and with other groups to provide Miss America with opportunities that will enable her to appear on behalf of prominent civic and charitable causes around the country — and to make her year one of service and inspiration. In addition, Miss America makes appearances for the television sponsors, which in turn enhances their corporate image. It is of particular significance that traditionally the Miss America corporate television sponsor becomes involved with the Miss America program not only on the financial level but on philosophical and personal levels.

It is the mission of the Miss America Organization to continually increase the frequency and scope of Miss America's issue-oriented appearances and to ensure that her personal platform is communicated throughout every city she visits during her year.

Television and Miss America

A true American institution, The Miss America competition has been broadcast live at one time or another by all three of the country's major television networks and remains one of the highest rated annual events on national television today. In 1954 ABC first televised the Miss America Pageant, capturing the crowning of Lee Meriwether and 39 percent of the television audience. The telecast moved to CBS in 1957 and by 1958 was expanded from 90 minutes to two hours. The ensuing boost in viewership found nearly two-thirds of all American television sets tuned into the show.

In 1966 the Miss America Pageant shifted to its current television network home, NBC, and was first telecast in color. To counter this change, CBS scheduled an opening game of the National Football League directly opposite the pageant program. The final ratings demonstrated that Miss America scored a three to one victory over the game.

NBC continues as an integral partner with Miss America in bringing the competition to the American public for more than two consecutive decades. This year, the show promises to be the most visually appealing, entertaining and exciting yet, getting a fresh new look from renowned director Jeff Margolis.

The Miss America Mandate: Combining Relevancy with Legacy

Under the leadership of Leonard C. Horn, the Miss America Organization is meeting the challenge of the 90s and beyond: to combine innovation with tradition, vision with values, and create the nation's leading achievement program for young women of the 21st century and beyond. The Organization is moving into an uncharted future, while keeping the cultural and social legacy of Miss America intact.

The Miss America Organization has always devoted itself to celebrating young American women. Over the next few years, the Miss America Organization will be viewed even more strongly as a vehicle for personal achievement and career advancement for the

best and brightest of these women. Recent Miss America winners have recognized the program's merit as a stepping stone to success, a means by which to explore and educate themselves about relevant social issues which ultimately impact the future of society as well as their families, friends and themselves.

The Miss America Organization has always enlisted the participation of thousands of the country's highest women achievers, as well as the loyal support of civic organizations, corporate sponsors, volunteers and fans. The Organization will continue to build upon this strong foundation, incorporating the ideas and energy of leading scientists, educators, artists and entertainers to create new opportunities for young women and continue to build a progressive image for Miss America. Most recently, the Organization created the Women's Advisory Council, a panel of successful business women who provide counsel and act as a liaison between Miss America and other women's organizations.

The Miss America Organization has always given back to the community, a tradition that has only strengthened over time. This year, the Miss America Organization will donate \$25,000 to the general scholarship fund of the college or university Miss America attended in the state which she represents. New awards programs are always in the works.

The Miss America Organization has never stood still. As the Miss America Organization gains momentum, it continues to seek new venues to make the program richer and more rewarding for all involved.

Finally, Miss America has always been a woman of her times. The challenge for the Miss America Organization today is echoed by the new ideals espoused by today's young women: individuality bolstered by community spirit, self-awareness coupled with worldly knowledge, proud femininity founded in independence and strength. Increasingly, Miss America will be the woman who best represents each of these long-standing American values in a very contemporary combination.

A **B**rief History

The history of Miss America is deeply rooted in the history of American women. The competition was founded in 1921, amidst an era of showmanship and innocence on the beaches of Atlantic City. Then it was a “bathing beauty” contest, a beloved summer ritual of flamboyance and fun dreamed up by an entrepreneur as a clever way to extend the tourist season.

Though the competition continued to take place on the cusp of fall, by the 1930s, Miss America was coming into her own. Lenora Slaughter, the nation’s only woman pageant director, brought bold new ideas to the competition, insisting that talent, personality and poise be taken into consideration. After all, in a time of turbulence, it was character and the ability to have fun that saw America through. The mandatory talent segment drew a whole new kind of woman competitor and formed the foundation for an annual, crowd-drawing show. Most of all, it shifted the focus of the competition from surface beauty to the depths of women’s personal ambitions and accomplishments.

By the end of World War II, women had gained new footholds in society, many working outside the home. More and more young women began seeking college educations and were in desperate need of scholarship opportunities. Miss America met the challenge, becoming one of the largest and longest-lived scholarship programs for women in the country. This new focus on learning changed the public perception of Miss America, proving that beauty and brains do mix.

As a non-profit civic corporation, the Miss America Organization sought funds from industrialists committed to the youth of America. By 1945, the Miss America Scholarship Fund was established, with a \$5,000 educational award given to the winner of the Pageant. Within only one year, the fund grew to \$25,000 and the grant was shared by Miss America and 16 of the national finalists.

As the national program received greater publicity, it began to appeal to more local, civic and service clubs. Community civic leaders started to make educational awards available to their own local contestants. By 1947, the Miss America state and local pageants were establishing their own scholarship funds by collecting grants from individuals, colleges, universities and corporations. These changes made way for the forward

momentum of the 1950s, when women began pursuing higher education in record numbers. In 1954, in the Golden Era of television, Miss America was broadcast live for the very first time.

The era of mass communications, the 1960s, found Miss America becoming an international media event, with her voice resonating around the world. Mass exposure drew controversy and questioning to the competition in the 1970s, but also drew a new caliber of contestants in the 1980s, including doctors, lawyers and Phi Beta Kappa scholars.

The 90s bring new challenges to the Miss America Organization as women face an era of unlimited options and tough choices, of individualism seeking balance with commitment to family and community.

Today the Miss America Pageant Scholarship Fund offers more than \$10,000,000 annually at the local, state and national levels. Special scholarships include the Allman Medical Scholarship for women pursuing medical careers. Increasingly, the focus of the competition is on quality of character, charisma and the promise to lead women boldly into the future. This focus is apparent in the competition's newest and most intriguing segment, the platform, in which every woman chooses an issue to which she is passionately committed, an issue that she will represent as a young, vibrant, thinking American.

As the Miss America Organization approaches its 75th Anniversary, Miss America is as ever a woman on the brink of change.

IMPORTANT DATES IN MISS AMERICA HISTORY

- | | |
|---|---|
| 1921 First Miss America is chosen | 1954 The first Miss America telecast to the nation kicks off the fourth longest-running live event in the history of television |
| 1935 At insistence of Lenora Slaughter, talent competition is added putting a new focus on achievement | |
| 1940 The competition moves to Convention Hall, Atlantic City, which continues today as its home | 1966 Miss America is first telecast in color |
| 1943 First college student, Jean Bartel of UCLA, is named Miss America | 1989 Focus on achievement comes of age as the platform program is introduced |
| 1945 \$5,000 grant awarded to the new Miss America | 1993 Today, the Miss America Pageant winner receives a \$35,000 award and more than \$10 million in scholarship aid is available at local, state and national levels |
| 1947 Miss America 1947 is the last Miss America to be crowned in a swimsuit | |

**PHOTOCOPY
PRESERVATION**

Miss AMERICA ORGANIZATION SCHOLARSHIP FOUNDATION

Rules and Regulations

The Miss America Organization is a not-for-profit corporation established solely to provide contestants with the opportunity to enhance their professional and educational goals, and to achieve those pursuits with the assistance of monetary grants and awards.

Scholarship funds are contributed by a panel of national corporate sponsors who commit their support to the professional advancement of these young women. At the local, state, and national Miss America Pageants, over \$18,000,000.00 in awards is available annually. A critical component of the overall Pageant organization, this scholarship program enables recipients to apply these grants towards furthering their education and training which will greatly enhance the probability that they will achieve their ultimate goals. Any cancelled or unused portions of the monetary grants are held in trust by the Miss America Organization for future awards.

The Pageant Scholarship Fund is based on a rich scholastic tradition that has been the cornerstone of the Miss America Pageant since 1945. Today, educational advancement, achievement and public service continue to be the primary objectives of the Miss America Organization in the face of changing roles for women in American society.

Miss America Pageant Scholarship Foundation

Miss America	\$35,000.00	<i>In Addition:</i>	
First Runner-Up	20,000.00	All Talent Preliminary Winners	\$ 1,500.00
Second Runner-Up	14,000.00	All Swimsuit Preliminary Winners	500.00
Third Runner-Up	11,000.00	Bert Parks Non-Finalist Talent	
Fourth Runner-Up	8,000.00	Winners (8)	1,000.00
Semi-Finalist	6,000.00	Non-Finalist Interview Winner (1)	1,000.00
Semi-Finalist	6,000.00	Albert A. Marks, Jr.	
Semi-Finalist	6,000.00	Non-Finalist Interview Award	2,500.00
Semi-Finalist	6,000.00	Bernie Wayne Scholarship for the	
Semi-Finalist	6,000.00	Performing Arts	2,500.00
40 Contestants	2,500.00	<i>Presented by Fruit of the Loom:</i>	
		Quality of Life Award	10,000.00
		First Runner-Up	2,000.00
		Second Runner-Up	1,000.00

At the Local, State and National Miss America Pageants over \$18,000,000 in Scholarships is available annually.

The Judging Process

Scoring Methodology

The Miss America competition judging system is designed to promote diversity, individuality and overall achievement among all contestants. Judges score the individual contestants immediately following each phase of the competition. Contestants are scored on a one-to-ten point scale, in whole numbers, within each category. This year, there are two panels of judges: a preliminary panel and a final panel. The preliminary panel chooses the Top Ten Miss America finalists, and is comprised of a total of seven members. All participants on the preliminary panel are familiar with the Miss America program and/or production aspect of the competition, and represent a variety of professional sectors within their local communities. The second panel of judges consists of renowned, qualified celebrities who select Miss America from these Top Ten finalists during the evening of the live telecast.

During the 1993 preliminary competitions in Atlantic City the weighting of scores awarded per category is distributed as follows:

Talent	40%
Interview	30%
On-Stage Personality in Evening Wear	15%
Physical Fitness in Swimsuit	15%
TOTAL:	100%

Following the last preliminary competition, the preliminary panel of judges will be given the names of the 15 contestants who have attained the highest scores. The judges will then score each contestant on the basis of her performance in all four areas of the preliminary competitions. The contestants receiving the ten highest composite attributes scores will advance to the Top Ten competition on Saturday night. This composite attributes score will then be carried over to Saturday night's competition.

On Saturday night the weighting of the scores is as follows:

Composite Attributes	40%
Talent	30%
On-Stage Personality in Evening Wear	15%
Physical Fitness in Swimsuit	15%
TOTAL:	100%

The final panel of judges then narrows down who will be named the next Miss America from the Top Ten finalists. The five contestants who score the highest points will then be interviewed on stage. During this interview each contestant will be asked a question relative to her personal platform. Each contestant may receive up to 20 additional bonus points following her interview.

Talent

The talent competition is a significant determinant in the overall scoring process. Contestants display a wide diversity of talent, ranging from vocal, instrumental and dance, to specialty and combination talents. Judges evaluate the contestant's individual talent selection, overall performance and level of proficiency when assigning points. Of more importance, however, is the contestant's demonstration of perseverance and discipline in her chosen talent. Judges are informed not to compare the contestants' performances with professional performances on television or live stage.

Interview

The interview comprises the next most important tier in the contestant's Top Ten eligibility, and is rated by the preliminary panel of judges prior to the Pageant telecast. The panel meets with each contestant for a newly expanded, private twelve-minute session in which questions are posed to evaluate the contestant's self-expression and ability to intelligently articulate her views on such subjects as world affairs, state and local politics, personal interest and interpersonal relationships.

On-Stage Personality In Evening Wear

During this competition on preliminary nights, the judges have the opportunity to hear the contestant speak about the issue she will focus on during her year of service, also known as her platform. The judges will also evaluate each contestant's personal selection of her attire in terms of how well it reflects her character, personality and individual style.

Physical Fitness In Swimsuit

Though admittedly controversial, particularly in recent years, since the founding of Miss America on the beaches of Atlantic City, the physical fitness in swimsuit category has been a traditional part of the competition. This legacy has continued because it provides the judges with a picture of each contestant's perseverance and self-discipline in maintaining a physically fit and healthy body.

THE WASHINGTON EDUCATION PROGRAM



Miss America
75th
Anniversary Project

MARCH 1995

The Washington Education Program

*A Miss America
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March 1995

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The Washington Education Program

*A Miss America
75th Anniversary Project*

The Concept

Miss America

The Washington Education Program

The Concept

The Miss America Pageant was initiated in 1920 as an effort by local businesses to extend the summer tourist season in Atlantic City into September. 75 years later, the Miss America Organization is one of the largest volunteer organizations in the United States and one of the largest providers of scholarships for young women in the world. Beyond emphasizing beauty and poise, the Miss America Organization seeks out talented young women who will become tomorrow's leaders in substantive roles and capable advocates for diverse social issues.

Since 1989, each Miss America contestant has been required to adopt a platform representing a specific social issue. These issues have covered a broad spectrum of concerns -- education, children's issues, substance abuse, women, literacy, health, volunteerism and the elderly. As title holders, they have each possessed a knowledge of their chosen platform and a commitment, often demonstrated by accomplishments already within the field, to address the issue through their own goals and efforts. Young women competing both on the state level and in the national pageant represent an intelligent and vital community of adults committed to voicing their concerns and to effecting change as dedicated leaders. State winners and Miss Americas alike command a captive audience -- both during their tenure and afterward -- that is rare in most social agencies and organizations.

The 1995 Washington Education Program is designed to provide the 1994 state title holders and Miss America 1995 with a first-hand experience in how social issues are addressed in Washington -- the big league. With a year of experience representing their home states, and with hands-on exposure to policy making in Washington, these young women will be better prepared to continue as able, significant players in their chosen fields.

A hallmark project in the organization's 75th anniversary observance, the program will take place March 27, 28, and 29, 1995. The well-known Washington, D.C.-based firm, Hayes, Domenici & Nunn, has been responsible for the program's development and will direct its implementation.

Miss America The Washington Education Program

The Washington Education Program is designed as a three-day seminar to introduce participants to public policy processes in Washington and to leaders in the private, public and nonprofit sectors. Key components of the program will include:

- ◆ a Public Policy Education Seminar co-sponsored with Brookings Institution
- ◆ site visits to federal agencies, congressional committees, national social service organizations, cultural institutions and private-sector locations
- ◆ an awards program and charity benefit
- ◆ a states luncheon on Capitol Hill with members of Congress, spouses of members of Congress and congressional staff
- ◆ a White House event

Some of Leanza's stops:

- **THE WHITE HOUSE.**

In October, she met one-on-one with former First Lady, Barbara Bush, and personal physician to the President, Dr. Burton Lee, to discuss AIDS research and funding.

- **BROADWAY.** Accompanying an HIV-positive cast member to a "Miss Saigon" performance, she addressed the audience and encouraged them to support "Broadway Cares/Equity Fights AIDS."

- **WORLD AIDS DAY.** In New York, she presented a \$25,000 check to AmFAR's Women and AIDS program as part of their "Together For a Cure" benefit. The award was provided by Clairol. The World Health Organization also featured her as a key-note speaker in Washington, D.C.

- **"NAMES" QUILT PROJECT TOUR.** In San Francisco, she visited the Quilt's "home," where workers actually sew the quilt panels together. She donated a panel in memory of "Women Who Died of AIDS in Central Florida." She also was a "reader" for the international display of the NAMES quilt in Washington, D.C.

- **DIFFA.** She earned a position on the Board of Trustees of the Design Industries Foundation for AIDS. In that role she has a three-year tenure, and assists DIFFA in raising funds and awarding grants to HIV/AIDS support organizations.

- **CAPITOL HILL.** In meetings with the House and Senate, she asked for their support of the only AIDS Prevention legislation written to date.

- **ATLANTIC CITY.** In the "official hometown" of Miss America, she hosted the Miss America AIDS Benefit which raised \$55,000 for the South Jersey AIDS Alliance.



During her year as Miss America 1993, Leanza Corbett made many AIDS-related appearances; as an AIDS activist she touched the lives of children nationwide.



Kimberly Aiken is committed to helping homeless families, a cause she has ably pursued during her tenure as Miss America 1994. Of the Miss America Organization, Miss Aiken observes, "I haven't found another institution in America that could take a normal female college student and provide her with the tools to make a dent in a national problem."

The Washington Education Program

*A Miss America
75th Anniversary Project*

The 1994 Issues

Miss America Washington Education Program

The Issues

The concept of social issue platforms became an integral part of the Miss America program in 1989, one year after a young woman committed to nursing and hospice care became Miss America 1988. Today, that woman, Kaye Lani Rae Rafko Wilson, is a national spokesperson for nursing and hospice care, speaking throughout the world on cancer and AIDS research.

Each year hundreds of young women across America speak out and take action on issues beneficial to our nation. Those fortunate to come through the Miss America program as state and national title-holders are given both a unique education in advocacy and an unusual opportunity to voice their concerns, promote their ideas and command attention.

Not only are these young women helped immeasurably through the scholarship benefits and opportunities which a Miss America title conveys, they also draw the spotlight to issues often left from public view. They serve as inspiration to thousands of others to espouse volunteerism, activism and participation as lifetime choices.

This year's platforms reflect growing concerns about youth and violence in our country, timely issues in the nation today.

Miss Alabama	YOUTH MOTIVATION
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Miss Alaska	TEEN PREGNANCY
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Miss Arizona	CHILDREN'S RIGHTS
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Miss Arkansas	EXCELLENCE IN YOUTH
Miss California	BATTERED WOMEN
Miss Colorado	THE SPORTING ADVANTAGE FOR YOUTH AT RISK
Miss Connecticut	SENIOR CITIZENS
Miss Delaware	POSITIVE THINKING
Miss Florida	CHILD SAFETY
Miss Georgia	CHILD ABUSE
Miss Hawaii	JUVENILES DESERVE HOPE
Miss Idaho	MENTORING
Miss Illinois	YOUTH VIOLENCE
Miss Indiana	BREAST CANCER EDUCATION
Miss Iowa	SAFE HAVENS FOR YOUTH AT RISK
Miss Kansas	HEALTHY LIVING
Miss Kentucky	ADULT ILLITERACY
Miss Louisiana	YOUTH MOTIVATION
Miss Maine	COMMITMENT TO DIVERSITY
Miss Maryland	YOUTH VIOLENCE
Miss Massachusetts	HEALTH CARE EDUCATION
Miss Michigan	MULTICULTURAL UNITY
Miss Minnesota	ARTS EDUCATION

Miss Mississippi	INCEST EDUCATION
Miss Missouri	FAMILY SUPPORT FOR CHILDREN AT RISK
Miss Montana	AWARENESS OF ELDER ABUSE
Miss Nebraska	ALCOHOL ABUSE
Miss Nevada	EDUCATION
Miss New Hampshire	DRUG ABUSE PREVENTION
Miss New Jersey	CHILD ABDUCTION
Miss New Mexico	NATIONAL HEALTH CARE
Miss New York	YOUTH SELF-ESTEEM
Miss North Carolina	DRUG-FREE AMERICA
Miss North Dakota	CHILD ABUSE
Miss Ohio	BUILDING SELF-ESTEEM
Miss Oklahoma	YOUTH VIOLENCE
Miss Oregon	CHILDREN'S RIGHTS
Miss Pennsylvania	MOTIVATING YOUTH TO VOTE
Miss Rhode Island	YOUTH SUBSTANCE ABUSE
Miss South Carolina	BREAST CANCER AWARENESS
Miss South Dakota	CHILD ABUSE
Miss Tennessee	SEXUAL ABSTINENCE
Miss Texas	CHILD ABUSE

Miss Utah	YOUTH AGAINST FAMILY VIOLENCE
Miss Vermont	MULTICULTURALISM
Miss Virginia	MULTI-CULTURAL AWARENESS
Miss Washington	TEACHING CHILDREN RESPONSIBILITY
Miss West Virginia	BREAST CANCER AWARENESS
Miss Wisconsin	ENVIRONMENTAL RESPONSIBILITY
Miss Wyoming	SEXUAL ABSTINENCE

The Bakersfield Californian

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Volume 107 / No. 86

Serving the southern San Joaquin Valley since 1866

Fri., March 12, 1993 \$3

Miss America spreading AIDS awareness

By RICK BENTLEY
Californian TV editor

When Miss America 1993, Leanza Cornett, made a stop in Fresno recently, she arrived with every intention of talking about teen pregnancy and AIDS awareness — subjects she discusses at every stop.

But she was hampered by school officials who asked her not to use certain words or discuss certain topics.

"It was sad because I cannot withhold information from kids who really need it, because the statistics showed the kids were sexually active," Cornett said during a telephone interview from New Jersey.

Unless some advance planning occurs, Cornett would face the same problem here.

Cornett, who will be the keynote speaker at the American Business Women's Association spring conference March 26-28 at the Red Lion Inn in Bakersfield, has not been scheduled to speak to any local high schools as she did in Fresno. If such a scheduling were to occur, the Kern County High School District would not have a problem with Cornett discussing the topics — as long as legal restrictions were followed.

"If someone is going to talk about sex education or AIDS there is a state requirement we have to notify parents 15 days in advance. That way the parents have time to decide if they want the student to hear the topics. We would be under obligation by law to follow such a course," said Warner Brooks, assistant superintendent of instruction



"It was sad because I cannot withhold information from kids who really need it, because the statistics showed the kids were sexually active."

—Miss America, Leanza Cornett

for the Kern High School District.

The state Legislature established the guidelines for schools as to the sex-education curriculum. One major guideline is the advance notice, barring an individual from making a last-minute presentation of such topics as teen pregnancy or AIDS.

The guidelines are vague enough that there are no restrictions placed on anyone meeting with high school students as to how they answer questions.

"If she is showing up and wants to answer questions, that is fine as long as a student initiates the topic," Brooks said. "She could give her opinion. But, she could not represent the school district in any way."

Cornett did manage to present her message in Fresno, as students did ask questions dealing with being sexually active and AIDS awareness.

The fact a Miss America comes with a serious message flies in the face of stereotypes of beauty pageant winners. Cornett said the Miss America Pageant has always been

presented as a scholarship pageant to eliminate such stereotype thinking.

Cornett said she still faces preconceived notions, but once she starts talking about topics for which she has such a passion, she has been able to change most listeners' perceptions.

Using her public spotlight as the reigning Miss America to draw attention to the topics to which she has such deep convictions comes naturally for the Jacksonville, Fla., native. Not only has she worked as an AIDS awareness volunteer with the Hope and Help program, plus Serenity House (an organization that specializes in pediatric care for AIDS patients in Florida), she understands the AIDS problems from a personal level.

"I have a best friend who has AIDS, but I was working with local agencies long before he was diagnosed," Cornett said. "What got me interested was that I found out someone I was working with had AIDS. My initial reaction was being scared because of my ignorance. So, instead of spawning that fear, I

decided to become a volunteer to learn as much as I could.

"I would love to help others eliminate that fear."

Holding to the principle that knowledge is power, Cornett has been sharing her education with anyone who will lend an ear. There are a lot more ears since she got the title, and Cornett has been excited about the support she has received from corporate sponsors for helping create venues to present her message.

Cornett's topic for the local business conference will be "From Boardwalk to Boardroom," and she will discuss reaching goals and being a woman in a powerful position. Miss America also will use the event to discuss AIDS awareness.

It is a topic she stresses the businesswomen must understand.

"Women are 17 percent more likely to be infected (with the AIDS virus) by men than men are to be infected by women," Cornett said. "Women are slipping through the cracks when it comes to the diagnosis of AIDS."

"Right now, 71 percent of all women's cases of AIDS are spread through heterosexual sex. So, there is something we are not doing right in teaching women."

The business association is a national non-profit organization founded for the purpose of enhancing women's business and leadership skills and providing scholarships.

Last year, the organization provided a total of \$6,100 in scholarships.

Miss America addresses conference

Leanza Cornett outlines plan for AIDS awareness, prevention

By MARC BENJAMIN
Californian staff writer

Shedding images is what she is all about, 1993 Miss America Leanza Cornett told an audience in Bakersfield Friday night.

The 21-year-old former Miss Florida said she is interested in shedding images about the Miss America pageant, and more importantly, images people have about AIDS.

In a 45-minute unscripted speech, she told an audience of about 300 women at the Red Lion Inn — for the opening of the American Business Women's Association Pacific Regional Conference — that women are a growing risk group for acquired immune deficiency syn-



Cornett

Women told about careers / C8

drome, her platform issue as Miss America.

Wearing a black sweater dotted with gold sequins, a pleated black dress, gold earrings and a red ribbon below her left shoulder — symbolizing her commitment to fighting AIDS — Cornett told women they are under-served by the medical community and need to become more vocal.

She described over-the-counter products available for the cure of yeast infections as examples of ways women will not visit doctors for treatment of something that may be more serious.

Women are the fastest growing segment of the population infected with AIDS, she said, and the myths about those infected being prostitutes, drug users and women who sleep around are not true.

Of the women infected, 71 percent are women who are monogamous or married, people similar to Mary Fisher, an AIDS victim who spoke to the Republican National Convention in Houston last year, Cornett said.

The other American population segment at high risk is teens, Cornett added. One of every 250 teens will die an AIDS-related death by the year 2000, she said.

Cornett said there is no such thing as safe sex. She described condom use as "safer sex," but said the only sure way of avoiding AIDS is abstinence.

As Miss America, she said she will work to get AIDS legislation passed. A bill she will be lobbying for in coming weeks is an AIDS bill forwarded by Rep. Nancy Pelosi, D-California, who represents the San Francisco Bay area.

The Star-Ledger

The Newspaper for New Jersey, Tuesday, March 24, 1992

SHE'S ALL CLASS

Miss America carries education message

Miss America Carolyn Sapp met yesterday with Gov. Jim Florio and both houses of the Legislature to promote the message she is carrying throughout the country during her year-long reign: Education is everybody's business.

Sapp met early in the day with Florio and students from the St. Rose School in Belmar in Florio's Statehouse office. She told the Governor and the students how the Miss America Pageant provides \$5.5 million in scholarships for women across the country, making it the largest women's scholarship program in the world.

Sapp, who also addressed the Assembly and Senate, said she is traveling 20,000 miles a month to spread her message.

"Children are our most priceless commodity," Sapp said. "We need to give them the tools for a good education. We need to have a commitment to education. Everyone should adopt education as their personal platform."

Sapp said parents, teachers, businesses and local leaders need to work together to improve education.

"We need to build community by community," Sapp said. "We need to invest in our educational system for our children."

She praised New Jersey for a number of educational initiatives, including the recently released school report cards.

Sapp, a native Hawaiian, said that since winning her crown in



Photo by Frank DiGiacomo

Miss America Carolyn Sapp addresses the Assembly in promoting educational initiatives for children

Atlantic City last September, she has considered New Jersey her "second home state."

Florio presented Sapp with a proclamation honoring her "for her good judgment in selecting education as a topic" of discussion during her reign as Miss America.

Senate President Donald DiFrancesco (R-Union) said, "She has

become a positive role model throughout this country and a source of inspiration for all children."

Senate Majority Leader John Dorsey (R-Morris) introduced Sapp to the Senate, saying, "Her heartfelt concern for education, children and families is one that is shared by all of us here."



PRESS PHOTO/CHRIS CLARK

Muriel James Walker, Miss America Carolyn Sapp and Doreen Kaduri share a laugh during her Wednesday visit.

HELP YOURSELF

Miss America tells teens to take charge of own lives

By Dante Chinni
The Grand Rapids Press

Carolyn Sapp has seen the world as Miss America. But despite her well-traveled crown, Sapp told students and parents Wednesday that they need look no further than themselves to change their lives.

In a casual conversation at Davenport College with about 50 students and parents in the Black Educational Excellence Program, Sapp stressed that students should challenge themselves.

BEEP is a local program open to black students in grades 9 through 12 with a grade-point average of more than 3.0. The group tries to focus on students who excel academically, but might otherwise drop out. Those maintaining or improving their grades at the end of high school are eligible for scholarships.

Sapp told a story about a visit to an inner-city school that had poor, cracked

basketball courts. A student there asked her what she could do about the courts.

"I said, 'How long have you been here?' " Sapp said. "All it takes is a voice, all it takes is one person to say let's go do something about those cracks."

Intermingled with Sapp's calls for personal respect and responsibility were appeals for better education.

When Sapp was crowned in September, she dedicated herself to the improvement of education. Since then, she has written a booklet stressing her solutions to the country's educational shortfalls.

In "Education is Everyone's Business," Sapp focuses on the importance of family support and interest in education.

"I'm here because I believe in what you are doing here," she said. "There's a way out of everything in life and that's education."

And though it may be hard for students to focus on education when drugs and a life of crime tempt them, she said, it is

important for children to keep their lives in perspective.

"I tell them it's a dead end," she said. "You're going to end up in jail or end up dead. You have to try to envision your future."

Sapp turned to education after she had already begun a successful career as the manager of her own furniture store. She had achieved the material success she wanted, she said, but she felt she had gone as far as she could and wanted more, so she headed back to college.

That was when Sapp entered the Miss Hawaii Pageant to help pay for tuition at Hawaii Pacific University. She entered the contest three years in a row, winning away with money but no title, twice finishing first runner-up.

The fourth year she went back to "humble herself majorly" with another defeat and get the money to finish school. Instead, she won the Miss Hawaii title, then the Miss America crown.

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

Tuesday, April 26, 1994

No pageantry as angel walks the mean streets

HERE she came, Miss America, striding up the stretch of Fifth Ave. that makes rich seem the only thing to be. The store windows displayed jewels and designer clothes that nobody should be able to afford, and the broad sidewalk bustled with people who had money, money, money.

Then, as Kimberly Aiken came within a block of The Plaza hotel, some obstruction ahead impeded this great procession of prosperity. She slowed with the crowd and drew closer to see that the hindrance was a gaunt man who lay on the pavement in jeans and a gray sweatshirt.

The man had a bloody lip, and he held a plastic foam cup and a scrap of cardboard on which he had written that he was 19 years old, homeless and hungry. That did not keep people from stepping over him and continuing on their way.

The only person who did stop was Kimberly Aiken. She proved that she is remarkable in much more than her looks as she knelt to ask this young man how he had come to be there.

The young man was apparently beyond being surprised even by the sudden appearance of an angel. He reported he had come from a middle-class home, but there had been some family problems and he had left. He said he had been unable to hold down

a job and had not eaten in a couple of days.

Citizens were still stepping over the young man, and Aiken already would have done more than anyone else if she had simply gone on her way. She stayed where she was, saying nothing about herself other than that she was also 19 years old. She asked the man if he would go to a shelter if she found

MICHAEL DALY



him a bed. He said he would.

"I said, 'I want you to stay right here. I'm going to my hotel and I'm going to get you a name and number of a shelter,'" Aiken remembers.

The young man warned that the police might make him move on, and Aiken hurried off to The Plaza hotel. She asked a front-desk clerk if she could see a phone book.

"He said, 'Why?'" Aiken remembers.

Aiken explained that a homeless man was lying out in the street and she wanted to find him shelter.

"He said, 'Why?'" Aiken says.

Aiken turned to a second man at the desk, who came up with the phone

book. She called three organizations only to be told the same thing each time.

"All three said to me, 'Office hours are from 9 to 5,'" Aiken remembers. "I said, 'People are only homeless from 9 to 5.'"

Aiken saw that it was 5:45 p.m., and she hurried up to her room. She took out a binder containing business cards from homeless programs she had visited. She was still so innocent as to assume that one of them actually would provide shelter for the young man out in the street.

Aiken grabbed the phone, thumping with a passion that arose in part from a time in her 10th year when she began to suffer terrible headaches. The doctors diagnosed a rare neurological disease, and she underwent brain surgery. She returned to school with one side of her head shaved, and she learned a more important lesson than was offered by any of her textbooks.

"Feeling you're the same person as you always were, but people look at you differently because how you look on the outside," Aiken says.

The hair soon grew back, and Aiken went on to become Miss South Carolina. She retained the particular grace of a beautiful young woman who had learned to keep physical appearance in precisely the right perspective.

In September, Aiken entered the Miss America contest, only to lose the



Kimberly Aiken

swimsuit event. The time then came for the talent competition, and she sang a version of "Summertime" that proved the eye's shortcomings.

Aiken won, and the lesson of her days with a shaved head joined with the more recent memory of an uncle who had found himself homeless for a time in New York. She announced she would be dedicating herself to promoting programs for the homeless.

See DALY Page 57

DALY

FROM PAGE 4

and to that end she visited New York again and again.

On April 18, Aiken was at City Hall visiting Mayor Giuliani on behalf of a food program. The mayor presented Aiken with a basket of canned goods from him and his staff.

The food was delivered to a shelter for battered women and early evening found Aiken striding up Fifth Ave. She encountered the young man and went from The Plaza's front desk to her room.

Aiken started dialing programs, and several also proved to keep banker's hours. Some said the shelter was full. Others took referrals only from the city.

After 45 minutes, Aiken had tried the last of the cards and nobody was prepared to help. That included a shelter in the Bronx she had visited the day before Thanksgiving. She had carved a turkey and let a 3-year-old wear her tiara.

"I felt like all the work I'm trying to do is in vain," Aiken says. "They're just talking, not doing anything about the problem."

Aiken rushed back to the street, only to find the young man gone. A street peddler told her a cop had ordered the young man to move on.

The peddler then returned to hawking his watches and this year's Miss America could only go back to her hotel room, a sadly wiser angel in a city that should be worthy of her.

JUN 8 1994

Homeless are Miss America's crusade

Aiken raises issue while traveling U.S.

By Phil Roura

NEW YORK DAILY NEWS

Kimberly Aiken will surrender her crown as Miss America in less than four months. But three-quarters of the way into her reign, she already has made an indelible mark on the nation. She is, arguably, the most community-active Miss America in history.

Traveling thousands of miles a month across 35 states, Aiken has raised the banner high in her crusade to end homelessness. If people didn't take her seriously back in September, when she spoke with fervor about the cause that is closest to her heart, they're no longer turning deaf ears.

Her concern for the homeless "began when I was in high school," the Columbia, S.C., native said. "It was a class project and I learned a lot. I began working as a volunteer in shelters. Before I graduated, I had started the Homeless Education and Resource Organization.

"You know, the trouble is that [the homeless] keep coming back. There is no job-training or adequate child care. We need a combination of business people and government to go into the community and provide them with the necessary help. Back home, I remember when IBM donated a computer lab to one of the homeless shelters and how that helped shape people's lives. That's what is needed," she said.

In the hometown of the Miss America pageant, Aiken helped raise more than \$50,000 for the Atlantic City Rescue Mission, in addition to going into schools and community centers to raise the town's social consciousness.

And though her reign soon will come to a close, she intends to keep raising the issue — even after she returns to college to work toward becoming a CPA.

She'll also be "setting a date" for her wedding to her college sweetheart.

"It's scary to think that my reign will be over," she said. "That in a few months, somebody else will be Miss America."

Maybe so. But they won't soon be forgetting Kimberly Aiken.



Kimberly Aiken, the current Miss America, has used her title to draw attention to the homeless.

SAN JOSE MERCURY NEWS

SAN JOSE, CA
DAILY 270,174

FRIDAY

JUN 10 1994
BURRELLE'S

Miss America's crusade against homelessness

BY PHIL ROURA
New York Daily News

IN about three months, Kimberly Aiken will surrender her crown as Miss America. But three-quarters of the way into her reign, she has already made an indelible mark on the country. She is, arguably, the most community-active Miss America in history.



Aiken

Traveling thousands of miles a month across (as of this writing) 35 states, Aiken has raised the banner high in her crusade to end homelessness. If people didn't take her seriously back in September, when she spoke with fervor about the cause that is closest to her heart, they're no longer turning deaf ears.

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In Atlantic City, Aiken

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In Atlantic City, Aiken helped raise more than \$50,000 for the Atlantic City Rescue Mission in addition to going into schools and community centers to raise social consciousness. And though her reign is coming to a close, Aiken intends to keep raising the issue — even after she returns to college to pursue her CPA degree.

And she'll be "setting a date" for her wedding to her college sweetheart.

"It's scary to think that my reign will be over," says Aiken, who is from Columbia, S.C. "That in a few months, somebody else will be Miss America."

Maybe so. But they won't soon be forgetting Kimberly Aiken.

The Washington Education Program

*A Miss America
75th Anniversary Project*

The Schedule

Miss America

The Washington Education Program

The Schedule

Day 1 **1994 State Title-Holders and Miss America 1995 arrive in Washington**

Day 1 ***Evening: Orientation/Briefing***
Location: A central hotel location

This orientation/briefing will review the upcoming schedule and provide each state title holder with an itinerary of site visits and meetings in which she will participate in during her stay in Washington. A motivational speaker such as Linda Daschle, Assistant Secretary of the Federal Aviation Administration, or Dr. Susan Blumenthal-Markey, Deputy Assistant Secretary for Women's Health at the Department of Health and Human Services, will address the women on their great potential for leadership in the years ahead.

Day 2 ***Morning: Public Policy Education Seminar***
Location: Brookings Institution

In co-sponsorship with Brookings Institution, the Miss America Organization offers a focused two and one-half hour program on public policy. Three key areas will be addressed: *1) How is public policy made? How are laws made? How does the budgeting process affect policy? 2) How is public policy influenced/affected, with consideration of such methods of influence as activism, coalition-building, volunteerism, and use of the media? and 3) Why is a global perspective necessary?* Brookings Institution, one of the country's most respected think-tanks, operates the Center for Public Policy Education which provides training to corporations and universities on issues very similar to these. The Center will work closely with the Miss America Organization to develop the necessary curriculum and to identify speakers. Area 1 above is a specific area of expertise for Brookings and one which it may coordinate in its entirety. Area 2 is central to the Washington Education Program; the Miss America Organization will work with

Brookings and others to identify practitioners who effect change and who are successful in their fields of social concern. "This is how I did it" will be the thematic approach as these case studies are made real to the participants by dynamic men and women. Speakers would include members of Congress, officials in various branches of the federal government, academicians, and civic leaders involved in social issues.

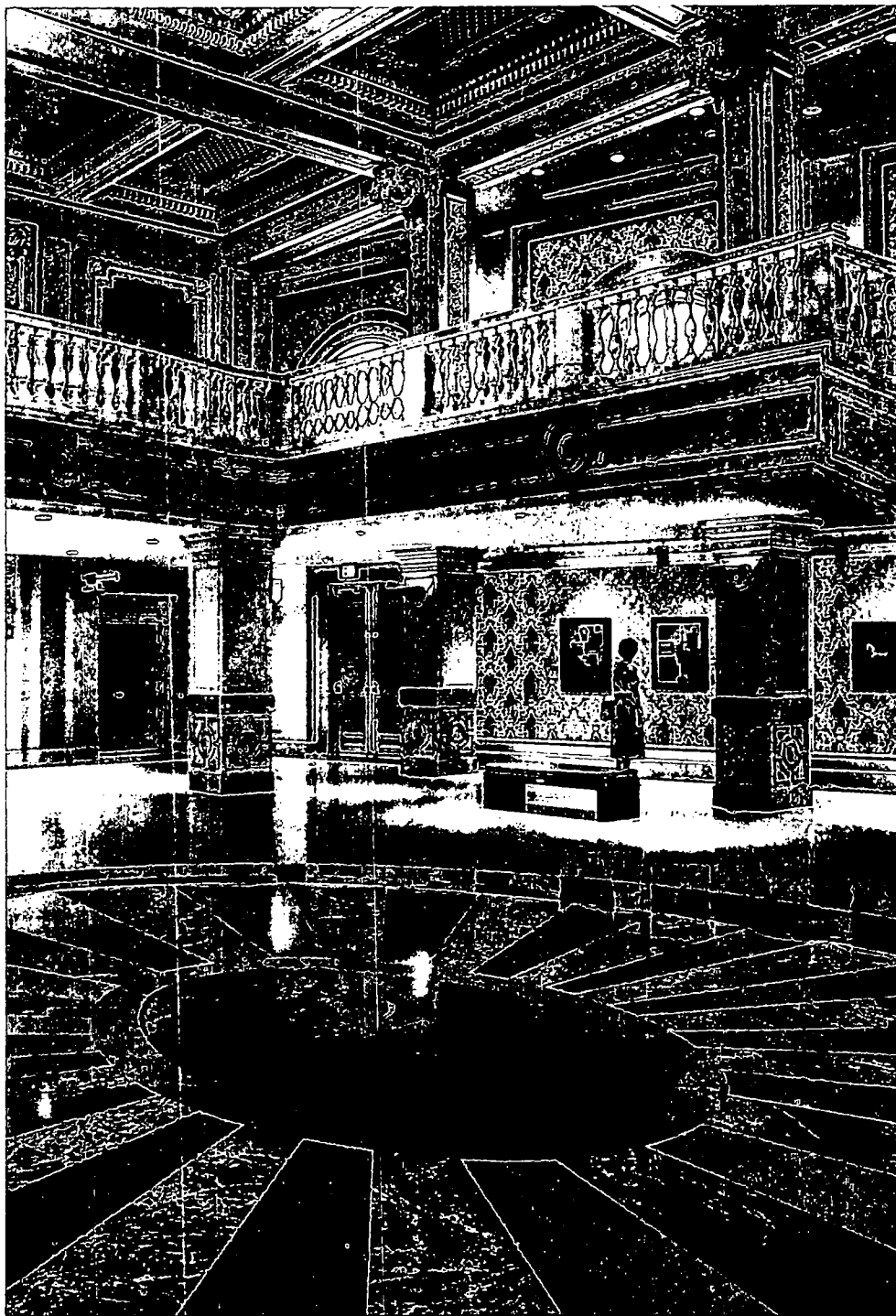
The audience for the seminar would include the 1994 state title holders, Miss America 1995, and individuals who have agreed to serve as "mentors" during the Washington Education Program. These "mentors" will include successful women in business, communications, law, philanthropy, government and community service and will represent diverse racial, ethnic, economic, and social groups in the Washington area. Drawn from both the public and private sectors, the mentors will be introduced to the Miss America participants at a coffee immediately prior to the seminar, at which time they will be grouped by relevant social issues and concerns. The mentors will be active participants in the seminar proceedings.

Day 2 Afternoon: Site Visits

Miss America participants will visit offices in the executive and legislative branches and key national advocacy groups where they will be able to meet persons active in each participant's chosen platform. For example, participants concerned with health issues might meet with Secretary of Health and Human Services Donna Shalala, visit the National Institutes of Health or meet patients and administrators at the Whitman-Walker Clinic, a leading AIDS services center in Washington. Participants concerned with educational issues might visit the offices of the Secretary of Education Richard W. Riley to meet with staff key to specific areas of interest. Those concerned with child abuse might visit the offices of Attorney General Janet Reno or visit one of the many national advocacy groups located in the city which speak effectively to these issues.

The site visits will be assigned with several objectives in mind. First they will demonstrate that the Washington Education Program is not only an added dimension, but a "capping off" of each participant's year as an advocate and role model. Second, they will help Miss America participants understand how a particular nonprofit, government agency, congressional committee, advocacy group or private entity works within the system of policy-making in Washington to support or change attitudes and actions related to specific social issues. Third, they will offer participants an opportunity to meet with successful people who work in participants' areas of social concern.

Accompanying congressional wives will assist with the protocol requirements of the visits and will help focus the meetings on topics most relevant to the social issues at hand and the purposes of the Washington Education Program.



The interior of the National Museum of Women in the Arts, a private nonprofit museum dedicated to recognizing the achievements of women artists of all periods and nationalities.

Photo: Lelia Hendren

Day 2***Evening: Award Program and Charity Benefit******Location: The National Museum for Women in the Arts***

Built around the Miss America Woman of Achievement award and a number of high-profile charity groups, this event will offer a media opportunity to showcase the Miss America Organization on the occasion of its 75th anniversary. By presenting an award to a person of the stature of First Lady Hillary Clinton -- a woman who has spent a great deal of her lifetime on public policy and social concerns -- the program will recognize the personal triumphs of a woman who has successfully served in many of the roles advocated for these young women during their stay in Washington. The award has previously recognized other notable women of today, including First Ladies Betty Ford, Rosalynn Carter, and AIDS activist Mary Fisher.

Key to the success of the evening will be the selection and involvement of appropriate charitable organizations and the leaders of those groups. Organizations such as Best Friends -- a program which helps young women at risk founded by Mrs. Bill Bennett and Mrs. Colin Powell -- or Childhelp -- a program for the prevention of child abuse directed by Sheila Wellstone, Senator Paul Wellstone's wife -- are the types of organizations that will be honored and designated as beneficiaries to receive a portion of the proceeds. Tickets for the event will be priced at \$75 to reflect the anniversary theme. The inclusion of high-profile charity groups and incorporation of their guest lists will undoubtedly allow for a broader fundraising and ticket sales base. In the event that a ticket sales campaign is not conducted, a small portion of overall corporate underwriting for the Washington Education Program could be earmarked for grants to the honored charity organizations in return for their participation.

Day 3***Morning: Follow-up Site Visits***

To allow for momentum in the program, time has been programmed in Day 3 to permit participants to follow-up on meetings and opportunities that have arisen during the first two days of the program.

Day 3***States Luncheon******Location: United States Capitol Building***

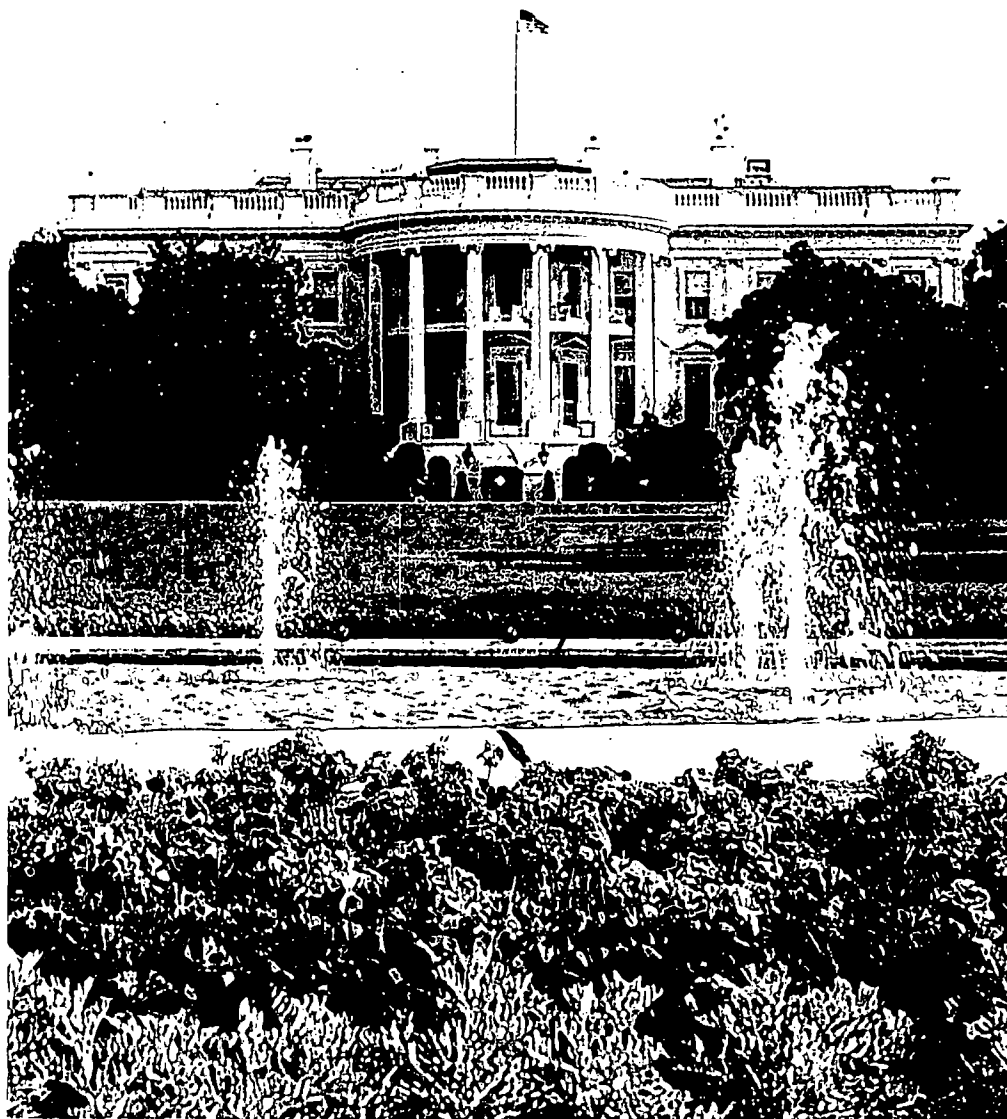
The Miss America participants and their mentors will be grouped by states to sit with a combination of members of Congress, spouses of members of Congress, and congressional staff. Luncheon speakers would include a prominent media personality and women members of Congress. The latter will be invited to speak about their path to elected office as well as their legislative mission and immediate concerns.

To assist in the coordination of the luncheon and to maximize the potential for involvement by members of Congress, a core committee will be organized of congressional wives interested in the Washington Education Program. This committee will work with the Miss America Organization to secure participation by members and relevant congressional staff. It will identify a

group of congressional wives who will not only attend the luncheon but will also accompany some of the Miss America participants on their site visits.

Day 3 ***Morning: White House Event***

A White House meeting will afford Miss America participants an opportunity to meet policy-makers in the Clinton administration and the Miss America Organization a chance to be recognized at the highest levels for its achievements. If a Rose Garden event could be arranged, the ceremony would attract tremendous media attention. Meetings between White House staff and policy-makers would afford Miss America participants an opportunity to glimpse how social issues are perceived and addressed in the Executive branch. For example, Miss America participants could visit the Corporation for National Service (CNS), which was founded last October to organize thousands of people across the country into various service activities.



The White House, Washington, D.C.

Photo: Lelia Hendren

The Washington Education Program

*A Miss America
75th Anniversary Project*

The Participants

Miss America The Washington Education Program

The Participants

Critical to the success of the Washington Education Program is the participation of key persons representing leadership, advocacy, and volunteerism in their chosen fields. Once fully funded, the next step in the implementation of the Washington Education Program will be the creation of an Organizing Committee. This committee will include notable women in Washington who will work with the Miss America Organization to develop a full roster of participation from the private, public and nonprofit sectors. In the meantime, the Miss America Organization has brought on board a number of outstanding individuals and organizations who have committed to participation in the program.

Individual Participants

- ◆ **The Honorable Constance A. Morella (R-8th MD)**
U.S. House of Representatives
- ◆ **The Honorable Madeleine Albright**
United States Ambassador to the United Nations
- ◆ **The Honorable Linda Daschle**
Assistant Secretary, Federal Aviation Administration
U.S. Department of Transportation
- ◆ **Susan Blumenthal-Markey, M.D.**
Deputy Assistant Secretary for Women's Health
U.S. Department of Health and Human Services
- ◆ **Debbie Dingell**
President, General Motors Foundation

- ◆ **Mary Fisher**
Founder, Family AIDS Network, Inc.
- ◆ **Andrea Mitchell**
Newscaster, NBC
- ◆ **Judy Woodruff**
News Commentator, CNN

Organizational Participants

Best Friends Foundation: Elaine Bennett and Alma Powell

Best Friends is an educational program for girls in grades 5 through 9 that fosters self-respect and promotes responsible behavior. It is based on the concept of friendship - adolescent girls discussing their problems, desires and dreams with each other and helping one another make difficult and sound decisions. School coordinators, teacher/mentors and role models offer direction in problem-solving and assist the girls in gaining self-confidence so that they can achieve their goals.

In its eighth year in District of Columbia schools, the program has been successful in helping hundreds of adolescent girls to postpone sex and to reject drug use. Best Friends emphasizes setting academic and vocational goals and encourages the joys of the pre-teen and teenage years. Best Friends curriculum materials include guides for group leaders and mentors and journals for students that encourage discussion of eight topics: friendship, love and dating, self-respect, decision-making, physical fitness and nutrition; alcohol abuse, drug abuse, and AIDS and STDs. The program has been adopted in a growing number of school districts throughout the United States.

Brookings Institution

The Brookings Institution is a private nonprofit organization devoted to research, education, and publication in economics, government, foreign policy, and the social sciences generally. Its principal purpose is to bring knowledge to bear on the current and emerging public policy problems facing the American people. In its research, Brookings functions as an independent analyst and critic, committed to publishing its findings for the information of the public. In its conferences and other activities, it serves as a bridge between scholarship and public policy,

bringing new knowledge to the attention of decision makers and affording scholars a better insight into public policy issues. Its activities are carried out through three research programs (Economic

Studies, Foreign Policy Studies, and Governmental Studies), a Center for Public Policy Education, a Publications Program, and a Social Science Computation Center.

Cancer Research Foundation of America

The Cancer Research Foundation of America (CRFA) was founded in 1985. Its purpose is to support scientific research and to develop and support educational programs in two areas: cancer prevention and childhood cancer. To date, more than \$15 million in funding for these programs has been provided. CRFA provides approximately \$3 million annually in support of research, education, and early detection programs.

The foundation publishes a quarterly newsletter and has reached more than 30 million Americans with its books, pocket nutrition guides, informational mailings and public service advertising. CRFA funds programs aimed at reducing the death rate from cancer through early detection, including the Congressional Families Action Campaign and Project Awareness, a program designed to make early detection available and accessible to medically under-served men and women. Former First Lady Betty Ford and Senator Bob Dole serve as honorary chairmen of Project Awareness.

Childhelp USA: Sara O'Meara Sigholtz and Yvonne Lime Fedderson

Childhelp USA is a leading organization in the field of child abuse prevention, treatment, research and education. The organization operates residential treatment facilities, and coordinates foster homes and placement services. Childhelp offers counseling programs for teens and adult survivors of abuse as well as families in crisis. It conducts training programs for child care workers and foster parents, research and educational initiatives and the National Child Abuse Hotline.

Congressional Families Action for Breast Cancer Awareness: Debbie Dingell and Dede Petri

The Congressional Families Action for Breast Cancer Awareness Campaign was launched in the spring of 1991 in cooperation with the Cancer Research Foundation of America (CRFA). Its purpose is to help reduce breast cancer mortality through educational initiatives aimed at early detection. The campaign is co-chaired by congressional wives Debbie Dingell and DeDe Petri. In cooperation with CRFA, the Congressional Families Action for Breast Cancer Awareness Campaign hosts an annual fall awards luncheon on Capitol Hill.

Congressional Families for a Drug Free Youth: Nancy Murkowski and Delores Beilenson

Congressional Families for a Drug Free Youth is headed by congressional wife Nancy Murkowski on the Senate side and Delores Beilenson on the House side, both active advocates in the fight against drug abuse. The members tape public service announcements through the National Association of Broadcasters every other year in non-election years. The goal of the group is to focus attention on the issue of drug abuse in young people.

Corporation for National Service

The flagship program of the Corporation for National Service is the Americorps program. Beginning in the fall of 1994, Americorps will involve 20,000 Americans over the age of 17 in community service activities nationwide, providing them with education awards for college or vocational training in return. The CNS' three-year goal is to involve 100,000 people nationwide in this program. It is anticipated that by the start of this program, the Miss America Organization will be working in tandem with CNS on volunteer programs on the state levels.

National Museum of Women in the Arts

The National Museum of Women in the Arts (NMWA) brings recognition to the achievements of women artists of all periods and nationalities by exhibiting, preserving, acquiring and researching art by women and by educating the public concerning their achievements. To fulfill this mission, the museum cares for and displays a permanent collection, presents special exhibitions, conducts education programs, maintains a Library and Research Center, and supports a network of national and international chapters. It also serves as a center for the performing arts and other creative disciplines in which women excel.

The NMWA became a reality through the dedication and persistence of Wilhelmina Cole Holladay and with the help of countless individuals and organizations from across the United States. Incorporated in December 1981 as a private, nonprofit museum, it functioned as a "museum without walls" with docent-led tours of the collection at the Holladay residence until 1983 when the museum acquired and refurbished a beautiful landmark building near the White House where the expanded collection is now housed.

Women Mentor Women: Gail Berendzen

In 1993, Women Mentor Women was created by Women of Washington and Mentors, Inc. in recognition that professional women can play an important role in developing the future women leaders of our communities. Women Mentor Women fill a need, building on the idea that mentors can motivate, educate, support, understand and inspire their protégés.

Women Mentor Women offers a year-long program of workshops where women meet to identify and encourage professional development, share contacts and information, give career insights and perspectives, and establish supportive mentor-protégé relationships. Workshops address specific issues facing women in the workplace, like career choice, risk-taking, human relations, and community awareness.

Each year 30 women, each of whom are on scholarship, are accepted as protégés in the Women Mentor Women program after going through a competitive selection process. Protégés are women early in their career development, returning to the work force, or facing significant career decisions, and who have shown a commitment to community service. A group of 100 professional women leaders and role models mentor the protégés. Women in business, communications, law, philanthropy, government and community service take part in the program. Both the protégés and the mentors come from diverse racial, ethnic, economic and social groups in the Washington area.

The Washington Education Program

*A Miss America
75th Anniversary Project*

Sponsorship Opportunities

Miss America The Washington Education Program

Sponsorship Opportunities

Sponsorship of the Washington Education Program of the Miss America Organization presents an opportunity for corporate or brand-name association with one of the nation's best-known and longest-established traditions. In addition to exposure through media coverage of this event, the involvement of congressional and government leaders will offer a superb contact that emphasizes the sponsors' support for volunteerism and individual responsibility.

Sponsorship Levels

Several levels of sponsorship are available.

Principal Sponsor The principal sponsor is the single sponsor that is most visible throughout the program. Contribution \$ 75,000.

Major Sponsor Major sponsors are prominently visible throughout the program. Contribution \$ 50,000.

General Sponsors General sponsors are acknowledged throughout the program. Contribution \$ 25,000.

Supporting Sponsor Supporting Sponsors receive appropriate recognition for their contributions to the program. Contribution \$ 10,000.

In-kind Sponsor In-kind sponsors are linked to a specific element of the program through their providing a specific in-kind contribution, such as air transportation for participants, hotel accommodations, a program meal or an official program gift. Benefits will be tailored to the cost of the products or services provided in-kind.

Sponsorship Benefits

Depending on the level of sponsorship, direct benefits to a sponsor will include, in varying degrees of prominence, most of the following:

- ◆ Recognition in all press releases, programs, and other materials issued in conjunction with the Washington Education Program
- ◆ Ability to use the fact of the Miss America Washington Education Program sponsorship in other corporate advertising and promotions
- ◆ Signage at the Public Policy Education Seminar at the Brookings Institution, the Awards Program and Charity Benefit at a high-profile site in the nation's capital, and the States Luncheon at the U.S. Capitol
- ◆ Appropriate signage in placards at the official hotel
- ◆ Ability to offer corporate promotional literature in press kits available at news conference
- ◆ Prime seating for corporate representatives at the Awards Program and Charity Benefit
- ◆ Seating at the States Luncheon on Capitol Hill
- ◆ Ability to have corporate representation in the audience at the Public Policy Education Seminar at Brookings Institution
- ◆ Photographs with key participants
- ◆ Representation, when appropriate, as a mentor
- ◆ Verbal recognition and thanks by masters of ceremonies at podium events
- ◆ Option to include corporate or brand-name promotional gift in presentation bags for participants, mentors and news media
- ◆ Option to furnish tote bag, scarf, hat or similar "official" gift item with Program emblem and sponsor's logo
- ◆ Tickets to the 1995 Miss America Pageant in Atlantic City, along with invitations to related events
- ◆ Recognition in the official 1995 Miss America Pageant Program Book in Atlantic City
- ◆ Potential inclusion in the Miss America Pageant telecast on NBC in September 1995

- ◆ Possible inclusion in Miss America-sponsored editorials in national publications
- ◆ Involvement in the 1995 kickoff program in New York City

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Program Coordination

Miss America The Washington Education Program

Program Coordination

The Washington Education Program has been developed as a 75th anniversary project for the Miss America Organization by the Washington, D.C.-based firm, Hayes, Domenici and Nunn, which specializes in the strategic planning, creative marketing, and execution of custom-designed public relations campaigns and projects. To serve their clients, partners Leslie Hayes, Rose Ann Domenici and Colleen Nunn combine their personal knowledge and many years of experience with the persons, the processes and the institutions encompassing the Washington scene and beyond. HD&N is particularly adept at crafting and executing programs with a high level of creativity and sophistication. A personal hands-on approach to the big projects, as well as the smallest details, is a trademark of HD&N.

HD&N believes that a successful public relations effort incorporates thorough research, special events, and media attention to build image and goodwill for the sponsor, and ultimately benefit the bottom line. Their approach is aimed at accurately reflecting individual needs whether they be in the area of creative marketing, strategic planning, constituency development, coalition building, media relations or production management.

This philosophy translates into an integrated approach to the planning and execution process. At the outset, HD&N can provide discerning and knowledgeable consultation about the creation of opportunity or selection of competing strategies to best address a client's specific interests and goals. HD&N is a full-service public relations team with proven capability to make every facet of an event further a client's goals.

HD&N includes among its clients nonprofit organizations such as the American Film Institute, the American Health Foundation, the Capital Children's Museum, The Congressional Award, Race for the Cure, and Very Special Arts. Its corporate clients include Chrysler Corporation, Consolidated Natural Gas Company, Discovery Communications, Inc., Fluor Corporation, General Mills, General Motors Corporation, GTE, Hallmark Cards, Inc., Philip Morris Companies, Inc., Southern California Edison, Textron Inc, the Upjohn Company, and Zeneca Pharmaceuticals Group.

For further information, contact:

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Chairman and CEO
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cc: Maggie ✓
Patti
Lisa

THE Miss America Organization

A SCHOLARSHIP PROGRAM

October 31, 1994

The First Lady
Mrs. Hillary Rodham Clinton
The White House
Washington, D.C. 20500

Dear Mrs. Clinton:

I am advised that you are aware that 1995 marks the 75th year of the Miss America concept.

The name "Miss America" has become one of the most widely recognized names in the Country, if not in many places around the world. It connotes positive characteristics such as leadership, beauty, and wholesomeness. In the past several years, we have succeeded in adding intelligence and public service to that connotation, even though to millions of people, those traits were already there. Today, more than ever, when this Country lacks positive role-models, Miss America serves as a relevant, young, female role-model to millions of people, young and old.

In an effort to broaden the relevancy of the Miss America name and to further emphasize its role-model connotation, we initiated several years ago, the Miss America Achievement Award. The recipient of this Award must be a woman who has achieved significant progress in some important social issue or issues; has demonstrated self-less concern for other people and through her leadership and energy, has become a role-model for others to emulate.

Our past recipients have been Betty Ford, Roslyn Carter, Elizabeth Glaser, Mary Fisher and Nan Roman, this year's recipient who so impressed our 1994 Miss America, Kim Aiken, in the area of Homelessness.

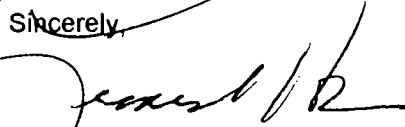
Each recipient receives a monetary grant for the beneficiaries of her choice, a beautiful Waterford Crystal designed especially for this Award and its inspirational quality. The Award is presented by Miss America either via video-tape or live on the Miss America telecast in September.

We can think of no one more qualified to receive this Award during our 75th Anniversary telecast than you. Your courageous efforts both before and during your First Ladyship to improve the lives of the people in this Country have demonstrated your compassion for others and have led the way for many others to help effect positive changes in people's lives. You are a true role-model for millions and millions of people the world over.

✱ Obviously, we would like you to accept this Award in Atlantic City on September 16, 1995 during the special 3 hour Miss America telecast. Alternatively, it can be presented to you any other time in Washington, taped and shown on the telecast. If we can raise the funds, we are planning a three day visit by all the 1994 state winners in Washington in March, 1995. If that occurs, it can be presented then and taped for later presentation on the telecast.

Mrs. Clinton, your acceptance of The Miss America Achievement Award will be one of the most significant events, if not the most significant event, in the 75 year history of Miss America.

Sincerely,


Leonard Horn

11/18
at 2.30 PM

PRESCOTT ▾ HEALY COMPANY LTD.

April 11, 1995

File Miss America

Ms. Margaret A. Williams
Chief of Staff
Office of the First Lady
The White House
Washington, DC 20500

*Reply
April 21,
95
Miss America Org. -
Award to FLOTUS -
need details*

Dear Maggie:

I am writing on behalf of the Miss America Organization to determine what is necessary to move forward on planning the proposed event in which we bestow the Organization's 1995 Woman of Achievement Award on the First Lady.

Over the past couple of months I have been working with Marjorie Tormey in your office. She has been most cordial in taking and returning my phone calls, but has not been able to provide me with much detail. As a result, we are becoming concerned about confirming the details for this event, including a date, time, place, and so on. Ideally, we would like it to take place in the month of May, long before the city clears out for summer recess. If that is not possible, we need to know what you would suggest as an alternative. We also need to allow enough time to contact our participants, so they can be in attendance.

In addition, we still have not agreed on the event's central theme. When you and I last spoke, we discussed recognizing Mrs. Clinton for her work in the area of community service, in light of our Organization's recent partnership with the Corporation for National Service and establishment of an institutional platform in this important area. You indicated that you wanted to discuss this concept with Eli Segal, and then get back to me. Have you been able to have that discussion? Do you have a decision in this regard?

Clearly we would like the First Lady to be the recipient of this Award during such an historic 75th Anniversary year. However, if this is not going to be possible, we must make other arrangements immediately. Therefore, would you please attempt to reach me by phone or fax by April 21, 1995, so that we may understand your position in this regard?

Thank you, in advance, for your consideration. I look forward to hearing from you soon.

Sincerely yours,

John P. Healy
John P. Healy
Managing Partner
*Spoke at
Susan*

JPH/s

*May 19 -
May 22*

cc: Leonard Horn, CEO, Miss America Organization

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