

1994's Female Nonvoters Will Support Clinton at Polls, Emily's List Survey Says

By Thomas B. Edsall
Washington Post Staff Writer

Women who voted in the 1992 presidential election but failed to cast ballots in 1994 are now prepared to back President Clinton and Democratic congressional candidates by strong margins, according to a poll for Emily's List, an organization that provides financial and strategic support to Democratic women running for public office.

The survey, conducted by Democratic pollsters Stan Greenberg and Celinda Lake, shows that women overall are much more Democratic and pro-Clinton than men. Women favored Clinton over Senate Majority Leader Robert J. Dole (R-Kan.) by 19 percentage points, and are more inclined to vote for Democratic congressional candi-

dates by 13 points. In contrast, men favored Clinton by 6 points, and are more inclined to favor GOP congressional candidates by a 6-point margin.

While providing evidence of overall Democratic support among women, the survey also shows Democratic weaknesses among such key groups of white women as married mothers and working women with blue-collar or working class jobs, both of whom trust the GOP as much or more than the Democratic Party on economic issues. The Republican's strongest sources of support among women are with white Southern and evangelical voters.

The study, the first of a series to be released every six weeks through the November election, was conducted March 20 to 24. A total of 1,089 voters were surveyed, 308 men and 781

women, with an extra sampling of 1994 "drop-off" women. One of the goals of Emily's List is to boost turnout among women who did not vote in 1994. They are a group that tends to be more downscale in education and economic status, and traditionally less likely to vote.

Greenberg said the pro-Democratic findings of the survey include the probability that "the normal presidential year surge [in voting] should produce a significantly greater Democratic vote because those who stayed away in 1994 are so Democratic." These voters back Clinton over Dole by a 33-point margin, and, by a 20-point margin, say they intend to vote for Democratic congressional candidates instead of Republicans.

Another group of women that has

become increasingly Democratic, Greenberg said, is retirees, who favor Clinton over Dole by a 64 to 31 margin. Single women favor Clinton over Dole by 63 to 34 percent, and by 19 percentage points they favor the Democratic Party over the GOP. Catholic women, in turn, favor Clinton over Dole by 61 to 35 percent, and by 18 points favor the Democratic Party over the GOP.

Two key swing groups of women, those who live in suburbia and those with professional jobs, diverge in their loyalties. Both tend to be supportive of abortion rights and are inclined to give Clinton fairly strong support, but they are much more lukewarm to Democratic congressional candidates.

Clinton beats Dole by 18 points among both professional and suburban women, but professional women give a

slight edge to Republican congressional candidates, and suburban women favor Democratic congressional candidates by a 4-point margin.

Among women in low wage occupations, Clinton has a relatively modest 52 to 45 percent lead over Dole. These voters are worried about the economy, and they do not have much faith in the Democratic Party to deal with it. They give the GOP an 8-point advantage when asked which party can better handle the economy, and a 14-point edge when asked which party is better equipped to provide economic security.

Similarly, married mothers favor the GOP on the issues of the economy and taxes by margins of 16 and 19 points, and by even larger margins of 29 and 34 points on the questions of economic security and personal responsibility.

The survey also ranked the partisanship of different categories of women, finding:

The most Democratic are black and Hispanic minority women, who are 72 percent Democratic and 10 percent Republican. Women from union households are Democratic by a 31-point margin; retired women are Democratic by 22 points; single women 19 points; Catholic women, 18 points; younger, noncollege, 13 points; lower wage occupation women, 6 points; suburban women, 3 points; and middle-income women, 2 points.

Women holding professional jobs are evenly split between the two parties, while Republican women include Southerners, homemakers, married mothers, and devout evangelicals, who favor the GOP by 16 points, the largest margin.

Rep. Ford Won't Seek Reelection

Tennessean's Son To Vie for His Seat

By John E. Yang
Washington Post Staff Writer

Another day, another House retirement.

Rep. Harold E. Ford (D-Tenn.) said yesterday he would not run for a 12th term this fall and that his son, Harold Jr., would be a candidate to succeed him.

"I want to come back home and be a part of this city," Ford, 50, said in Memphis. "It's time for a new vision and a new generation to come now." Ford said he would go into private business, but offered no details.

Ford is the 46th House member to say he would not seek reelection this year. Ten of these members are running for the Senate and two, Texas Democratic Reps. John Bryant and Jim Chapman, were defeated in their bids for their party's Senate nomination. Rep. Greg Laughlin (R-Tex.) lost a primary race this week.

The GOP sweep of 1994 House elections was particularly hard for Ford, who had just regained the chairmanship of the House Ways and Means subcommittee on human resources, which oversees welfare. He had to give up that spot for six years because of a 1987 federal indictment on bank, mail and tax fraud charges.

A federal court jury, split along racial lines, was unable to reach a verdict in his first trial in 1990. A second jury of 11 whites and one black acquitted Ford in 1993.

Legal problems never translated into political problems for Ford, a member of the dominant political family in the Memphis black community. In 1988, the year after his indictment, Ford was reelected with 82 percent of the vote. He has never won less than 58 percent of the vote in subsequent elections.

Ford's district, which consists of most of Memphis and part of its suburbs, is 59 percent black and solidly Democratic.

Ford's bid to anoint his son, who will be 26 and graduate from the University of Michigan Law School in May, as his successor opened a split with Memphis Mayor Willie W. Herenton, the city's first black mayor, who is seeking another candidate.

THE WASHINGTON POST

FRIDAY, APRIL 12, 1996

FRIDAY, APRIL 12, 1996

Hale Finishes Testimony in Fraud Trial

Whitewater Figure Spars With Lawyers

By Michael Haddigan
Special to The Washington Post

LITTLE ROCK, April 11—Heat-exchanged exchanges marked the conclusion today of almost two weeks of testimony from prosecution witness David Hale in the federal fraud and conspiracy trial of Gov. Jim Guy Tucker (D) and James B. McDougal and his former wife Susan.

Hale, the government's key witness, reacted angrily to a defense attorney's suggestion that he lied when he said then-Gov. Bill Clinton pushed him to make an illegal \$300,000 loan to Susan McDougal.

"The FBI and the independent counsel has checked out three and four times everything I have said," Hale replied.

James McDougal's attorney, Sam Heuer, again questioned Hale about a meeting he said he had with James McDougal and Clinton at the sales office of the failed Castle Grande development south of Little Rock. Hale said the three originally talked about a \$150,000 loan, but later increased the amount.

Clinton, he said, offered to put up land in northern Arkansas' Marion County as security for the loan. The Whitewater land development once owned by the McDougals and the Clintons is in the same county.

"The truth of the matter," Heuer shot back, "is you can't look this jury in the eye and tell this jury that Bill Clinton had a need for this money or where he was going to put it."

"It was never discussed," Hale said.

Hale ended his nine days of testimony this afternoon. The three defendants are on trial in Little Rock on charges they conspired to obtain \$3 million in illegal loans. Hale has alleged Clinton pressured him to make an improper \$300,000 loan to Susan McDougal.

Clinton, who has not been charged, calls the allegation "a bunch of bull." The defense contends Hale fabricated the story to embarrass the president. Clinton is to testify by videotape April 28.

Hale declined to answer questions as he left the Little Rock Federal Building with an FBI agent, saying he could testify again in the case. "My attorney has advised me not to talk because I may be recalled," he said.

Attorneys for the three defendants subjected Hale to intense questioning during cross-examination aimed at shattering Hale's credibility in the eyes of the jury. Hale admitted lying numerous times in depositions, in statements to the FBI and in Small Business Administration documents.

Hale pleaded guilty to two felony fraud charges and was sentenced in March to 28 months in prison. He testified in the Whitewater trial under a plea agreement with the office of Independent Counsel Kenneth W. Starr.

Earlier today, U.S. District Judge George Howard Jr. refused a request by Tucker attorney George Collins to sever the governor's case from his codefendants'.

The separation would have ended the trial for Tucker in its sixth week and forced a new trial with new jurors. Collins's motion came when the judge allowed testimony on a 1983 real estate deal that lead prosecutor W. Ray Jahn said showed Tucker knew how to misapply funds in ways similar to those outlined in the indictment.

Under questioning by Jahn, Hale said Tucker asked him to lend money to a former Tucker congressional aide, John Niven. Niven was having financial problems and a bank was going to take his lakefront home, Hale said.

Tucker had Madison assume Niven's mortgage and pay off the bank, he said, and Tucker then formed two shell corporations. Hale's Capital Management Services loaned one of the companies, Niven Real Estate, \$80,000 as working capital. But the money was used to pay off Niven's personal debts, Hale said.

Niven transferred the home to Hale through the second company, Greenfield Properties, the former judge said.



**MOST
POLITICIANS
STILL THINK
WOMEN
SHOULD BE
SEEN
AND NOT
HEARD.**

**IN THE LAST
ELECTION,
39 MILLION
WOMEN
AGREED.**

*They gave up the power to make an impact on
crime, drugs, education, pollution, poverty, healthcare
and the homeless. The power to change their lives.*

*On November 3rd, don't be one of the women
no one hears.*

MAKE THEM LISTEN.





THIS
NOVEMBER,
SOMEONE
HAS THE
POWER TO
CHANGE
YOUR LIFE.

*Someone who will decide whether your children get
the education they deserve.*

*Someone who can influence the way you're treated
in the workplace.*

*Someone who will have an impact on crime, drugs,
pollution, poverty, healthcare and the homeless.*

YOU.

*On November 5th, women will have the power
to change the world.*

VOTE
The Deciding
W O M E N ' 9 2

VOTE

The Deciding

W O M E N ' 9 2

EXPOSURE IN:

NETWORKS

ABC-TV
CBS-TV
NBC-TV
FOX Broadcasting Corp.

MAGAZINES

AD AGE
BETTER HOMES & GARDENS
BROADCASTING
BUSINESS WEEK
COSMOPOLITAN
COUNTRY AMERICA
COUNTRY LIVING
FAMILY CIRCLE
FORTUNE
GENTLEMEN'S QUARTERLY
GOOD HOUSEKEEPING
HARPER'S BAZAAR
LADIES' HOME JOURNAL
LIFE
MCCALL'S
METROPOLITAN HOME
MIRABELLA
MONEY
NEWSWEEK
NEW YORK MAGAZINE
PARENTING
PEOPLE
READER'S DIGEST
REDBOOK
SOAP OPERA DIGEST
SOAP OPERA WEEKLY
SPORTS ILLUSTRATED
TIME
TV GUIDE
U.S. NEWS & WORLD REPORT
VOGUE
WORKING WOMAN

RADIO

ABC Radio Network
CBS Radio Network-Gil Gross
CBS O & O stations
MediaAmerica
Shadow Traffic
Deborah Norville Show

LOCAL TELEVISION

WFLF-TV Chicago
WWOR-TV New Jersey
WTTG-TV Washington DC
KDAF-Dallas
KRIV-TV Houston
WNYN-TV New York
KTTU Los Angeles
KSTU-TV Salt Lake City

CABLE

A&E
CNN
Discovery
Lifetime
Nickelodeon
TBS
TNT
USA

NEWSPAPERS

THE NEW YORK TIMES
NEW YORK NEWSDAY

OUT OF HOME

Ackerly Airport Advertising
Gannett (all markets)

OTHER

ENTERTAINMENT TONIGHT
LIFETIME "SEIZE THE POWER"
NBC WEEKEND
SALLY JESSE RAPHAEL
SONYA LIVE!
CATHY Cartoon Strip

"All the News
That's Fit to Print"

The New York Times

Late Edition

New York: Today, mostly sunny. High 72. Tonight, not as cold. Low 55. Tomorrow, dimming sun, more clouds, showers arriving. High 68. Yesterday, high 70, low 43. Details, page C22

VOL. CXLII, No. 49,113

Copyright © 1992 The New York Times

NEW YORK, THURSDAY, OCTOBER 8, 1992

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THE NEW YORK TIMES NATIONAL THURSDAY, OCTOBER 8, 1992

The 1992 Campaign

"They have tremendous power if they only use it." JEANNE CHINARD

Nonpartisan Group Exhorts Women to Vote

A young woman rushes into an emergency room, clutching her baby to her chest. She begs for help for the child but meets with empty stares and curt answers. Frustrated, she sits down in an empty hall, rocking the baby as she waits.

A voice says: "This November, there is someone who has the power to change your life. Someone who will have a major impact on health care

and poverty, education and unemployment. Someone who can make a difference. You."

The screen fades to black, and a statement appears: "Most politicians still think women should be seen and not heard." And then: "Make them listen. Vote."

This 30-second public service advertisement and a similar but longer one are the products of The Deciding Vote, a group of more than 50 women from

advertising companies and news and entertainment organizations. The group was formed two months ago to produce a set of advertisements urging women to vote.

No Position on Issues

The Deciding Vote is determinedly nonpartisan and has avoided taking positions on so-called women's issues, like abortion and sexual harassment, that have become flashpoints for the

Democratic and Republican Parties. The group's message is simply to urge women to vote.

"There are so many women who don't feel that they have any influence or effect on the world around them or on their own lives or on their children's lives," said Jeanne Chinard, who is an executive vice president and senior creative director at Young and Rubicam in New York City and who came up with the idea for the advertisements. "But in fact they have tremendous power if they only use it."

According to The Deciding Vote, 39 million women who were eligible to

vote did not do so in the last Presidential election. Of those, 9 million were registered.

Marcella Rosen, an executive vice president at Ayer Inc., founded the group after attending several fundraising events for female candidates and organizations. She said that in what has become known as the "Year of the Woman," women had to be encouraged to vote for their own interests.

The result is a campaign that will run in coming weeks on the major networks, cable services and radio, in more than 30 magazines and two news-

papers, and on billboards in 100 airports. Ms. Rosen said she expected the advertisements, which are run without charge, to receive the equivalent of \$3 million to \$4 million worth of space in the next month.

The nonpartisan nature of the campaign attracted women from a broad range of organizations.

"That's what made me feel good about supporting it," said Lisa Valk, publisher of Time, which will run the advertisements this month. "I don't think we should be in the position of telling women how to vote, just encouraging them to get out there."

VOTE The Deciding **W O M E N 1 9 9 2**

1992 is a critical election year for women, because the issues of 1992 affect women as never before.

Big issues, like education, job rights, abortion, healthcare. And there are lots of important local ones too.

They're all at the core of women's lives today. We believe women should help decide them. That's why we started The Deciding Vote---Women 1992.

We're not feminists or partisans. We're neither left nor right. We see issues---but we don't take a position on them.

Except one. We think women have to vote this November.

We're a group of people in the communications business. Those of us in advertising are putting together some television commercials and print ads. Those of us in media have been soliciting pro-bono space and time---and we've succeeded (see the following page).

We'll be on network and cable TV, in major magazines, on talk shows, radio, airport displays, and in movie theaters. Practically everywhere---and that's the way we think it has to be if we're going to succeed.

That's why---in spite of the tremendous media support so far---we're still looking for more. More donations of TV and Radio time and Magazine and Newspaper space. Mentions in broadcast show scripts, in editorial material in every medium, via public relations---any and every way to spread the word.

You see, it's a message that's so important that it really can't be said too often.

We're aiming to start this effort on October 15--two weeks of intense communications effort to get women to cast a vote on issues that are critical to them.

There's still time to help---with your space, your time, and most important, your commitment. We figure the last vote we get out could be more than just another vote.

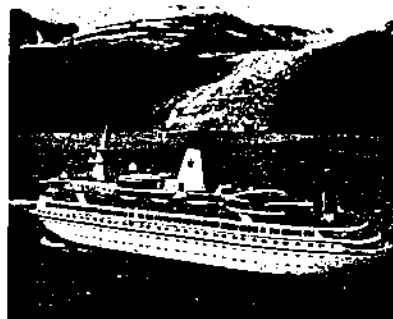
It could be **The Deciding Vote.***

JOHN MACK CARTER



EDITOR'S NOTEBOOK

In a year in which "women's issues" are on every candidate's lips, it doesn't take much to predict that women's votes could sway the election. But it took Ayer, Inc.'s Marcella Rosen (above), one of the top executives in advertising, to try to make sure they do. I first heard about the nonpartisan group Marcella heads—women (and men) in communications whose goal is to get all eligible women to vote this month—when she pulled me aside at a party to talk about her conviction that advertising, so successful in selling products to women, should be used just as forcefully to persuade them to vote. She convinced me—with the result that GH's parent Hearst Corporation has contributed public-service pages in support of the campaign, not only in GH (see page 62), but in *Redbook*, *Country Living*, *Harper's Bazaar*, *Victoria*, and *Cosmopolitan*.



COMING UP: ALASKA!

To make sure our June '93 cruise will live up to the (by now sky-high) expectations of passengers who've sailed with us before—to Scandinavia and Russia, the



Mediterranean, Bermuda, New England—GH's Needlework and Crafts Editor (and inveterate traveler) Cecelia Toth made the trip herself this summer. In addi-

tion to checking out the ship (above) and the sights, Cecelia came back full of ideas for ways to make the GH cruise to Alaska our most extraordinary one yet. For more about it, call 800-736-8382, or write to Dailey-Thorp Travel, Inc., 330 W. 58th St., New York, NY 10019.

IF YOU SPEND ANY TIME at all watching TV the week of Nov. 30–Dec. 6, you're bound to see an unusual—and highly welcome—focus on education issues in a number of programs. Thank *Education First!*, a socially conscious organization of leaders in the entertainment industry founded by Lynda Guber and Carole Isenberg, former teachers turned film and television producers.

RIGHT UP THERE with the Olympics when it comes to the quality of the competition is the American Culinary Federation's annual national competition, challenging chef-dietitian teams to come up with a four-course meal as tasty as it is nutritious. So we were all delighted when GH's Director of Nutrition and Fitness (as well as Institute Associate Director) Delia Hammock (below) came back this—the first—year with a silver!



BusinessWeek

OCTOBER 26, 1992

A MCGRAW-HILL PUBLICATION

\$2.75

THE HAND THAT ROCKS THE CRADLE PULLS THE LEVER

In a year when record numbers of women are running for office, the female electorate could make history, too. Ever since 1980, a greater percentage of eligible women have voted than men. And this year, a concerted effort to increase their participation could influence election outcomes.

That's the idea behind The Deciding Vote, a nonpartisan effort mounted by women executives at media outlets and advertising agencies to persuade women to go to the polls. As a public service, several ad firms, TV and radio networks, and 25 major magazines and newspapers are producing and running ads worth more than \$3 million. "If more women voted, they could change an election," says Marcella Rosen, ex-

ecutive vice-president at N. W. Ayer Inc., who came up with the scheme.

RECRUITMENT. Meanwhile, retailers and service businesses with a heavily female clientele have developed election fever. In New York, the League of Women Voters registered 700 new voters over several days at two Lord & Taylor stores. League volunteers also signed up parents at most of the coun-

In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls

try's 1,200 Kinder-Care Learning Centers. Employees at the Body Shop's 106 cosmetic stores were deputized by state governments to register voters—and they signed up 32,000 new ones. Bloomingdale's and *New Woman* magazine have co-sponsored fashion shows that include a plug for voting.

The result of these efforts could be a widening of women's already-impressive edge in the electorate. In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls. A surge in new female voters could make the difference—in those races where women and men differ significantly in their views. That could be very bad news for George Bush.

By Susan B. Garland in Washington

Voting campaigns target women, youth

BY CYNTHIA RIGG

CRAIN'S NEW YORK BUSINESS

ALONG MADISON AVENUE

Much media attention has been focused on the effectiveness of the presidential campaign advertising. But a number of other advertising efforts could also have a large impact on the outcome.

A plethora of public service and a few paid promotions are urging Americans to use their voting power. Perhaps more than in any other election year, the ad campaigns target specific categories of potential voters, especially women and young adults.

"In the last presidential election, there were 9 million women who registered but did not vote," says Marcella Rosen, executive vice president at Ayer Inc. "If we can convince 5% more of those women to vote, there will be 450,000 more votes cast. In three of the last eight presidential elections, a shift of 87,000 votes could have changed the outcome."

An upsurge in registrations

There doesn't seem to be any single reason for the increased interest, but the spots are having an impact in a political campaign where there is already intense interest. Earlier this month, the

New York City Board of Elections announced that 813,181 new names had been added to the voter rolls since the beginning of the year. This brings the total to its highest level since 1973.

Ms. Rosen and other advertising and media executives formed "The Deciding Vote," a non-partisan, non-profit group. A team led by Young & Rubicam executives Jeanne Chinard and Beverly Okada created TV and print campaigns. The former shows a mother confused and powerless in a hospital emergency room. A voice-over intones that in November there is someone who has the power to change issues like health care, poverty and education. "It's you. Yet most politicians think women should be seen and not heard. Make them listen. Vote."

The print ad shows a woman with her mouth air-brushed out followed by a similar message, "Don't be one of the women no one hears."

Ms. Rosen, who heads up Ayer's media department, estimates that the campaign has received at least \$4 million in media space and

time commitments for the month prior to the election.

Getting out the female vote is the goal of Maidenform's new ad campaign, which began Oct. 19. Created by Ogilvy & Mather, the TV spot shows quick cuts of women with candidates' names or topical issues on buttons as the women hum, "Yankee Doodle Dandy." A voice-over admonishes, "If you've got something to say, now's the time to get it off your chest."

The ladies' lingerie company believes it can serve a worthy cause while promoting itself. "The Maidenform brand was built by advertising that has encouraged women's achievements," says Marilyn Bane, Maidenform's vice president-advertising.

Other campaigns are targeting young voters who tend to be more apathetic than their older counterparts. Manhattan-based Messina/Brown Inc. created four *pro bono* TV commercials for the New York City Board of Elections. The "Use the Power" campaign is targeted to New Yorkers 18 to 25 years old. The 30-second TV spots, accompanied by a hip-hop

soundtrack, use music-video-like camera work as they catch young New Yorkers around town. One spot includes fast-cut scenes of New Yorkers saying phrases like, "I think," and "In my opinion." Words flash on the screen, "What you think doesn't matter. Unless you vote." The campaign's logo features a clenched fist with "VOTE" written on the knuckles.

A voice with a New York edge

"The work is hard-hitting, almost brash, a real New York voice," says Bill Brown, president of Messina/Brown, a fledgling shop whose initial client was R.J. Reynolds. "We felt that it was critical to breaking through the clutter."

A different approach is being used by Comedy Central, the comedy network, to reach the same group. A series of twelve, 30-second spots, featuring comedians Will Durst, Mo'Nique and others, uses taglines like, "Don't be a butthead. Vote." and "Please vote 'cause if you don't vote, you can't bitch." The spots have been running six times a day on the channel since Oct. 5 and will continue until Election Night.

"We believe our approach is bringing in some people who

might not ordinarily have been interested in politics," says a Comedy Channel spokesman.

Members Only, a Manhattan-based menswear company, is focusing its message on a rather unexpected group—children. The company, which is spending its entire 1992 advertising budget on a get-out-the-vote message, is running three TV commercials. The lead spot uses a split screen, showing both President Bush and Gov. Bill Clinton espousing their programs. An announcer then says, "It's your future they're talking about. If you're under 18 you may not have a vote, but you still have a voice. Tell your parents to vote."

"The idea is to sensitize the kids," says Allen Kay, chairman of Korey, Kay & Partners, which created the campaign. "Kids have nudged their parents to stop smoking. Now they can get them to vote."

Members Only is also using two other commercials, which were created for the last presidential election: use of documentary footage of dictators and persecution to move people to vote. The company will be spending \$1 million in the two weeks before the election. ■

also receiver. **Buyer** is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. KZBB has CHR-AC format on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain.

KKTZ(FM) Mountain Home, Ark. □ Sold by Eustis-Wichert Communications Inc. to MAC Partners for \$300,000. **Seller** is headed by Bill R. Eustis, and has no other broadcast interests. **Buyer** is headed by J. Morgan Dowdy, who has interests in six AM's and eight FM's, including 50% interest in KPFM(FM) Mountain Home, Ark. KKTZ has AC, sports format on 107.5 mhz with 100 kw and antenna 761 feet above average terrain. **Broker:** Bill Cate.

KSDI(TV) Clovis, Calif. □ Sold by San Joaquin Television Improvement Corp. to Gary M. Cocola for \$275,000. Cocola is exercising option to buy license in order to construct station; he has interests in three LPTV's. KSDI is assigned to ch. 43.

WHOF(AM) Wildwood, Fla. □ Sold by Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500. **Seller** is headed by Regina Wooley. **Buyer** is headed by Keith Walker. Wooley and Walker have interests in licensee of WWKO(AM) Cocoa, Fla. WHOF has gospel music format on 640 khz with 830 w day and 980 w night.

WKQT(FM) Newport, N.C. □ CP sold by Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581. **Seller** is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, N.C. **Buyer** is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, N.C. WKQT has rock format on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

WIXY(FM) Champaign, Ill. □ CP sold by Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000. **Seller** is headed by W. Russell Withers Jr., and is licensee of two AM's, three FM's and five TV's. **Buyer** is headed by Edward K. Christian, who is also purchasing WVEM(FM) Springfield, Ill. (see above). WIXY is assigned to 100.3 mhz with 12.9 kw and antenna 138 m.

For other proposed and approved sales see "For the Record," page 64.



MOST POLITICIANS
STILL THINK
WOMEN SHOULD BE SEEN
AND NOT HEARD.

GETTING OUT THE WOMEN'S VOTE

Advertisements designed to encourage women to vote are the product of a cooperative effort by a group of media companies. Among those providing free time for spots produced by The Deciding Vote, a nonprofit committee of media executives, were all three broadcast television networks, ABC radio network, CBS radio stations, MediaAmerica, Shadow Traffic, *The Deborah Norville Show*, and cable networks Arts & Entertainment, CNN, Discovery, Lifetime, TBS, Telemundo, TNT and USA.

The committee was chaired by Marcella Rosen, Ayer Inc. executive vice president/director of media services, worldwide. The script for the TV spot, in both 30-second and 60-second versions, portrays a woman with a sick baby in a hospital struggling to get help and urges women to use their own power by voting. Rosen said the ad portrayed "vulnerability." She said roughly 68% of women registered to vote in the last presidential election and 58% percent of those voted; both percentages are roughly two percentage points more than those for men. Rosen told BROADCASTING that Sally Jesse Raphael would be lending her name to the registration drive and that the committee's efforts might be written into an upcoming episode of *Designing Women*.

Other founding members of the committee include Kay Delaney, senior vice president, international, Turner Broadcasting; Betty Hudson, senior vice president, corporate communications, NBC; Patty Matson, vice president, corporate communications, Capital Cities/ABC; Doug McCormick, executive vice president, Lifetime Television; Lisa Rosen, marketing associate, and Diane Seaman, vice president of sales, Eastern, both Fox Broadcasting.

So far, Rosen said, roughly \$3 million-\$4 million worth of time has been donated, but the committee, through her office, will provide spots to cable systems, TV and radio stations willing to donate airtime. —GF

'ROLLING STONE' FOR THE MTV GENERATION

MTV and *Rolling Stone* magazine have sold out their cross-media venture, a co-production of "Rolling Stone 25: The MTV Special," to six sponsors. The advertisers—Duracell, Ford Motor Co., The Gap, Nike, RCA Consumer Electronics and Sega—have bought time in the 90-minute co-produced special and in other MTV programs, as well as ad pages in *Rolling Stone*. According to Doug Rohrer, vice president, ad sales, MTV, his network and *Rolling Stone* may do other joint ventures in the future, but "nothing specific is being looked at right now."

Honoring the magazine's 25th anniversary, "Rolling Stone 25: The MTV Special" premieres on the music channel on Nov. 18 and will be shown on the network an additional three times. It features interviews with musicians and celebrities the magazine has covered over the years, as well as writers, editors and photographers who have worked on the publication.

—SDM

VOTE The Deciding **W O M E N ' 9 2**

CONTRIBUTORS INCLUDE:

Joelle Attinger, Editor, **Time Magazine**

Inez Aimee, Exec. V.P./Strategic Planning, **Shadow Broadcast Services**

Mary Berner, V.P./ Associate Publisher, **TV Guide**

Bob Blackmore, **NBC TV**

Gail Blanke, Sr. V.P./Corporate Affairs & Communications, **Avon**

*Myrna Blyth, Publishing Director & Editor-In-Chief, **Ladies' Home Journal**

Kathryn Bushkin, Director of Editorial Administration, **U.S. News & World Report**

*Pat Carbine, President, **MS. Foundation for Educ. & Comm.**

*Jeanne Chinard, Exec. V.P./Sr. Creative Director, **Young & Rubicam**

Gina Colbath, Ad Director, **Discovery**

Michael Clinton, Publisher, **GQ**

Don Davison, President & CEO, **Gannett Outdoor**

*Kay Delaney, Sr. V.P. International, **Turner Broadcasting**

Mary Duffy, Senior Producer, **Sally Jessy Raphael**

Harvey Dzodin, **ABC TV**

Peg Farrell, Associate Publisher/Advertising Director, **Reader's Digest**

*Anne Fuchs, Publisher, **Vogue**

Jim Hayes, Publisher, **Fortune**

*Betty Hudson, Sr. V.P./Corporate Communications, **NBC**

Bob Igiel, Sr. V.P./Business Development, **A&E**

Ann Jackson, General Manager, **Sports Illustrated**

Michelle Jennings, V.P./National Account Manager, **MediaAmerica, Inc.**

Jay Kernis, Senior Producer, CBS This Morning

Kay Koplovitz, President & CEO, USA Network

*Ellen Levine, Editor-In-Chief, Redbook

Susan Love, V.P./Eastern Sales Manager, ABC Radio

Peter Lund, Executive Vice President, CBS TV

Susan Lyne, Editor/Publishing Director, Premiere Movie Magazine

Betsy Martin, Ad Director, Money

*Patty Matson, V. P., Corporate Communications, Capital Cities/ABC, Inc.

*Doug McCormick, Executive Vice President, Lifetime Television

Chris Miller, V.P./Director of Marketing, New York Newsday

Grace Mirabella, Publication Director, Mirabella

*Ann Moore, Publisher, People Weekly

*Mary Morgan, Executive Assistant, Ayer

*Beverly Okada, Sr. V.P./Group Creative Director, Young & Rubicam

Ruth Otte, President, Discovery Networks

Lance Primis, President & General Manager, The New York Times

Jonathan Rinehart, Chairman & CEO, Ogilvy Adams & Rinehart

Burt Rosen, Account Executive, NBC TV

*Lisa Rosen, Marketing Associate, Fox Broadcasting

*Marcella Rosen, Executive V. P./Worldwide Media Director, Ayer

Amy Rosenblum, Producer, Sally Jessy Raphael

*Valerie Salembier, Publisher, Family Circle Magazine

*Diane Seaman, Vice President of Sales, Eastern, **Fox Broadcasting**

Marcia Silverman, Vice Chairman & C.O.O., **Ogilvy Adams & Rinehart**

Cleary Simpson, Ad Director, **Life**

Carol Smith, Publisher, **Parenting**

Rick Smith, Editor-in-Chief/President, **Newsweek**

Lori Spano, President, **Ackerly Airport Advertising**

Susan Spindler, **Susan Spindler Advertising, Inc.**

Leslie Sturm, Network Radio Buyer, **Ayer, Inc.**

Catherine Sullivan, Account Executive, **NBC TV**

Carol Taber, Executive V.P./Group Publisher, **Working Woman**

Linda Bloodworth-Thomason, **"Designing Women"**

*Susan Toepfer, Assistant Managing Editor, **People Weekly**

*Lisa Valk, Publisher, **Time Magazine**

*Betsy Wade, **New York Times**

Carolyn Wall, Exec. V.P./Corporate Development & Sales, **News America Holdings Inc.**

Rosalyn Weinman, V.P./ Broadcast Standards & Practices, **NBC TV**

Nancy Widmann, President, **CBS Radio/CBS Inc.**

* Founding members.



Network Television Association

May 9, 1995

Ms. Maggie Williams
Chief of Staff
Office of the First Lady
The White House
1600 Pennsylvania Avenue
Washington D.C. 00153

Dear Maggie,

Hillary suggested I call you. I was in Washington D.C. yesterday, as a Director of The Advertising Council. Her talk to us was exceptionally well-received.

In 1992, I founded an ad hoc coalition, "The Deciding Vote", to run a campaign to get out the women's vote. We ran in all media and received close to \$3 million in donated space, time and creative services. (Attached are the ads, the media coverage, a list of the group and some press.)

1996 is equally important for establishing women as a constituency. I'm beginning to plan a new effort and would like to discuss it with you.

If I don't hear from you, I'll call you in a few days to check on the above.

Sincerely,

A handwritten signature in dark ink, appearing to read "M. Williams", is written below the word "Sincerely".

*1750 H. The
Deciding
Vote*

Fax Cover Sheet**DATE:** May 10, 1995**TO:** Ms. Maggie Williams**FAX:** 202/458-6244**FROM:** Marcolia Rosen**Number of pages including cover sheet: 13**

Sorry the attachments didn't go through with my note yesterday.

They will follow. I'll call to check that you get them.

Sincerely,

Marcolia



MOST
POLITICIANS
STILL THINK
WOMEN
SHOULD BE
SEEN
AND NOT
HEARD.

IN THE LAST
ELECTION,
39 MILLION
WOMEN
AGREED.

*Let's make sure that women
are heard in the new Congress
with the National Women's
Political Caucus.*

Vote for Women

VOTE
W O M E N



THIS
NOVEMBER,
SOMEONE
HAS THE
POWER TO
CHANGE
YOUR LIFE.

YOU

VOTE
WOMEN

VOTE

The Deciding

EXPOSURE IN:

NETWORKS

ABC-TV
CBS-TV
NBC-TV
FOX Broadcasting Corp.

MAGAZINES

AD AGE
BETTER HOMES & GARDENS
BROADCASTING
BUSINESS WEEK
COSMOPOLITAN
COUNTRY AMERICA
COUNTRY LIVING
FAMILY CIRCLE
FORTUNE
GENTLEMEN'S QUARTERLY
GOOD HOUSEKEEPING
HARPER'S BAZAAR
LADIES' HOME JOURNAL
LIFE
MCCALL'S
METROPOLITAN HOME
MIRABELLA
MONEY
NEWSWEEK
NEW YORK MAGAZINE
PARENTING
PEOPLE
READER'S DIGEST
REDBOOK
SOAP OPERA DIGEST
SOAP OPERA WEEKLY
SPORTS ILLUSTRATED
TIME
TV GUIDE
U.S. NEWS & WORLD REPORT
VOGUE
WORKING WOMAN

RADIO

ABC Radio Network
CBS Radio Network-Gil Gross
CBS O & O stations
MediaAmerica
Shadow Traffic
Deborah Norville Show

LOCAL TELEVISION

WFLF-TV Chicago
WWOR-TV New Jersey
WTIG-TV Washington DC
KDAF-Dallas
KRIV-TV Houston
WNYN-TV New York
KTTU Los Angeles
KSTU-TV Salt Lake City

CABLE

A&E
CNN
Discovery
Lifetime
Nickelodeon
TBS
TNT
USA

NEWSPAPERS

THE NEW YORK TIMES
NEW YORK NEWSDAY

OUT OF HOME

Ackerly Airport Advertising
Gannett (all markets)

OTHER

ENTERTAINMENT TONIGHT
LIFETIME "SEIZE THE POWER"
NBC WEEKEND
SALLY JESSE RAPHAEL
SONYA LIVE!
CATHY Cartoon Strip

"All the News
That's Fit to Print"

The New York Times

Late Edition

New York: Today, mostly sunny. High 72. Tonight, not so cold. Low 65. Tomorrow, clearing sun, more clouds, showers arriving. High 68. Yesterday, high 74, low 43. Details, page C22.

VOL. CXLII, No. 8,113

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NEW YORK, THURSDAY, OCTOBER 2, 1992

50 CENTS

A32 1

THE NEW YORK TIMES NATIONAL THURSDAY, OCTOBER 2, 1992

The 1992 Campaign

"They have tremendous power if they only use it." KAREN CHANDLER

Nonpartisan Group Exhorts Women to Vote

A young woman cradles her baby in an over-
sized, clutching her baby to her
chest. She begs for help for the child
has needs with empty stares and cart
answers. Frustrated, she sits down in
an empty hall, rocking the baby as she
sobs.

A voice says: "This November, there
is someone who has the power to
change your life. Someone who will
have a major impact on health care,

and poverty, education and unemployment.
Someone who can make a difference.
ENCE... You."

The screen fades to black, and a
woman appears: "Most politicians
will think women should be seen and
not heard." And then: "Make them
listen, vote."

This 30-second public service advertisement and a similar but longer one
are the products of The Deciding Vote,
a group of more than 50 women from

advertising, companies and news and
entertainment organizations. The
group was formed two months ago to
produce a set of advertisements urging
women to vote.

No Partisan Issues

The Deciding Vote is deliberately
nonpartisan and has avoided taking
positions on so-called women's issues,
like abortion and sexual harassment,
that have become flashpoints for the

Democratic and Republican Parties.
The group's message is simply to urge
women to vote.

"There are so many women who
don't feel that they have any influence
or effect on the world around them or
on their own lives or on their children's
lives," said Karen Chandler, who is an
executive vice president and senior
creative director at Young and Rub-
icam in New York City and who came
up with the idea for the advertisement.
"But in fact they have tremendous
power if they only use it."

According to The Deciding Vote, 26
million women who were eligible to

vote did not do so in the last Presiden-
tial election. Of those, 9 million were
registered.

Marcella Rosen, an executive vice
president at Ayer Inc., founded the
group after attending several lead-
ing events for female candidates
and organizations. She said that in
what has become known as the "Year
of the Woman," women had to be en-
couraged to vote for their own inter-
ests.

The result is a campaign that will
run in coming weeks on the major
networks, cable services and radio, in
more than 50 magazines and two news-

papers, and on billboards to 100 air-
ports. Mr. Rosen said she expected the
advertisements, which are run without
charge, to receive the equivalent of \$3
million to \$4 million worth of space in
the next month.

The nonpartisan nature of the cam-
paign attracted women from a broad
range of organizations.

"That's what made me feel good
about supporting it," said Linda Velez,
publisher of Time, which will run the
advertisements this month. "I don't
think we should be in the position of
telling women how to vote, just encourag-
ing them to get out there."

VOTE

The Deciding

1992 is a critical election year for women, because the issues of 1992 affect women as never before.

Big issues, like education, job rights, abortion, healthcare. And there are lots of important local ones too.

They're all at the core of women's lives today. We believe women should help decide them. That's why we started The Deciding Vote—Women 1992.

We're not feminists or partisans. We're neither left nor right. We see issues---but we don't take a position on them.

Except one. We think women have to vote this November.

We're a group of people in the communications business. Those of us in advertising are putting together some television commercials and print ads. Those of us in media have been soliciting pro-bono space and time---and we've succeeded (see the following page).

We'll be on network and cable TV, in major magazines, on talk shows, radio, airport displays, and in movie theaters. Practically everywhere---and that's the way we think it has to be if we're going to succeed.

That's why---in spite of the tremendous media support so far---we're still looking for more. More donations of TV and Radio time and Magazine and Newspaper space. Mentions in broadcast show scripts, in editorial material in every medium, via public relations---any and every way to spread the word.

You see, it's a message that's so important that it really can't be said too often.

We're aiming to start this effort on October 15--two weeks of intense communications effort to get women to cast a vote on issues that are critical to them.

There's still time to help---with your space, your time, and most important, your commitment. We figure the last vote we get out could be more than just another vote.

It could be The Deciding Vote.*

MARCELLA ROSEN - Chairperson - Executive Vice President - Ayer - Tel (313) 474-3812 - Fax (313) 474-8070

*The Deciding Vote--Women 1992 is a not-for-profit organization applying for exemption under section 501(c)(3) of the Internal Revenue

JOHN MACK CARTER



COMING UP: ALASKA!

To make sure our June '93 cruise will live up to the (by now sky-high) expectations of passengers who've sailed with us before—to Scandinavia and Russia, the



Mediterranean, Bermuda, New England—GH's Needlework and Crafts Editor (and inveterate traveler) Cecelia Toth made the trip herself this summer. In addi-

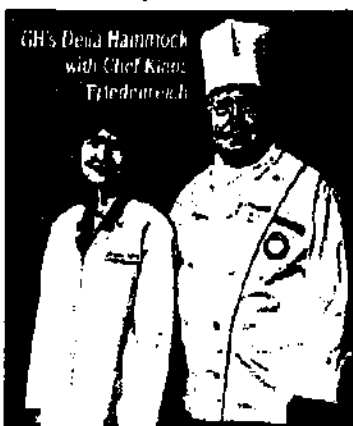
EDITOR'S NOTEBOOK

In a year in which "women's issues" are on every candidate's lips, it doesn't take much to predict that women's votes could sway the election. But it took Ayer, Inc.'s Marcella Rosen (above), one of the top executives in advertising, to try to make sure they do. I first heard about the nonpartisan group Marcella leads—women (and men) in communications whose goal is to get all eligible women to vote this month—when she pulled me aside at a party to talk about her conviction that advertising, as successful in selling products to women, should be used just as forcefully to persuade them to vote. She convinced me—with the result that GH's parent Hearst Corporation has contributed public-service pages in support of the campaign, not only in GH (see page 82), but in *Redbook*, *Country Living*, *Harper's Bazaar*, *Victoria*, and *Cosmopolitan*.

tion to checking out the ship (above) and the sights, Cecelia came back full of ideas for ways to make the GH cruise to Alaska our most extraordinary one yet. For more about it, call 800-736-8382, or write to Daley-Thorp Travel, Inc., 330 W. 58th St., New York, NY 10019.

IF YOU SPEND ANY TIME at all watching TV the week of Nov. 30–Dec. 6, you're bound to see an unusual—and highly welcome—focus on education issues in a number of programs. Thank Education First, a socially conscious organization of leaders in the entertainment industry founded by Lynda Guber and Carole Isenberg, former teachers turned film and television producers.

RIGHT UP THERE with the Olympics when it comes to the quality of the competition is the American Culinary Federation's annual national competition, challenging chef-diplôman teams to come up with a four-course meal as tasty as it is nutritious. So we were all delighted when GH's Director of Nutrition and Fitness (as well as Institute Associate Director) Della Hammock (below) came back this—the first—year with a silver!



GH's Della Hammock
with Chef Knut
Friedrich

CEOs HOW THEY SEE THE ECONOMY STRATEGIES AIR FRANCE HYUNDAI MAYTAG 7-ELEVEN JAPAN THE KEIRETSU FIGHT BACK

BusinessWeek

OCTOBER 26, 1992

A MCDONALD PUBLICATION

THE HAND THAT ROCKS THE CRADLE PULLS THE LEVER

In a year when record numbers of women are running for office, the female electorate could make history, too. Ever since 1980, a greater percentage of eligible women have voted than men. And this year, a concerted effort to increase their participation could influence election outcomes.

That's the idea behind The Deciding Vote, a nonpartisan effort mounted by women executives at media outlets and advertising agencies to persuade women to go to the polls. As a public service, several ad firms, TV and radio networks, and 25 major magazines and newspapers are producing and running ads worth more than \$3 million. "If more women voted, they could change an election," says Marcella Rosen, ex-

ecutive vice-president at N.W. Ayer Inc., who came up with the scheme. Meanwhile, retailers and service businesses with a heavily female clientele have developed election fever. In New York, the League of Women Voters registered 700 new voters over several days at two Lord & Taylor stores. League volunteers also signed up parents at most of the coun-

In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls

try's 1,200 Kinder-Care Learning Centers. Employees at the Body Shop's 106 cosmetic stores were deputized by state governments to register voters—and they signed up 82,000 new ones. Bloomingdale's and *New Woman* magazine have co-sponsored fashion shows that include a plug for voting.

The result of these efforts could be a widening of women's already-impressive edge in the electorate. In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls. A surge in new female voters could make the difference—in those races where women and men differ significantly in their views. That could be very bad news for George Bush.

By Susan B. Garland in Washington

Voting campaigns target women, youth

BY CYNTHIA RIGG
Crain's New York Business

Much media attention has been focused on the effectiveness of the presidential campaign advertising. But a number of other advertising efforts could also have a large impact on the outcome.

A plethora of public service and a few paid promotions are urging Americans to use their voting power. Perhaps more than in any other election year, the ad campaigns target specific categories of potential voters, especially women and young adults.

"In the last presidential election, there were 9 million women who registered but did not vote," says Marcella Rosen, executive vice president at Ayer Inc. "If we can convince 5% more of those women to vote, there will be 450,000 more votes cast. In three of the last eight presidential elections, a shift of 87,000 votes could have changed the outcome."

An upsurge in registrations

There doesn't seem to be any single reason for the increased interest, but the spots are having an impact in a political campaign where there is already intense interest. Earlier this month, the

ALONG HADISON AVENUE

New York City Board of Elections announced that 813,181 new names had been added to the voter rolls since the beginning of the year. This brings the total to its highest level since 1973.

Ms. Rosen and other advertising and media executives formed "The Deciding Vote," a non-partisan, non-profit group. A team led by Young & Rubicam executives Jeanne Chinard and Beverly Okada created TV and print campaigns. The former shows a mother confused and powerless in a hospital emergency room. A voice-over intones that in November there is someone who has the power to change issues like health care, poverty and education. "It's you. Yet most politicians think women should be seen and not heard. Make them listen. Vote."

The print ad shows a woman with her mouth air-brushed out followed by a similar message, "Don't be one of the women no one hears."

Ms. Rosen, who heads up Ayer's media department, estimates that the campaign has received at least \$4 million in media space and

time commitments for the month prior to the election.

Getting out the female vote is the goal of Maidenform's new ad campaign, which began Oct. 18. Created by Ogilvy & Mather, the TV spot shows quick cuts of women with candidates' names or topical issues on buttons as the women hum "Yankee Doodle Dandy." A voice-over admonishes, "If you've got something to say, now's the time to get it off your chest."

The ladies' lingerie company believes it can serve a worthy cause while promoting itself. "The Maidenform brand was built by advertising that has encouraged women's achievements," says Marilyn Bane, Maidenform's vice president-advertising.

Other campaigns are targeting young voters who tend to be more apathetic than their older counterparts. Manhattan-based Messina/Brown Inc. created four pro-bono TV commercials for the New York City Board of Elections. The "Use the Power" campaign is targeted to New Yorkers 18 to 25 years old. The 30-second TV spots, accompanied by a hip-hop

soundtrack, use music-video-like camera work as they catch young New Yorkers around town. One spot includes fast-cut scenes of New Yorkers saying phrases like, "I think," and "In my opinion." Words flash on the screen, "What you think doesn't matter. Unless you vote." The campaign's logo features a clenched fist with "VOTE" written on the knuckles.

A voice with a New York edge

"The work is hard-hitting, almost brash, a real New York voice," says Bill Brown, president of Messina/Brown, a fledgling shop whose initial client was R.J. Reynolds. "We felt that it was critical to breaking through the clutter."

A different approach is being used by Comedy Central, the comedy network, to reach the same group. A series of twelve, 30-second spots, featuring comedians Will Durrst, Mo'Gaffney and others, uses taglines like, "Don't be a butthead. Vote." and "Please vote cause if you don't vote, you can't hitch." The spots have been running six times a day on the channel since Oct. 5 and will continue until Election Night.

"We believe our approach is bringing in some people who

might not ordinarily have been interested in politics," says a Comedy Channel spokesman.

Members Only, a Manhattan-based menswear company, is focusing its message on a rather unexpected group—children. The company, which is spending its entire 1992 advertising budget on a get-out-the-vote message, is running three TV commercials. The lead spot uses a split screen, showing both President Bush and Gov. Bill Clinton espousing their programs. An announcer then says, "It's your future they're talking about. If you're under 18 you may not have a vote, but you still have a voice. Tell your parents to vote."

"The idea is to sensitize the kids," says Allen Kay, chairman of Korey, Kay & Partners, which created the campaign. "Kids have nudged their parents to stop smoking. Now they can get them to vote."

Members Only is also using two other commercials, which were created for the last presidential election: use of documentary footage of dictators and persecution to move people to vote. The company will be spending \$1 million in the two weeks before the election. ■

also receiver. Buyer is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. KZBB has CHR-AC format on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain.

KKTZ(FM) Mountain Home, Ark. □ Sold by Eustis-Wichert Communications Inc. to MAC Partners for \$300,000. Seller is headed by Bill R. Eustis, and has no other broadcast interests. Buyer is headed by J. Morgan Dowdy, who has interests in six AM's and eight FM's, including 50% interest in KPPM(FM) Mountain Home, Ark. KKTZ has AC, sports format on 107.5 mhz with 100 kw and antenna 761 feet above average terrain. Broker: Bill Cuse.

KSDI(TV) Clovis, Calif. □ Sold by San Joaquin Television Improvement Corp. to Gary M. Cocola for \$275,000. Cocola is exercising option to buy license in order to construct station; he has interests in three LPTV's. KSDI is assigned to ch. 43.

WHOF(AM) Wildwood, Fla. □ Sold by Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500. Seller is headed by Regina Wooley. Buyer is headed by Keith Walker. Wooley and Walker have interests in licensee of **WWKQ(AM) Cocoa, Fla.** WHOF has gospel music format on 640 khz with 830 w day and 980 w night.

WKQT(FM) Newport, N.C. □ CP sold by Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581. Seller is headed by Bruce R. Naegelen, and has interests in **WBTB(AM) Beaufort, N.C.** Buyer is headed by Henry W. Hinton Jr., and is licensee of **WCZL(FM) Washington, N.C.** WKQT has rock format on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

WIXY(FM) Champaign, Ill. □ CP sold by Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000. Seller is headed by W. Russell Withers Jr., and is licensee of two AM's, three FM's and five TV's. Buyer is headed by Edward K. Christian, who is also purchasing **WVBM(FM) Springfield, Ill.** (see above). WIXY is assigned to 100.3 mhz with 12.9 kw and antenna 138 m.

For other proposed and approved sales see "For the Record," page 64.



GETTING OUT THE WOMEN'S VOTE

Advertisements designed to encourage women to vote are the product of a cooperative effort by a group of media companies. Among those providing free time for spots produced by The Deciding Vote, a nonprofit committee of media executives, were all three broadcast television networks, ABC radio network, CBS radio stations, MediaAmerica, Shadow Traffic, *The Deborah Norville Show*, and cable networks Arts & Entertainment, CNN, Discovery, Lifetime, TBS, Telemundo, TNT and USA.

The committee was chaired by Marcella Rosen, Ayer Inc. executive vice president/director of media services, worldwide. The script for the TV spot, in both 30-second and 60-second versions, portrays a woman with a sick baby in a hospital struggling to get help and urges women to use their own power by voting. Rosen said the ad portrayed "vulnerability." She said roughly 68% of women registered to vote in the last presidential election and 58% percent of those voted; both percentages are roughly two percentage points more than those for men. Rosen told BROADCASTING that Sally Jesse Raphael would be lending her name to the registration drive and that the committee's efforts might be written into an upcoming episode of *Designing Women*.

Other founding members of the committee include Kay Delaney, senior vice president, international, Turner Broadcasting; Betty Hudson, senior vice president, corporate communications, NBC; Patty Matson, vice president, corporate communications, Capital Cities/ABC; Doug McCormick, executive vice president, Lifetime Television; Lisa Rosen, marketing associate, and Diane Seaman, vice president of sales, Eastern, both Fox Broadcasting.

So far, Rosen said, roughly \$3 million-\$4 million worth of time has been donated, but the committee, through her office, will provide spots to cable systems, TV and radio stations willing to donate airtime. —GF

'ROLLING STONE' FOR THE MTV GENERATION

MTV and *Rolling Stone* magazine have sold out their cross-media venture, a co-production of "Rolling Stone 25: The MTV Special," to six sponsors. The advertisers—Duracell, Ford Motor Co., The Gap, Nike, RCA Consumer Electronics and Sega—have bought time in the 90-minute co-produced special and in other MTV programs, as well as ad pages in *Rolling Stone*. According to Doug Rohrer, vice president, ad sales, MTV, his network and *Rolling Stone* may do other joint ventures in the future, but "nothing specific is being looked at right now."

Honoring the magazine's 25th anniversary, "Rolling Stone 25: The MTV Special" premieres on the music channel on Nov. 18 and will be shown on the network an additional three times. It features interviews with musicians and celebrities the magazine has covered over the years, as well as writers, editors and photographers who have worked on the publication. —EDM

VOTE

The Deciding

CONTRIBUTORS INCLUDE:

Joelle Attinger, Editor, Time Magazine

Inez Aimee, Exec. V.P./Strategic Planning, Shadow Broadcast Services

Mary Berner, V.P./ Associate Publisher, TV Guide

Bob Blackmore, NBC TV

Gail Blanke, Sr. V.P./Corporate Affairs & Communications, Avon

***Myrna Blyth, Publishing Director & Editor-In-Chief, Ladies' Home Journal**

Kathryn Bushkin, Director of Editorial Administration, U.S. News & World Report

***Pat Carbine, President, MS. Foundation for Educ. & Comm.**

***Jeanne Chinard, Exec. V.P./Sr. Creative Director, Young & Rubicam**

Gina Colbath, Ad Director, Discovery

Michael Clinton, Publisher, CQ

Don Davison, President & CEO, Gannett Outdoor

***Kay Delaney, Sr. V.P. International, Turner Broadcasting**

Mary Duffy, Senior Producer, Sally Jessy Raphael

Harvey Dzodin, ABC TV

Peg Farrell, Associate Publisher/Advertising Director, Reader's Digest

***Anne Fuchs, Publisher, Vogue**

Jim Hayes, Publisher, Fortune

***Betty Hudson, Sr. V.P./Corporate Communications, NBC**

Bob Igiel, Sr. V.P./Business Development, A&E

Ann Jackson, General Manager, Sports Illustrated

Michelle Jennings, V.P./National Account Manager, MediaAmerica, Inc.

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Peter Lund, Executive Vice President, CBS TV

Susan Lyne, Editor/Publishing Director, Premiere Movie Magazine

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Grace Mirabella, Publication Director, Mirabella

*Ann Moore, Publisher, People Weekly

*Mary Morgan, Executive Assistant, Ayer

*Beverly Okada, Sr. V.P./Group Creative Director, Young & Rubicam

Ruth Otto, President, Discovery Networks

Lance Primis, President & General Manager, The New York Times

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Amy Rosenblum, Producer, Sally Jessy Raphael

*Valerie Salembier, Publisher, Family Circle Magazine

***Diane Seaman, Vice President of Sales, Eastern, Fox Broadcasting**

Marcia Silverman, Vice Chairman & C.O.O., Ogilvy Adams & Rinehart

Cleary Simpson, Ad Director, Life

Carol Smith, Publisher, Parenting

Rick Smith, Editor-in-Chief/President, Newsweek

Lori Spano, President, Ackerly Airport Advertising

Susan Spindler, Susan Spindler Advertising, Inc.

Leslie Sturm, Network Radio Buyer, Ayer, Inc.

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Rosalyn Weinman, V.P./ Broadcast Standards & Practices, NBC TV

Nancy Widmann, President, CBS Radio/CBS Inc.

*** Founding members.**

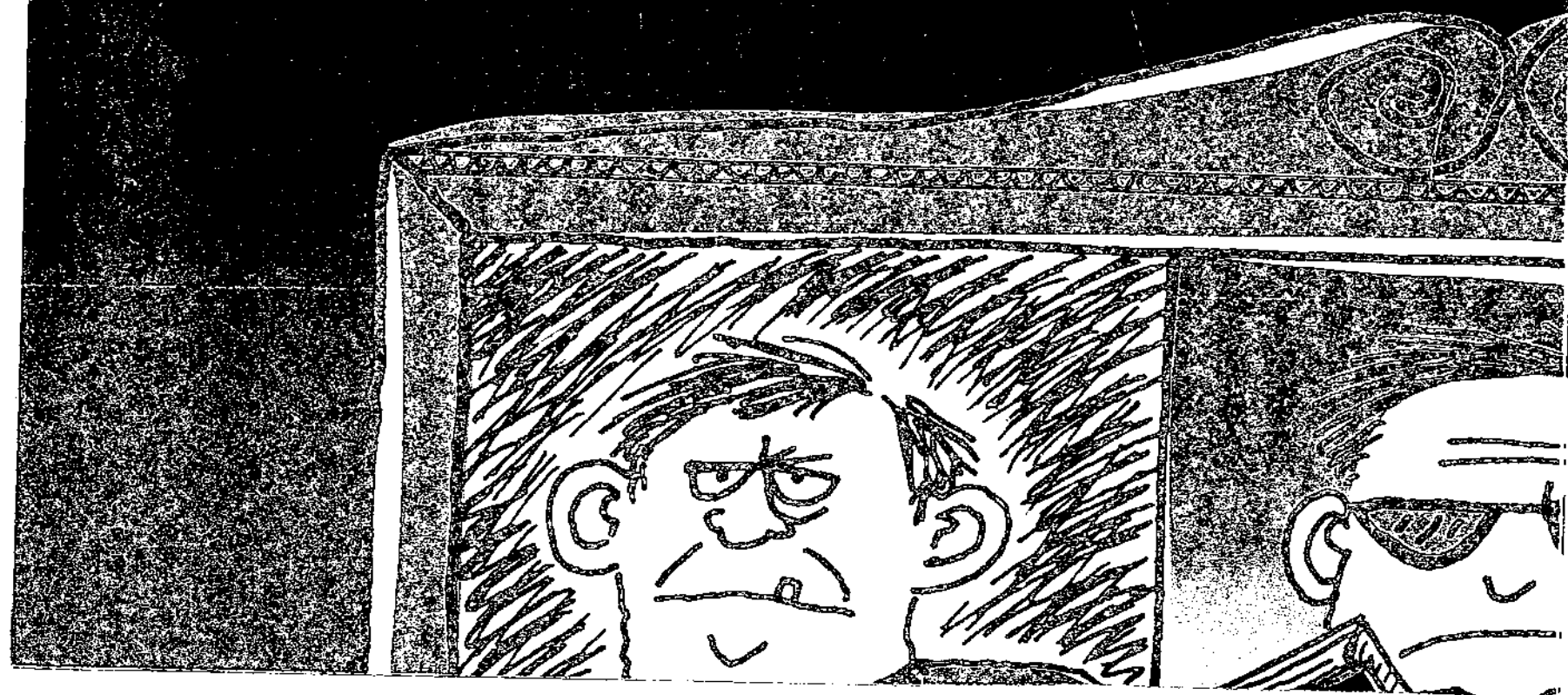
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Q: WHAT'S WRONG W



VOTER REGISTRATION KIT

PRO-CHOICE VOTE CHECKLIST

- ☐ Assign a staff member who is responsible for coordinating your voter registration activities, obtaining voter registration supplies, and sending completed registration forms to the Voters For Choice Education Fund (VFCEF).
- ☐ Train staff and volunteers who will be helping clients and community members register on how to complete the national voter registration form.
- ☐ Get and maintain a supply of national voter registration forms. To obtain them contact the Pro-Choice Vote Helpline at 202-588-8775.
- ☐ Get and maintain copies of the single-page of instructions for completing the national form for your state and other states that your clients come from. To obtain a copy of the single-page instructions for any state, contact the Pro-Choice Vote Helpline at 202-588-8775.
- ☐ Make registration materials available in your waiting rooms.
- ☐ Post signs in your waiting rooms inviting clients to register to vote and offering them assistance in completing the registration form.
- ☐ Assemble a voter registration pack for use when registering voters at community events and public places outside your office. Include in the pack: national voter registration forms, copies of your state's instructions for completing the form, a copy of the box-by-box guide to filling out the form that is in this kit, a copy of the combined instructions for all states, pens, clip boards, a sign saying "register to vote here," and a sign identifying yourself.
- ☐ Once a week, send completed voter registration forms by UPS - 2ND Day to:
Voters For Choice Education Fund
Attn: Janice Steinschneider
2604 Connecticut Ave, NW
Suite 200
Washington, DC 20008
(202)588-8775

Questions? Call the Pro-Choice Vote Helpline at 202-588-8775

HEY VOTED. WE DID 'T. WE LOST AND WHAT YOU CAN DO ABOUT IT

The elections of 1994 were a disaster for reproductive freedom. For the first time since 1982 the pro-choice movement suffered a loss of seats in Congress, which, along with many state legislatures, fell into the hands of anti-choice forces. Today, the halls of Congress and our state capitols are filled with public officials committed to slashing funding for family planning services, reinstating the Gag Rule, weakening the federal Freedom of Access to Clinic Entrances Act, ending RU 486 research, and chipping away at women's access to abortion as a prelude to banning it altogether.

The election of hundreds of anti-choice candidates to state and federal offices does not represent the public's embrace of the anti-choice position. Abortion was not a major issue in most races in 1994 because the majority of Americans believed that reproductive choice was safe and few anti-choice candidates drew attention to their position on choice.

The election was determined by who did and who did not go to the polls.

Overall, only about 40 percent of the voting age population voted. In fact, more than one-third of Americans 18 years and older aren't even registered to vote, with the lowest registration rates among young adults. When far fewer than half of eligible voters vote, a small minority with a high election day turnout can swing an election. In 1994, the Christian Coalition and other radical right groups did a very effective job getting their voters to the polls. While self-defined conservatives are 34 percent of the population, they were 38 percent of all voters in 1994, and only 28 percent of those who were not registered. At the same time, millions of women, young people, and people of color — the groups most affected by reproductive rights legislation — did not vote.

The twin tasks for the pro-choice movement are clear. We must register voters from those groups that are most affected by laws restricting reproductive freedom. And we must ensure that they understand how their elected officials can affect their right to choose.

The Pro-Choice Vote Project

To meet the challenge, the Voters For Choice Education Fund is launching Pro-Choice Vote, a nonpartisan citizen participation project, and we are inviting you to participate. Pro-Choice Vote will focus on women, young people, and people of color, registering them and providing them with educational information about reproductive health issues, so that they will be motivated to vote and able to assess the implications of their vote for reproductive choice. Backed up by the resources of Pro-Choice Vote, you can make voter registration one of the services you offer your clients and you can take voter registration out into the communities you serve.

The Voters For Choice Education Fund (VFCEF), a non-profit 501(c)(3) organization, brings its years of voter participation experience to the project. VFCEF is coordinating Pro-Choice Vote and will provide you with information and technical assistance. This voter registration kit is designed to help you get your Pro-Choice Vote activities off the ground. It includes everything you will need to find unregistered individuals and get them registered. For assistance with your voter participation efforts, you can always call the Pro-Choice Vote Helpline at 202-588-8775.

The 75th Anniversary of the Women's Vote

1995 is a fitting time to launch the Pro-Choice Vote project. August 26 of this year marks the 75th anniversary of the ratification of the Nineteenth Amendment, the constitutional amendment giving women the right to vote nationwide. The too-little-known struggle for women's suffrage took the efforts of three generations of courageous women, who believed that women would use their votes to improve the lives of women and to better their communities. Commemoration of their efforts can serve as an inspiring backdrop for your work to energize the women's vote and activate pro-choice voters.

HOW TO REGISTER VOTERS

Registering Voters: It's Not Rocket Science and It Could Save Title X

When Congress passed the National Voter Registration Act — commonly called the “Motor Voter Law” — it swept away complicated state voter registration laws that kept millions of Americans off the voter rolls. The Motor Voter Law’s procedures for voter registration by mail mean that you can make voter registration one of the services you routinely offer your clients and can also sponsor voter registration drives in your community.

Mail-In Voter Registration

Under the Motor Voter Law, most states must accept a national voter registration application form, developed by the Federal Election Commission, that is mailed in to the state after the voter completes it. States can also develop their own mail-in registration forms, but if they do, they must accept the national form as well.

You can use the national form to register any United States citizen, no matter where they live in your state, or even if they live in another state. The same form works for everyone. You do not have to ask for any kind of identification and the forms do not have to be notarized. All you have to do is make the forms available to people and help them complete the application.

Completing the national voter registration form is easy. The same form can be used by already registered voters to change the name or address under which they are registered, if they have changed their name or moved since they last registered.

A full copy of the National Voter Registration Application is in this voter registration kit. In addition to the form itself, it includes a formidable-looking 13 pages of instructions. DON’T BE INTIMIDATED BY IT. The first two pages of instructions apply no matter what state the voter is registering in. The remaining pages are state-by-state instructions for the few items on the form that vary from state to state; the instructions are so long because every state is covered. We have available an easy-to-use single page of instructions for each state. The single page of instructions for your state is in this kit.¹ You can have copies of the single-page instructions available for the people you are registering and for the staff or volunteers who will be assisting them. This kit also includes a box-by-box guide to helping voters fill out the form.

The copies of the national form that you use to register clients and other community members do not need to have all 13 pages of instructions attached. All you need is the form itself, so long as the instructions are available to the people who are registering and the staff and volunteers who are assisting them. You can get copies of the form without the attached instructions from the Voters For Choice Education Fund (VFCEF) by calling the Pro-Choice Vote Helpline at 202-588-8775.

Please turn this sheet over for more information

¹We can send you the single-page instructions for other states. If you often serve individuals from other states you should obtain single-page instructions for those states. Contact the Pro-Choice Vote Helpline at 202-588-8775.

What To Do With The Completed Forms

The Pro-Choice Vote project needs to know how many voters participating organizations have registered and who we've registered, so we need you to work as a team with VFCEF. Once a week, you send the completed forms to VFCEF, whose staff will make a record of them, send them to the appropriate state elections official, and later check to make sure the people you registered are on the voter rolls.

Educating New Voters About Reproductive Choice Issues

Of course, it's not enough to register voters. They must be motivated to go to the polls on election day and be equipped to make an informed choice about their vote. The new voters you register may not have thought about how public policy decisions made by elected officials affect their personal reproductive choices. We want to provide new voters with information about reproductive choice issues. We will attach to the registration forms post-it notes that ask voters whether or not they want to receive educational information. When you send the completed forms to VFCEF make sure the post-it notes are attached. VFCEF staff will compile a voter education list, and Pro-Choice Vote will send information about reproductive choice issues to the individuals on the list.

Keeping Voter Registration Non-Partisan

As staff of a 501(c)(3) non-profit organization, all this talk of voters and elections may be raising some red flags for you. After all, under federal law 501(c)(3) non-profits cannot take action in an election for or against a particular candidate.

Rest assured, you can participate in Pro-Choice Vote without violating your status as a 501(c)(3) tax-exempt organization, so long as your Pro-Choice Vote activities are conducted in a non-partisan way. This means that you must register voters regardless of their views on reproductive choice or other issues or their preferences for a particular party or candidate. You should also avoid giving the impression that you will register only individuals who support reproductive choice or a particular political party or candidate. And you should politely refuse to answer any questions asked by the people you are registering about which candidate or party your organization prefers. A 501(c)(3) organization can educate people about the issues it cares about, and it can register and encourage people to vote, but it can't tell them how to vote or imply that the organization expects that they will vote in a way that coincides with the organization's views on the issues. AS YOU IMPLEMENT PRO-CHOICE VOTE, VFCEF WILL ANSWER ANY QUESTIONS YOU HAVE TO MAKE SURE YOU STAY ON THE NON-PARTISAN SIDE OF THE ELECTORAL LINE.

MORE HOW TO REGISTER VOTERS: A BOX-BY-BOX GUIDE TO THE NATIONAL REGISTRATION FORM

The National Voter Registration Application Form: Helping Voters Complete It Is Simple!

Here's a box-by-box guide to how voters fill out the national registration form, and what you need to know to help them. You can use it to train staff and volunteers on how to register clients and community members. Keep copies handy at your office and when you are out in the community registering voters.

Begin by reminding the people you are registering to:

- Print as neatly and legibly as they can
- Avoid the use of abbreviations or initials

Box 1

Name: Voters put their full legal name here in this order: last name, first name, middle name. Avoid nicknames or initials. If "Jr.", "Sr.", or a Roman numeral (e.g. the "third") is part of a voter's name, it should be circled at the end of the line.

Box 2

Home Address: Voters put their legal home residence address here. This should not be a post office box or a rural route without a box number. A voter who lives in a rural area and does not have a street address, or who has no legal residence address, should show where he or she lives by filling in the map in Box C on the bottom half of the application form. Voters who have no legal address in this box must put an address where they can be reached by mail in box 3.

Note: HOMELESS PEOPLE WHO ARE U.S. CITIZENS HAVE THE RIGHT TO VOTE. The place they "live" that they show in Box C could be, for example, a shelter, train or bus station, park, doorway, etc. Their mailing address in Box C could be, for instance, a relative or friend who will accept mail for them.

Box 3

Voters whose mailing address is different from their legal address put their mailing address in this box. Voters whose legal address and mailing address are the same leave this box blank. Voters without a legal address in Box 2 must put an address where they can be reached by mail in this box.

Box 4

Date of Birth: Voters put their birth date here in this order: month, day, year. A common mistake is to put the date on which the application is completed in this box. Check to make sure this box has the voter's birth date.

Box 5

Telephone Number: This is optional: it enables the state to contact voters if there is a question about their application.

Box 6

ID Number: Some states request or require an identification number such as the voter's social security number, driver's license number, or state personal ID number. The state instructions tell you when a number is requested or required. If not, voters should leave this box blank.

Box 7

Choice of Party: Many states require that voters register with a party if they want to take part in its primary elections, caucuses, or conventions. The state instructions identify which states require registration with a party for voters to participate in their candidate selection processes. Voters who do not want to register with a party, write "no party" or leave the box blank.

You may want to encourage people to register with a party they lean towards, especially in states that require registration with a party to participate in its primary. In many elections, the race is effectively decided in the primary, and voters should be encouraged to participate.

Please turn this sheet over for more information



Race or Ethnic Group: For most states, voters leave this box blank. Some states need this information to administer the federal Voting Rights Act; the state instructions tell you whether the state needs this information. If the state does, voters should choose from the following list:

- American Indian or Alaskan Native
- Asian or Pacific Islander not Native Hawaiian
- Black, not of Hispanic Origin
- Hispanic
- Multi-racial
- Native Hawaiian
- White, not of Hispanic Origin
- Other



Signature: Voters sign their name here (or, if they can't write, they make their mark) and write in the date on which they are filling out the form in this order: month, day, year. Check to see that voters do not put their birth date here. In signing the application, voters are stating that they meet their state's qualifications for registering to vote. The qualifications are listed in the state instructions. These are usually straightforward, for instance, that the individual is at least 18 years old, that she has lived in the state for a certain amount of time, or that he hasn't been convicted of a felony.

When you give the person you are registering the application form, you should show her or him the list of qualifications in the state instructions.



Name of Assistant: For voters who were not able to sign their name in Box 9, the name, address, and telephone number of the person who filled out the application for the voter goes here.



Name Change: Voters fill in this box only if they have changed their name since they last registered in the state. If so, they write their old name here in this order: last name, first name, middle name.



Address Change: Voters fill in this box only if they have moved since they last registered in the state. If so, they write their old address here.

WHERE TO REGISTER VOTERS

Finding the Unregistered: Where to Start

We hope we've convinced you – registering and educating voters is critical to the future of reproductive choice, the national voter registration form has simplified registration procedures, and Pro-Choice Vote will make it easy to get the materials and information you need. Where do you start?

Registering Clinic Clients

LIKE CHARITY, THE PLACE TO BEGIN YOUR VOTER REGISTRATION EFFORTS IS AT HOME – RIGHT IN YOUR OWN WAITING AREAS.

You can set up special areas in the waiting room of your offices where you keep voter registration materials – copies of the national voter registration application form and of the single-page of instructions on how to complete the form in your state. Your receptionists and other staff or volunteers who will help with registration efforts at your office should be trained on how to help clients complete the form. The receptionists should have ready at hand the box-by-box guide to filling out the national application form that is found in this kit, copies of single-page instructions for the states from which you regularly get clients, and one or two full copies of the instructions for all states.

To let clients know they can register to vote at your office, you can put up posters, including the one in this kit. In addition, when clients check in for their appointments, receptionists should routinely ask them if they would like to register to vote, and offer to help them complete the form. Ask clients to give you their completed application forms, and once a week send them to the Voters For Choice Education Fund.

REGISTRATION OF YOUR CLIENTS IS THE CORNERSTONE OF YOUR EFFORTS TO ENCOURAGE CITIZENS TO PARTICIPATE IN THE ELECTORAL PROCESS. One of the reasons the religious/radical right has had such success is the ease of organizing their people through their churches. Every Sunday they have a ready-made audience of individuals likely to be receptive to their message. Individuals who are your clients have experienced first-hand the importance of making reproductive choices, and we need to make sure they are also registered to vote and informed about reproductive choice issues.

Reaching Out to Your Community

Of course, many unregistered voters in your community may not make it to your clinic. There are numerous places in your community where you can set up a table and offer unregistered individuals the chance to complete the voter registration form. Consider setting up voter registration tables at:

- Colleges – both junior colleges and four-year colleges
- Vocational education schools
- High schools – focusing attention on seniors
- Malls and grocery stores
- Concerts, rallies, and other public events
- Neighborhood parks

REMEMBER – YOU WANT TO PICK PLACES AND EVENTS WHICH ARE ATTRACTIVE TO THE VOTERS WE MOST WANT TO REGISTER: WOMEN, YOUTH, AND PEOPLE OF COLOR.

Please turn this sheet over for more information

It will help if you put together a voter registration box with all the materials you need to set up a voter registration table including:

- Copies of the voter registration application form;
- Copies of the single-page of instructions for completing the national registration form for your state, which staff or volunteers can use and show to individuals who are completing the forms;
- A few copies of the box-by-box guide for completing the national form found in this kit, which staff and volunteers can refer to when they are helping voters fill out the form;
- One or two copies of the full set of instructions for all states, just in case you get someone from another state that wants to register;
- An ample supply of pens;
- Clipboards to clip the registration form to while the voter is completing it;
- A large sign letting people know you are registering voters;
- A sign identifying your clinic or organization.

You can have some informational literature with you, but be sure to avoid giving the impression that you will register only pro-choice individuals or supporters of a particular political party.

Send any completed registration forms collected to the Voters For Choice Education Fund, whose staff will take care of the rest.

VFCEF SERVICES FOR PRO-CHOICE VOTE PARTICIPANTS

The Voters For Choice Education Fund: Help For Your Voter Registration Work

Pro-Choice Vote is a project of the Voters For Choice Education Fund (VFCEF), a non-profit 501(c)(3) organization. VFCEF will assist you in your work to register voters.

VFCEF staff will:

- Provide you with the copies of the national voter registration application form that you can use to register voters.
- Provide you with single-page instructions for completing the national voter registration application form for your state and any other state whose residents you serve.
- Handle the completed voter registration application forms that you collect. VFCEF will make a record of all the completed forms, send them to the appropriate state elections offices, and confirm that the individuals who completed the forms have been added to the official voter rolls. All you have to do is send the completed forms once a week to VFCEF.
- Compile a list of new voters registered by Pro-Choice Vote who want to receive educational information about reproductive choice issues.
- Answer any questions you have about how to use the national registration form.
- Assist you in developing and implementing voter registration and education activities targeted to women, young people, and people of color.

To obtain voter registration forms, posters, or assistance with your registration questions, call the VFCEF Pro-Choice Vote Helpline at 202-588-8775.

Send completed voter registration forms by UPS – 2nd Day to:

**Janice Steinschneider
Voters For Choice Education Fund
2604 Connecticut Ave., N.W.
Suite 200
Washington, DC 20008**

STATE DATES AND DEADLINES

Primary Dates and Voter Registration Deadlines

The next general election for President, Members of Congress, and Senators is November 5, 1996. Most states elect their governors, state legislators, and other state officials at the same time as they vote for federal officials. A few states hold elections for state officials in the odd-numbered "off-years."

In addition to voting in these "general" elections, many voters may want to participate in the process by which a party selects its candidates. Parties select their candidates in primary elections, caucuses, or conventions. The first chart shows the dates for presidential primaries, caucuses, and conventions scheduled for 1996 (as of September, 1995). In some cases, the dates may be changed.

In most states, voters registering by mail using the national voter application form must send their application in by 10 to 30 days before the election that they wish to vote in. The deadlines for voter registration applications are in the chart on the other side.

Presidential Primary, Caucus, and Convention Dates, 1996

Unless otherwise noted, the date shown is for a primary election.

Alabama:	June 4	Missouri:	March 7 (Dem. caucus) May 17 (Rep. caucus or convention)
Alaska:	April 4 (Dem. caucus) April 26 (Rep. convention)	Montana:	June 4
Arizona:	February 27 (Rep.) March 9 (Dem. caucus)	Nebraska:	May 14
Arkansas:	May 21	Nevada:	March 10 (Dem. caucus) May 2 (Rep. convention)
California:	March 26	New Hampshire:	February 20
Colorado:	March 5	New Jersey:	June 4
Connecticut:	March 5	New Mexico:	June 4
Delaware:	February 24	New York:	March 7
District of Columbia:	May 7	North Carolina:	May 7
Florida:	March 12	North Dakota:	February 27 (Rep.) March 7-21 (Dem. caucus)
Georgia:	March 5	Ohio:	March 19
Hawaii:	March 12 (Dem. caucus) Rep. caucus likely to be in March, 1996	Oklahoma:	March 12
Idaho:	March 5 (Dem. caucus) May 28 (Rep.)	Oregon:	March 12
Illinois:	March 19	Pennsylvania:	April 23
Indiana:	May 7	Rhode Island:	March 5
Iowa:	February 12 (caucus)	South Carolina:	March 2 (Rep.) March 9 (Dem.)
Kansas:	April 2	South Dakota:	February 27
Kentucky:	May 28	Tennessee:	March 12
Louisiana:	February 6 (Rep. caucus) March 12 (Dem.)	Texas:	March 12
Maine:	March 5	Utah:	March 25 (Dem. caucus)
Maryland:	March 5	Vermont:	March 5
Massachusetts:	March 5	Virginia:	April 13 (Dem. caucus)
Michigan:	March 19	Washington:	March 26
Minnesota:	March 5 (caucus)	West Virginia:	May 14
Mississippi:	March 12	Wisconsin:	March 19
		Wyoming:	March 23 (Dem. caucus) May 4 (Rep. convention)

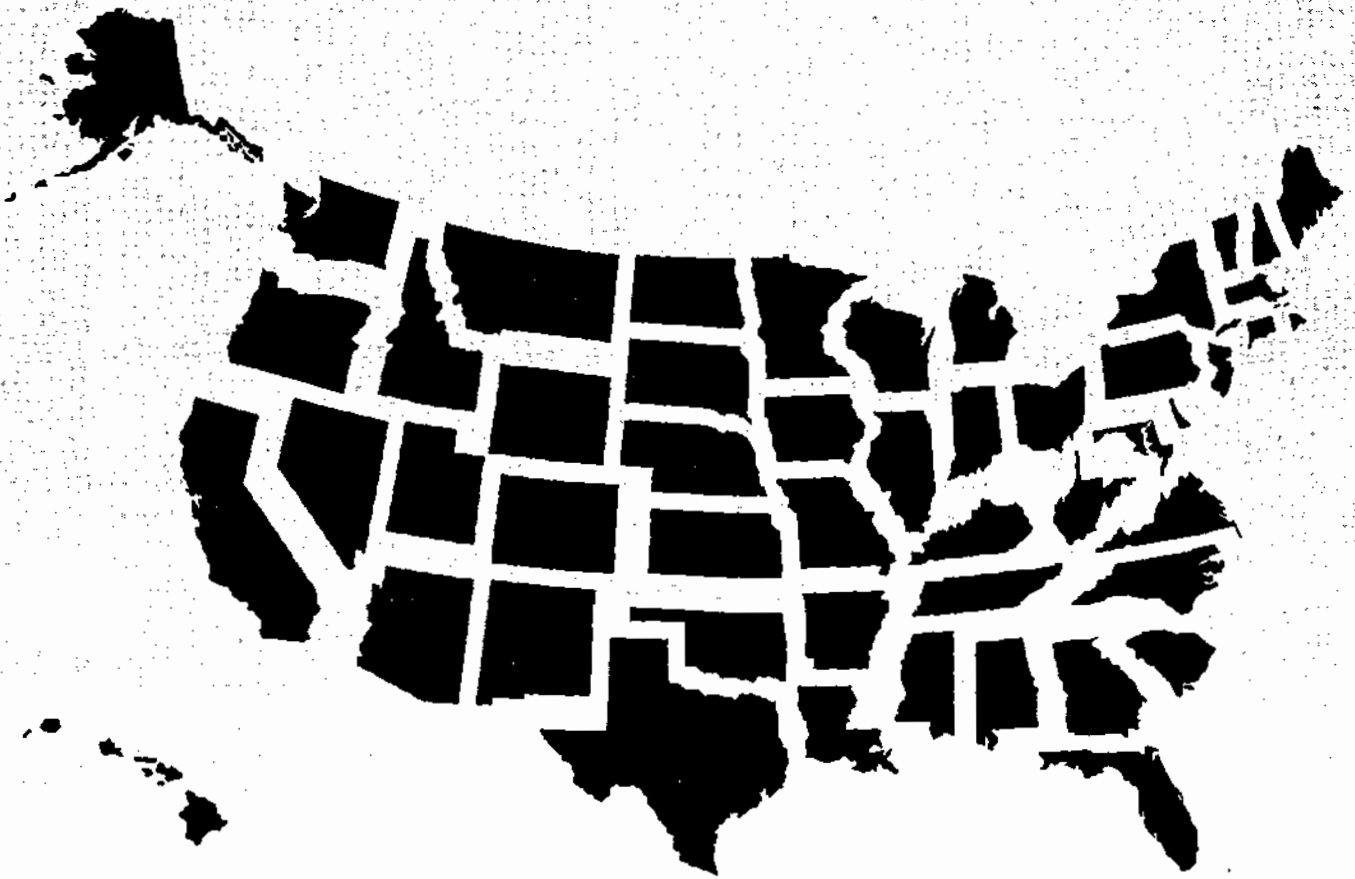
Please turn this sheet over for a list of Deadlines for Voter Registration Application Forms

Deadlines for Voter Registration Application Forms

Unless otherwise noted, the deadline refers to the date by which the application must be postmarked.

Alabama:	10 days before the election	Nevada:	The fifth Saturday before the election
Alaska:	30 days before the election	New Hampshire:	Delivered by 10 days before the election
Arizona:	29 days before the election	New Jersey:	29 days before the election
Arkansas:	21 days before the election	New Mexico:	28 days before the election
California:	29 days before the election	New York:	25 days before the election
Colorado:	30 days before the election	North Carolina:	25 days before the election
Connecticut:	14 days before the election	North Dakota:	ND does not have voter registration
Delaware:	20 days before the election	Ohio:	30 days before the election
District of Columbia:	30 days before the election	Oklahoma:	25 days before the election
Florida:	29 days before the election by the fourth Friday before a primary or general election.	Oregon:	21 days before the election – no deadlines for change of address or name or party registration
Hawaii:	30 days before the election	Pennsylvania:	30 days before the election
Idaho:	25 days before the election	Rhode Island:	30 days before the election
Illinois:	29 days before the election	South Carolina:	30 days before the election
Indiana:	29 days before the election	South Dakota:	Delivered to the local voter registration office 15 days before the election
Iowa:	15 days before the election	Tennessee:	30 days before the election
Kansas:	Delivered to the local voter registration office 15 days before the election	Texas:	30 days before the election
Kentucky:	28 days before the election	Utah:	20 days before the election
Louisiana:	24 days before the election	Vermont:	Delivered to the town clerk 12:00 noon on the third Saturday before the election
Maine:	15 days before the election, or delivered in person to the local voter registration office up until the day of the election	Virginia:	Delivered to the local voter registration office by 29 days before the election
Maryland:	The fifth Monday before the election	Washington:	30 days before the election, or delivered in person to the local voter registration office 15 days before the election
Massachusetts:	20 days before the election	West Virginia:	30 days before the election
Michigan:	30 days before the election	Wisconsin:	13 days before the election Wisconsin also lets voter register at the polling place on election day
Minnesota:	Delivered by 5:00 PM 21 days before the election Minnesota also has election day registration at polling places	Wyoming:	Does not accept the national voter registration form
Mississippi:	30 days before the election		
Missouri:	28 days before the election		
Montana:	30 days before the election		
Nebraska:	The fourth Tuesday before the election (or delivered to the local voter registration office by 6:00 PM on the second Friday before the election)		

**Register To Vote In Your State
By Using This
Postcard Form and Guide**



For U.S. Citizens

General Instructions

Who Can Use this Application

If you are a U.S. citizen who lives or has an address within the United States, you can use the application in this booklet to:

- Register to vote in your State,
- Report a change of name to your voter registration office,
- Report a change of address to your voter registration office, or
- Register with a political party.

Exceptions

Arkansas, by law, cannot accept this form until after Jan. 1, 1996.

New Hampshire town and city clerks will accept this application only as a request for their own absentee voter mail-in registration form.

North Dakota does not have voter registration.

Virginia, by law, cannot accept this form until after Jan. 1, 1996.

Wyoming will not let you use this application for registering to vote in that State.

Please do **not** use this application if you live outside the United States and its territories and have no home (legal) address in this country, or if you are in the military stationed away from home. Use the Federal Postcard Application available to you from military bases, American embassies, or consular offices.

How to Find Out If You Are Eligible to Register to Vote in Your State

Each State has its own laws about who may register and vote. Check the information under your State in the State Instructions.

Note: All States require that you be a United States citizen by birth or naturalization to register to vote in federal and State elections.

Also Note: You **cannot** be registered to vote in more than one place at a time.

When to Register to Vote

Each State has its own deadline for registering to vote. Check the deadline for your State on the last page of this booklet.

How to Fill Out this Application

Use both the Application Instructions and State Instructions to guide you in filling out the application.

First, read the Application Instructions. These instructions will give you important information that applies to everyone using this application.

Next, find your State under the State Instructions. Use these instructions to fill out Boxes 6, 7, and 8. Also refer to these instructions for information about voter eligibility and any oath required for Box 9.

How to Submit Your Application

Mail your application to the address listed under your State in the State Instructions. Or, deliver the application in person to your local voter registration office.

If You Were Given this Booklet in a State Agency or Public Office

If you have been given this booklet in a State agency or public office, it is your choice to use the application or not.

If you decide to use this application to register to vote, you can fill it out and leave it with the State agency or public office. The application will be submitted for you. Or, you can take it with you to mail to the address listed under your State in the State Instructions. You also may take it with you to deliver in person to your local voter registration office.

Note: The name and location of the State agency or public office where you received the application will remain confidential. It will not appear on your application. Also, if you decide not to use this application to register to vote, that decision will remain confidential. It will not affect the service you receive from the agency or office.

Application Instructions

Box 1 — Name

Put in this box your full name in this order — Last, First, Middle. Do not use nicknames or initials.

Note: If this application is for a change of name, please tell us in **Box A** (on the bottom half of the form) your full name before you changed it.

Box 2 — Home Address

Put in this box your home address (legal address). Do **not** put your mailing address here if it is different from your home address. Do **not** use a post office box or rural route without a box number.

Note: If you were registered before but this is the first time you are registering from the address in Box 2, please tell us in **Box B** (on the bottom half of the form) the address where you were registered before. Please give us as much of the address as you can remember.

Also Note: If you live in a rural area but do not have a street address, or if you have no address, please show where you live using the map in **Box C** (at the bottom of the form).

Box 3 — Mailing Address

If you get your mail at an address that is different from the address in Box 2, put your mailing address in this box.

Note: If you have no address in Box 2, you **must** write in Box 3 an address where you can be reached by mail.

Box 4 — Date of Birth

Put in this box your date of birth in this order — Month, Day, Year. *Be careful not to use today's date!*

Box 5 — Telephone Number

Most States ask for your telephone number in case there are questions about your application. However, you do **not** have to fill in this box.

Box 6 — ID Number

Many States use an ID number for record-keeping purposes. To find out what ID number, if any, you need to put in this box, see item 6 in the instructions under your State.

Box 7 — Choice of Party

In some States, you must register with a party if you want to take part in that party's primary election, caucus, or convention. To find out if your State requires this, see item 7 in the instructions under your State.

If you want to register with a party, print in the box the full name of the party of your choice.

If you do **not** want to register with a party, write "no party" or leave the box blank. Do **not** write in the word "independent" if you mean "no party," because this might be confused with the name of a political party in your State.

Note: If you do not register with a party, you can still vote in general elections and nonpartisan (nonparty) primary elections.

Box 8 — Race or Ethnic Group

A few States ask for your race or ethnic group, in order to administer the Federal Voting Rights Act. To find out if your State asks for this information, see item 8 in the instructions under your State. If so, put in Box 8 the choice that best describes you from the list below:

American Indian or Alaskan Native
Asian or Pacific Islander *not* Native Hawaiian
Black, *not* of Hispanic Origin
Hispanic
Multi-racial
Native Hawaiian
White, *not* of Hispanic Origin
Other

Box 9 — Signature

Review the information in item 9 in the instructions under your State. Before you sign or make your mark, make sure that:

- (1) You meet your State's requirements, and
- (2) You understand **all** of Box 9.

Finally, sign your **full** name or make your mark, and print today's date in this order — Month, Day, Year.

Box 10 — Name of Assistant

If the applicant is unable to sign, put in this box the name, address, and telephone number (optional) of the person who helped the applicant.

Voter Registration Application

For U.S. Citizens

You can use this form to: ☐ register to vote ☐ report that your name or address has changed ☐ register with a party Please print in blue or black ink				This space for office use only.			
1	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV		
2	Address (see instructions)— Street (or route and box number)		Apt. or Lot #	City/Town	State	Zip Code	
3	Address Where You Get Your Mail If Different From Above (see instructions)			City/Town	State	Zip Code	
4	Date of Birth	/	/	5	Telephone Number (optional)	6	ID Number (see item 6 in the instructions for your State)
	Month	Day	Year				
7	Choice of Party (see item 7 in the instructions for your State)				8	Race or Ethnic Group (see item 8 in the instructions for your State)	
9	I swear/affirm that: ☐ I am a United States citizen ☐ I meet the eligibility requirements of my state and subscribe to any oath required. (See item 9 in the instructions for your state before you sign.) ☐ The information I have provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be subject to a fine or imprisonment or both under Federal or State laws.				Please sign full name (or put mark) ↓ 		
					Date: / / Month Day Year		
10	If the applicant is unable to sign, who helped the applicant fill out this application? Give name address and phone number (phone number optional).						

Fold here

Please fill out the sections below if they apply to you.

If this application is for a **change of name**, what was your name before you changed it?

A	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV
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If you were **registered before** but this is the first time you are registering from the address in **Box 2**, what was your address where you were registered before?

B	Street (or route and box number)	Apt. or Lot #	City/Town	State	Zip Code
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If you live in a rural area but do not have a street number, or if you have no address, please show on the map where you live.

C	☐ Write in the names of the crossroads (or streets) nearest to where you live. ☐ Draw an X to show where you live. ☐ Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark.		NORTH ↑
	Example 	Grocery Store Woodchuck Road Public School	
	Route #2 	X	

To Mail:

1. Address the back of this application (see address under your state).
2. Remove plastic strip below.
3. Fold form at middle and seal at top.
4. Put on a first-class stamp and mail.

FOR OFFICIAL USE ONLY

FIRST CLASS
STAMP
NECESSARY
FOR
MAILING

OFFICIAL ELECTION MATERIAL

Voter Registration Application

For U.S. Citizens

You can use this form to: ■ register to vote ■ report that your name or address has changed ■ register with a party Please print in blue or black ink		This space for office use only.			
1	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV
2	Address (see instructions)— Street (or route and box number)		Apt. or Lot #	City/Town	State Zip Code
3	Address Where You Get Your Mail If Different From Above (see instructions)		City/Town	State	Zip Code
4	Date of Birth / / Month Day Year		5 Telephone Number (optional)	6 ID Number (see item 6 in the instructions for your State)	
7	Choice of Party (see item 7 in the instructions for your State)			8 Race or Ethnic Group (see item 8 in the instructions for your State)	
9	I swear/affirm that: ■ I am a United States citizen ■ I meet the eligibility requirements of my state and subscribe to any oath required. (See item 9 in the instructions for your state before you sign.) ■ The information I have provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be subject to a fine or imprisonment or both under Federal or State laws.			Please sign full name (or put mark) ↓ Date: / / Month Day Year	
10	If the applicant is unable to sign, who helped the applicant fill out this application? Give name, address and phone number (phone number optional).				

Fold here

Please fill out the sections below if they apply to you.

If this application is for a **change of name**, what was your name before you changed it?

A	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV
----------	----------------------------	-----------	------------	----------------	---------------------------------

If you were **registered before** but this is the first time you are registering from the address in **Box 2**, what was your address where you were registered before?

B	Street (or route and box number)	Apt. or Lot #	City/Town	State	Zip Code
----------	----------------------------------	---------------	-----------	-------	----------

If you live in a rural area but do not have a street number, or if you have no address, please show on the map where you live.

C	■ Write in the names of the crossroads (or streets) nearest to where you live. ■ Draw an X to show where you live ■ Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark.		NORTH ↑
	Example Public School	Route #2 Grocery Store Woodchuck Road X	

To Mail:

1. Address the back of this application (see address under your state).
2. Remove plastic strip below.
3. Fold form at middle and seal at top.
4. Put on a first-class stamp and mail.

FOR OFFICIAL USE ONLY

FIRST CLASS
STAMP
NECESSARY
FOR
MAILING

OFFICIAL ELECTION MATERIAL

State Instructions

Alabama

6. ID Number. Your social security number is requested (by authority of the Alabama Supreme Court, 17-4-122).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are required to fill in this box, however, your application will not be rejected if you fail to do so. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Alabama you must:

- be a citizen of the United States
- be a resident of Alabama and your county at the time of registration
- be 18 years old before any election
- not have been convicted of a felony punishable by imprisonment in the penitentiary (or have had your civil and political rights restored)
- not currently be declared mentally incompetent through a competency hearing
- swear or affirm to "support and defend the Constitution of the U.S. and the State of Alabama and further disavow any belief or affiliation with any group which advocates the overthrow of the governments of the U.S. or the State of Alabama by unlawful means and that the information contained herein is true, so help me God"

Mailing address:

Office of the Secretary of State
P.O. Box 5616
Montgomery, AL 36103-5616

Alaska

6. ID Number. Your social security number is requested. This information is kept confidential. Having this information assists in maintaining your voter record and may assist in verifying your identity (Title 15 of the Alaska Statutes).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention (unless otherwise permitted by a political party).

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Alaska you must:

- be a citizen of the United States
- be at least 18 years old within 90 days of this registration
- not be a convicted felon (unless unconditionally discharged)
- not be judicially determined to be of unsound mind, unless the disability has been removed
- not be registered to vote in another State

Mailing address:

Division of Elections
State of Alaska
Region II
800 East Dimond Blvd. #3-580
Anchorage, AK 99515

Arizona

6. ID Number. The last 4 digits of your social security number and your Indian Census number (if you have one) are requested.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Arizona you must:

- be a citizen of the United States
- be a resident of Arizona and your county at least 29 days preceding the next election
- be 18 years old on or before the next general election
- not have been convicted of treason or a felony (or have had your civil rights restored)
- not currently be declared an incapacitated person by a court of law

Mailing address:

Secretary of State/Elections
1700 W. Washington, 7th Floor
Phoenix, AZ 85007

Arkansas

6. ID Number. Your social security number and/or driver's license number are requested. These numbers will remain confidential and will not be disclosed to anyone other than voter registration officials. These numbers will not be published on any voter registration lists.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Arkansas you must:

- be a citizen of the United States
- live in Arkansas at the address in Box 2 on the application
- be at least 18 years old on or before the next election
- not be a convicted felon (or have completely discharged your sentence or been pardoned)
- not claim the right to vote in any other jurisdiction

Note: Arkansas, by law, cannot accept this form until after Jan. 1, 1996.

Mailing address:

State of Arkansas
Office of Auditor
230 State Capitol
Little Rock, AR 72201

California

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in California you must:

- be a citizen of the United States
- be a resident of California
- be at least 18 years of age at the time of the next election
- not be imprisoned or on parole for the conviction of a felony
- not currently be judged mentally incompetent by a court of law

Mailing address:

Secretary of State
1500 11th Street
Sacramento, CA 95814

State Instructions

Colorado

6. ID Number. Your social security number is requested.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Colorado you must:

- be a citizen of the United States
- be a resident of Colorado 30 days prior to the election
- be 18 years old
- not be confined as a prisoner or serving any part of a sentence under mandate

Mailing address:

Secretary of State
c/o Elections Office
1560 Broadway, Suite 200
Denver, CO 80202

Connecticut

6. ID Number. Your social security number is requested on a voluntary basis. It will be used by election officials to prepare accurate lists of electors, but no official may disclose it to the public (Conn. Gen. Stat. § 9-23g).

7. Choice of Party. This is optional, but you must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Connecticut you must:

- be a citizen of the United States
- be a resident of Connecticut and of the town in which you wish to vote
- be 18 years old on or before the next election
- not be convicted of a felony, except conviction for the crime of nonsupport (or have had your civil rights restored)
- not currently be declared mentally incompetent to vote by a court of law

Mailing address:

Secretary of State
Elections Division
30 Trinity Street
Hartford, CT 06106

Delaware

6. ID Number. Your social security number is requested. Your social security number is used as necessary for administrative purposes related to voting, including to identify you as a registered voter, to ensure no individual is registered in more than one place, to verify address, voting districts, and other information and may be used for any other lawful purpose. The registration application containing your social security number will become part of the registration records of your county (Title 15, Sec. 1302, Del. Code and 5 U.S.C.A., Sec. 552a [Sec. 7 of the Privacy Act of 1974]).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Delaware you must:

- be a citizen of the United States
- be a resident of Delaware for 1 year preceding the election, a resident of the county for 90 days, and a resident of the election district (hundred) for 30 days
- be at least 18 years old on the date of the next general election
- not be a convicted felon
- not be mentally incompetent

Mailing address:

Commissioner of Elections
32 W. Lookerman Street
Suite 203
Dover, DE 19901

District of Columbia

6. ID Number. Your social security number is requested. We use your social security number for ID purposes only. It will not be available to the public or used in any reports (Federal Privacy Act, PL 93-579).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in the District of Columbia you must:

- be a citizen of the United States
- be a District of Columbia resident at least 30 days preceding the next election
- be at least 18 years old on or preceding the next election
- not be in jail for a felony conviction
- not have been judged "mentally incompetent" by a court of law
- not claim the right to vote anywhere outside D.C.

Mailing address:

District of Columbia Board of
Elections & Ethics
441 4th Street, N.W., Suite 250
Washington, DC 20001-2745

State Instructions

Florida

6. ID Number. Your social security number is requested. The disclosure of your social security number is voluntary. It is being requested pursuant to Section 97.052(2)(k), Florida Statutes. Although your social security number will only be used for registration purposes, it will be open to public inspection (§ 99.052 [3](d), Fla. Stat.).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are requested to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Florida you must:

- be a citizen of the United States
- be a legal resident of both the State of Florida and of the county in which you seek to be registered
- be 18 years old (you may pre-register if you are 17)
- not now be adjudicated mentally incapacitated with respect to voting in Florida or any other State
- not have been convicted of a felony without your civil rights having been restored pursuant to law
- not claim the right to vote in another county or state
- swear or affirm the following:
"I will protect and defend the Constitution of the United States and the Constitution of the State of Florida, that I am qualified to register as an elector under the Constitution and laws of the State of Florida, and that I am a citizen of the United States and a legal resident of Florida"

Mailing address:

State of Florida
Department of State
Division of Elections
Room 1801, The Capitol
Tallahassee, FL 32399-0250

Georgia

6. ID Number. Your social security number is required. Your social security number will remain confidential and will not be disclosed except as required by law. The number will be used to identify and verify the identity of voters (Georgia Election Code, O.C.G.A. Ch. 21-2).

7. Choice of Party. You do not have to register with a party to take part in that party's primary, caucus or convention.

8. Race or Ethnic Group. You are required to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Georgia you must:

- be a citizen of the United States
- be a legal resident of Georgia and of the county in which you want to vote
- be 18 years old within six months after the day of registration, and be 18 years old to vote
- not be serving a sentence for having been convicted of a felony
- not have been judicially determined to be mentally incompetent, unless the disability has been removed

Mailing address:

Office of the Secretary of State
P.O. Box 105325
Atlanta, GA 30348-5325

Hawaii

6. ID Number. Your social security number is required. It is used to prevent fraudulent registration and voting. Failure to furnish this information will prevent acceptance of this application (Hawaii Revised Statutes, Section 11-15).

7. Choice of Party. A "choice of party" is not required for voter registration.

8. Race or Ethnic Group. If you are of Hawaiian ancestry and desire to register to vote in Office of Hawaiian Affairs elections, please write "Hawaiian" in this box. HRS § 11 states that a Hawaiian is "any descendent of aboriginal peoples inhabiting the Hawaiian islands which exercised sovereignty and subsisted in the Hawaiian islands in 1778, and which peoples thereafter

have continued to reside in Hawaii."

9. Signature. To register in Hawaii you must:

- be a citizen of the United States
- be a resident of the State of Hawaii
- be at least 16 years old (you must be 18 years old by election day in order to vote)
- not be in jail for a felony conviction
- not be "non compos mentis"

Mailing address:

Office of the Lieutenant Governor
State of Hawaii
P.O. Box 3226
Honolulu, HI 96801

Idaho

6. ID Number. Your social security number is requested. It will be used for administrative purposes only (§ 34-411, Idaho Code).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Idaho you must:

- be a citizen of the United States
- have resided in Idaho and in the county for 30 days prior to the day of election
- be at least 18 years old
- not have been convicted of a felony, and without having been restored to the rights of citizenship, or confined in prison on conviction of a criminal offense
- not be under guardianship

Mailing address:

Secretary of State
State Capitol Bldg.
Boise, ID 83720-0080

State Instructions

Illinois

6. ID Number. The last four or six digits of your social security number are requested.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Illinois you must:

- be a citizen of the United States
- be a resident of Illinois and of your election precinct at least 30 days before the next election
- be at least 18 years old on or before the next election
- not be in jail or on parole for a felony conviction
- not claim the right to vote anywhere else

Mailing address:

State Board of Elections
1020 S. Spring Street
Springfield, IL 62704

Indiana

6. ID Number. Your social security number is requested but is not required. It will be used for administrative purposes and may be disclosed to the public (Indiana Code 3-7-3-9).

7. Choice of Party. Leave blank.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Indiana you must:

- be a citizen of the United States
- have resided in the precinct at least 30 days before the next election
- be at least 18 years of age on the day of the next general election
- not currently be in jail for a criminal conviction

Mailing address:

State Election Board
302 West Washington Street,
Room E032
Indianapolis, IN 46204-2738

Iowa

6. ID Number. Disclosure of your social security number is voluntary. It is requested by authority of Iowa Code Section 48A.11. If you provide your number, it will be used to help avoid multiple voter registration records for a single individual. The numbers may be publicly disclosed. If you do not provide your number, that fact will not affect your right to register to vote, or to vote.

7. Choice of Party. You may, but do not have to, register with a party in advance if you want to take part in that party's primary election. You may change or declare a party affiliation at the polls on primary election day.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Iowa you must:

- be a citizen of the United States
- be a resident of Iowa
- be at least 17-1/2 years old (you must be 18 to vote)
- not have been convicted of a felony (or have had your rights restored)
- not currently be judged "mentally incompetent" by a court
- not claim the right to vote in more than one place
- give up your right to vote in any other place

Mailing address:

Elections Division
Office of the Secretary of State
Hoover State Office Building
2nd Floor
Des Moines, IA 50319

Kansas

6. ID Number. Your social security number is requested but not required. It will be used for administrative purposes and may be disclosed to the public (KSA 25-2309).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Kansas you must:

- be a citizen of the United States
- be a resident of Kansas
- be 18 by the next statewide general election
- not be imprisoned for conviction in

any state or federal court of a crime punishable by death or imprisonment for one year or longer (or have had your civil rights restored)

■ not claim the right to vote in any other location or under any other name

■ not be excluded from voting for mental incompetence by a court of competent jurisdiction

Mailing address:

Secretary of State
2nd Floor, State Capitol
300 S.W. 10th Ave.
Topeka, KS 66612-1594

Kentucky

6. ID Number. Your social security number is required. It is used for administrative purposes only and is not released to the public (KRS 116:155).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Kentucky you must:

- be a citizen of the United States
- be a resident of Kentucky
- be a resident of the county for at least 28 days prior to the election date
- be 18 years of age on or before the next general election
- not be a convicted felon or if you have been convicted of a felony, your civil rights must have been restored by executive pardon
- not have been judged "mentally incompetent" in a court of law
- not claim the right to vote anywhere outside Kentucky

Mailing address:

State Board of Elections
140 Walnut Street
Frankfort, KY 40601

Louisiana

6. ID Number. Your social security number is required. Neither the registrar nor the Department of Elections and Registration shall circulate the social security numbers of registered voters on commercial lists (R.S. 18:104[a][16]).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are requested to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Louisiana you must:

- be a citizen of the United States
- be a resident of Louisiana
- be at least 17 years old, and be 18 years old prior to the next election to vote
- not currently be under an order of imprisonment for conviction of a felony
- not currently be under a judgment of interdiction for mental incompetence

Mailing address:

Dept. of Elections and Registration
P.O. Box 14179
Baton Rouge, LA 70898-4179

Maine

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention (unless otherwise permitted by a political party).

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Maine you must:

- be a citizen of the United States
- be a resident of Maine and the municipality in which you want to vote
- be at least 17 years old (you must be 18 years old to vote)
- not be under guardianship because of mental illness

Mailing address:

Elections Section
Bureau of Corporations, Elections
and Commissions
State House Station #101
Augusta, ME 04333-0101

Maryland

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Maryland you must:

- be a citizen of the United States
- be a resident of Maryland and the county in which you want to vote
- be at least 18 years old before the next general election
- not be under sentence or on probation or parole following conviction for an infamous crime (that is, any felony, treason, perjury, or any crime involving an element of deceit, fraud or corruption)
- not have been convicted more than once of an infamous crime, without a pardon
- not be under guardianship for mental disability

Mailing address:

State Administrative Board of
Election Laws
P.O. Box 231, 11 Bladen Street
Annapolis, MD 21404-0231

Massachusetts

6. ID Number. Leave blank.

7. Choice of Party. You must enroll with a party if you want to take part in that party's presidential preference primary. If you do not designate a party in this box, you may still enroll at the polling place on primary election day.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Massachusetts you must:

- be a citizen of the United States
- be a resident of Massachusetts
- be 18 years old
- not have been convicted of corrupt practices in respect to elections
- not be under guardianship with respect to voting

Mailing address:

Secretary of State
Elections Division, Room 1705
One Ashburton Place
Boston, MA 02108

Michigan

6. ID Number. A driver's license or state personal ID number is requested.

7. Choice of Party. You must declare a "political party preference" if you want to take part in that party's presidential primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Michigan you must:

- be a citizen of the United States
- be 18 years old by the next election
- be a resident of the city or township in which you are applying to register
- not be confined in a jail after being convicted and sentenced

Mailing address:

Michigan Department of State
Bureau of Elections
P.O. Box 20126
Lansing, MI 48901-0726

Minnesota

6. ID Number. Leave blank.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Minnesota you must:

- be a citizen of the United States
- be a resident of Minnesota for 20 days before the next election
- be 18 years old by election day
- not be convicted of treason or a felony, or have had your civil rights restored
- not be under guardianship of the person or found legally incompetent

Mailing address:

Secretary of State
Data Processing Section
555 Park Street, Suite 402
St. Paul, MN 55103

State Instructions

Mississippi

6. ID Number. Your social security number is requested. It may not be copied except for official purposes and is exempt from the provisions of the Mississippi Public Records Act (Miss. Code Ann. § 23-15-47 [1972]).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are requested to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Mississippi you must:

- be a citizen of the United States
- have lived in Mississippi and in your county (and city, if applicable) 30 days before the election in which you want to vote
- be 18 years old by the time of the general election in which you want to vote
- have not been convicted of murder, rape, bribery, theft, arson, obtaining money or goods under false pretense, perjury, forgery, embezzlement, or bigamy, or have had your rights restored as required by law
- not have been declared mentally incompetent by a court

Mailing address:

Secretary of State
P.O. Box 136
Jackson, MS 39205-0136

Missouri

6. ID Number. Your social security number is requested. Any tapes, printouts or mailing labels provided under this section shall not include the telephone numbers and social security numbers of voters (115.157 RSMO).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To vote in Missouri you must:

- be a citizen of the United States
- be a resident of Missouri
- be at least 17-1/2 years of age (you must be 18 to vote)
- not be on probation or parole after conviction of a felony, until finally

discharged from such probation or parole

- not be convicted of a felony or misdemeanor connected with the right of suffrage
- not be declared incompetent by any court of law
- not be confined under a sentence of imprisonment

Mailing address:

Secretary of State
P.O. Box 778
Jefferson City, MO 65102

Montana

6. ID Number. Leave blank. However, your election administrator may request an ID number at a later date.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Montana you must:

- be a citizen of the United States
- be at least 18 years old on or before the election
- be a resident of Montana and of the county in which you want to vote for at least 30 days before the next election
- not be in a penal institution for a felony conviction
- not currently be determined by a court to be of unsound mind
- meet these qualifications by the next election day if you do not currently meet them

Mailing address:

Secretary of State's Office
P.O. Box 202801
State Capitol
Helena, MT 59620-2801

Nebraska

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Nebraska you must:

- be a citizen of the United States
- live in the State of Nebraska
- be at least 18 years of age or will

be 18 years of age on or before the first Tuesday after the first Monday of November

- not have been convicted of a felony, or if convicted, have had your civil rights restored
- not have been officially found to be mentally incompetent

Mailing address:

Nebraska Secretary of State
Suite 2300, State Capitol Bldg.
Lincoln, NE 68509-4608

Nevada

6. ID Number. Your social security, Nevada driver's license, or ID card number is required. The social security number will be used for administrative purposes. Registration records, including social security numbers are available for public inspection (NRS 293.507 [4A]).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Nevada you must:

- be a citizen of the United States
- have attained the age of 18 years on the date of the next ensuing election
- have continuously resided in the State of Nevada, in your county, at least 30 days and in your precinct at least 10 days before the next ensuing election
- not currently be laboring under any felony conviction or other loss of civil rights that would make it unlawful for you to vote
- not be determined by a court of law to be mentally incompetent
- claim no other place as your legal residence

Mailing address:

Secretary of State
Capitol Complex
Carson City, NV 89710

State Instructions

New Hampshire

New Hampshire town and city clerks will accept this application only as a request for their own absentee voter mail-in registration form. You need to fill in only Box 1 and Box 2 or 3.

The application should be mailed either to your town or city clerk at your zip code or to:

State House, Room 204
Concord, NH 03301

It should be mailed in plenty of time for your town or city clerk to mail you their own form and for you to return that form to them by 10 days before the election.

New Jersey

6. ID Number. Leave blank.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in New Jersey you must:

- be a citizen of the United States
- be at least 18 years of age by the time of the next election
- be a resident of this State and county at your address at least 30 days before the next election
- not be serving a sentence or on parole or probation as the result of a conviction of any indictable offense under the laws of this or another state or of the United States

Mailing address:

Office of the Secretary of State
Election Division
CN 304
Trenton, NJ 08625-9983

New Mexico

6. ID Number. Your social security number is required. This registration card containing your social security number will become part of the permanent voter registration records of your locality, which are open to inspection by the public in the office of the county clerk. Computerized listings of limited voter registration information (without social security number or birth date) are available to the general public, and are furnished upon request to incumbent election

officeholders, candidates, political parties, courts and non-profit organizations promoting voter participation and registration, for political purposes only (§1-5-19B, NMSA 1978).

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in New Mexico you must:

- be a citizen of the United States
- be a resident of the State of New Mexico
- be 18 years of age at the time of the next election
- not have been denied the right to vote by a court of law by reason of mental incapacity or felony conviction

Mailing address:

Bureau of Elections
State Capitol, Room 419
Santa Fe, NM 87503

New York

6. ID Number. Leave blank.

7. Choice of Party. You must enroll with a party if you want to vote in that party's primary election or caucus.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in New York you must:

- be a citizen of the United States
- be a resident of the county, or of the City of New York, at least 30 days before an election
- be 18 years old by December 31 of the year in which you file this form (Note: You must be 18 years old by the date of the general, primary, or other election in which you want to vote)
- not be in jail or on parole for a felony conviction
- not currently be judged incompetent by order of a court of competent judicial authority
- not claim the right to vote elsewhere

Mailing address:

NYS Board of Elections
Swan Street Bldg., Core 1
6 ESP Suite 201
Albany, NY 12223-1650

North Carolina

6. ID Number. Your driver's license, or Department of Motor Vehicles ID number is requested.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. You are required to fill in this box. However, your application will not be rejected if you fail to do so. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in North Carolina you must:

- be a citizen of the United States
- be a resident of North Carolina and the county in which you live for at least 30 days prior to the election
- be 18 years of age by the day of the next general election
- have your rights of citizenship restored if you have been convicted of a felony
- not be registered or vote in any other county or state

Mailing address:

State Board of Elections
P.O. Box 2169
Raleigh, NC 27602

State Instructions

North Dakota

North Dakota does not have voter registration.

Ohio

6. ID Number. Your social security number is requested. Providing this number is voluntary. This information allows the Board of Elections to verify your registration if necessary (O.R.C. 3503.14).

7. Choice of Party. You do not register with a party if you want to take part in that party's primary election, caucus or convention. Party affiliation is established by voting at a primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Ohio you must:

- be a citizen of the United States
- be a resident of Ohio for at least 30 days before the election
- be 18 years old on or before election day. If you will be 18 on or before the day of the general election, you may vote in the primary election.
- not be convicted of a felony and currently incarcerated
- not be found incompetent by a court for purposes of voting

Mailing address:

Secretary of State of Ohio
30 E. Broad Street — 14th Floor
Columbus, OH 43266-0418

Oklahoma

6. ID Number. Your Oklahoma driver's license number is requested.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Oklahoma you must:

- be a citizen of the United States and a resident of the State of Oklahoma
- be 18 years old on or before the date of the next election
- have not been convicted of a felony, for which a period of time equal to the original sentence has not expired, or for which you have not been pardoned
- not now be under judgment as an incapacitated person, or a partially incapacitated person prohibited from registering to vote

Mailing address:

Oklahoma State Election Board
Box 528800-8800
Oklahoma City, OK 73152

Oregon

6. ID Number. Leave blank

7. Choice of Party. You must register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Oregon you must:

- be a citizen of the United States
- be a resident of Oregon
- be at least 18 years old by election day

Mailing address:

Secretary of State
Elections Division
255 Capitol Street, N.E.
Salem, OR 97310-0722

Pennsylvania

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. You are requested to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Pennsylvania you must:

- be a citizen of the United States
- be a resident of Pennsylvania and your election district at least 30 days before the next election in which you wish to vote
- be at least 18 years old on the day of the next ensuing primary or election

Mailing address:

Office of the Secretary of the
Commonwealth
Room 302
North Office Bldg.
Harrisburg, PA 17120-0029

Rhode Island

6. ID Number. Leave blank.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Rhode Island you must:

- be a citizen of the United States
- be a resident of Rhode Island for 30 days preceding the next election
- be 18 years old by election day
- be neither serving a sentence, including probation or parole, for which you were imprisoned, upon final conviction of a felony imposed on any date; nor serving any sentence, whether incarcerated or suspended, on probation or parole, upon final conviction of a felony committed after November 5, 1986
- not have been lawfully judged to be mentally incompetent

Mailing address:

Rhode Island State Board of
Elections
50 Branch Ave.
Providence, RI 02904-2790

State instructions

South Carolina

6. ID Number. Your social security number is required. It is required by the South Carolina Code of Laws and is used for internal purposes only. Social security number does not appear on any report produced by the State Election Commission nor is it released to any unauthorized individual.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are required to fill in this box. However, your application will not be rejected if you fail to do so. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in South Carolina you must:

- be a citizen of the United States
- be at least 18 years old on or before the next election
- be a resident of South Carolina, your county and precinct
- not be confined in any public prison resulting from a conviction of a crime
- never have been convicted of a felony or offense against the election laws, or if previously convicted, have served your entire sentence, including probation or parole, or have received a pardon for the conviction
- not be under a court order declaring you mentally incompetent
- claim the address on the application as your only legal place of residence and claim no other place as your legal residence

Mailing address:

State Election Commission
P.O. Box 5987
Columbia, SC 29250-5987

South Dakota

6. ID Number. Your driver's license number is required. If you have no such number, your social security number is requested. Your social security number will be used for administrative purposes but will be available to the public (ARSD 5:02:03:01).

7. Choice of Party. You must register with a party if you want to take part in that party's primary

election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in South Dakota you must:

- be a citizen of the United States
- reside in South Dakota
- be 18 years old by the next election
- not be under a sentence of imprisonment for a felony conviction
- not have been adjudged mentally incompetent by a court

Mailing address:

Elections, Secretary of State
500 E. Capitol
Pierre, SD 57501-5070

Tennessee

6. ID Number. Your social security number is required. Social security number, if any, is required for purposes of identification and to avoid duplicate registration (TCA 2.2.116).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. You are requested to fill in this box. See the list of choices under the Application Instructions for Box 8 (on page 2).

9. Signature. To register in Tennessee you must:

- be a citizen of the United States
- be a resident of Tennessee
- be at least 18 years old on or before the next election
- not have been convicted of a felony, or if convicted, have had your full rights of citizenship restored (or have received a pardon)
- not be adjudicated incompetent by a court of competent jurisdiction (or have been restored to legal capacity)

Mailing address:

Coordinator of Elections
Secretary of State's Office
500 James K. Polk Bldg.
Nashville, TN 37243-0309

Texas

6. ID Number. Your social security number and Texas driver's license number or personal ID number (issued by the Texas Department of Public Safety) is requested. The disclosure of all of these numbers is voluntary. It is solicited by authority

of Sec. 13.122 of the Texas Election Code and will be used to maintain the accuracy of the registration records. The application is open to the public.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Texas you must:

- be a citizen of the United States
- be a resident of the county in which the application for registration is made
- be at least 17 years and 10 months old (you must be 18 to vote)
- not be convicted of a felony or have been pardoned or otherwise released from the resulting disabilities
- have not been declared mentally incompetent by final judgment of a court of law

Mailing address:

Office of the Secretary of State
Elections Division
P.O. Box 12060
Austin, TX 78711-2060

Utah

6. ID Number. Your date of birth serves as your ID number, and is required. Write it in this box or in Box 4.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Utah you must:

- be a citizen of the United States
- have resided in Utah for 30 days immediately before the next election
- be at least 18 years old on or before the next election
- not be convicted of treason or crime against the elective franchise, unless restored to civil rights
- not be found to be mentally incompetent by a court of law

Mailing address:

Office of the Lieutenant Governor
203 State Capitol
Salt Lake City, UT 84114

State Instructions

Vermont

6. ID Number. Leave blank.

7. Choice of Party. Vermont does not require party registration to participate in any election.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Vermont you must:

- be a citizen of the United States
- be a resident of Vermont
- be 18 years of age on or before election day
- solemnly swear (or affirm) that whenever you give your vote or suffrage, touching any matter that concerns the state of Vermont, you will do it so as in your conscience you shall judge will most conduce to the best good of the same, as established by the Constitution, without fear or favor of any person [Freeman's oath, Vermont Constitution, Chapter II, Section 42]

Mailing address:

Office of the Secretary of State
Director of Elections
109 State Street
Montpelier, VT 05609-1101

Virginia

6. ID Number. Your social security number is required. Your social security number will appear on reports produced only for official use by voter registration and election officials and, for jury selection purposes, by courts. Article II, §2, Constitution of Virginia (1971).

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Virginia you must:

- be a citizen of the United States
- be a resident of Virginia and of the precinct in which you want to vote
- be 18 years old by the next election
- not have been convicted of a felony, or have had your civil rights restored
- not currently be declared mentally incompetent by a court of law

Note: Virginia, by law, cannot accept this form until after Jan. 1, 1996.

Mailing address:

State Board of Elections
200 N. 9th Street, Suite 101
Richmond, VA 23219-3497

Washington

6. ID Number. Leave blank.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Washington you must:

- be a citizen of the United States
- be a legal resident of Washington State, your county and precinct for 30 days immediately preceding the election in which you want to vote
- be at least 18 years old by election day
- not be convicted of infamous crime, unless restored to civil rights
- not be judicially declared mentally incompetent

Mailing address:

Secretary of State
Voter Registration by Mail
P.O. Box 40230
Olympia, WA 98504-0230

West Virginia

6. ID Number. The last four digits of your social security number are requested.

7. Choice of Party. You must register with a party if you want to take part in that party's primary election, caucus, or convention (unless you request the ballot of a party which allows independents to vote)

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in West Virginia you must:

- be a citizen of the United States
- live in West Virginia at the above address
- be 18 years old, or be 17 years old and turning 18 years old before the next general election
- not be under conviction, probation, or parole for a felony, treason or election bribery
- not have been judged "mentally incompetent" in a court of competent jurisdiction

Mailing address:

Secretary of State
Building 1, Suite 157-K
1900 Kanawha Blvd. East
Charleston, WV 25305-0770

Wisconsin

6. ID Number. Leave blank. However, if you submit this application on election day, you will be asked to provide a form of identification.

7. Choice of Party. You do not have to register with a party if you want to take part in that party's primary election, caucus, or convention.

8. Race or Ethnic Group. Leave blank.

9. Signature. To register in Wisconsin you must:

- be a citizen of the United States
- be a resident of Wisconsin for at least 10 days
- be 18 years old
- not have been convicted of treason, felony or bribery, or have had your civil rights restored
- not have been found by a court to be incapable of understanding the objective of the electoral process
- not make or benefit from a bet or wage depending on the result of an election

Mailing address:

State Elections Board
132 E. Wilson Street, 3rd Floor
P.O. Box 2973
Madison, WI 53701-2973

Wyoming

Wyoming will not let you use this application for registering to vote in that state.

State Registration Deadlines

To register in time to vote in any upcoming election, your application must be postmarked (or delivered to your *local voter registration office*) by the deadline listed below.

Alabama — 10 days before the election.

Alaska — 30 days before the election.

Arizona — 29 days before the election.

Arkansas — 21 days before the election.

California — 29 days before the election.

Colorado — 30 days before the election. If the application is received in the mails without a postmark, it must be received within 5 days of the close of registration.

Connecticut — 14 days before the election.

Delaware — 20 days before any general election.

District of Columbia — 30 days before the election.

Florida — 29 days before the election.

Georgia — The fourth Friday before any general primary, general election, or presidential preference primary. The ninth day after the date of the call for all other special primaries and special elections.

Hawaii — 30 days before the election.

Idaho — 25 days before the election.

Illinois — 29 days before the election.

Indiana — 29 days before the election.

Iowa — 10 days before the election, if it is a state primary or general election; 11 days before all others. Registration forms which are postmarked 15 or more days before an election are considered on time even if received after the deadline.

Kansas — Delivered 15 days before the election.

Kentucky — 28 days before the election.

Louisiana — 24 days before the election.

Maine — 15 days before the election (or delivered *in-person* up to and including election day).

Maryland — 9:00 p.m. on the fifth Monday before the election.

Massachusetts — 20 days before the election.

Michigan — 30 days before the election.

Minnesota — Delivered by 5:00 p.m. 21 days before the election (there is also election day registration at polling places).

Mississippi — 30 days before the election.

Missouri — 28 days before the election.

Montana — 30 days before the election.

Nebraska — The fourth Tuesday before the election (or delivered by 6 p.m. on the second Friday before the election).

Nevada — 9:00 p.m. on the fifth Saturday before any primary or general election. 9:00 p.m. on the third Saturday before any recall or special election. However, if a recall or special election is held on the same day as a primary or general election, the registration closes at 9:00 p.m. on the fifth Saturday before the day for the elections.

New Hampshire — In New Hampshire, this application may be used only as a request for a State voter registration application, which must be received by your city or town clerk by 10 days before the election.

New Jersey — 29 days before the election.

New Mexico — 28 days before the election.

New York — 25 days before the election.

North Carolina — 25 days before the election.

North Dakota — North Dakota does not have voter registration.

Ohio — 30 days before the election.

Oklahoma — 25 days before the election.

Oregon — 21 days before the election (there is no deadline for applications for change of name, change of address or to register with a party).

Pennsylvania — 30 days before an election or primary.

Rhode Island — 30 days before the election.

South Carolina — 30 days before the election.

South Dakota — Delivered 5 days before the election.

Tennessee — 30 days before the election.

Texas — 30 days before the election.

Utah — 20 days before the election.

Vermont — Delivered to the town clerk before 12:00 noon on the third Saturday before the election.

Virginia — Delivered 29 days before the election.

Washington — 30 days before the election (or delivered in-person to the local voter registration office 15 days before the election).

West Virginia — 30 days before the election.

Wisconsin — 13 days before the election (or completed in the local voter registration office 1 day before the election or completed at the polling place on election day).

Wyoming — Wyoming will not let you use this application for registering to vote in that state.

**Instructions for the National Voter Registration Application Form:
District of Columbia**

Please remember to print as neatly and legibly as you can. Do not use abbreviations.

Box 1 — Name: Put your full legal name here in this order: last name, first name, middle name. Do not put a nickname or initials here.

If the application is to change the name under which you are registered, in Box A on the bottom half of the application put your full name before it was changed.

Box 2 — Home Address: Put your legal residence address here. This should not be a post office box or a rural route without a box number. If you live in a rural area but do not have a street address, or if you have no legal address, you should show where you live using the map in Box C on the bottom half of the application.

If the application is to change the address at which you are registered, in Box B on the bottom half of the application, put the address where you were previously registered.

Box 3 — If your mailing address is different from your legal address, the mailing address goes in this box. If you do not have a legal address in Box 2 you must put an address where you can be reached by mail in this box.

Box 4 — Date of Birth: Your birth date goes in this order: month, day, year. (A common mistake is putting today's date in this box; make sure you put your birth date here.)

Box 5 — Telephone Number: This is optional: it enables the state to contact you if there is a question about your application.

Box 6 — ID Number: Your social security number is requested for identification purposes only. It will not be given to the public or used in any reports.

Box 7 — Choice of Party: To participate in a party's primary, caucus or convention, you must register with the party; write the full name of the party here. If you do not want to register with a party, you should leave the box blank or write in "no party."

Box 8 — Race or Ethnic Group: Leave blank.

Box 9 — Signature: Sign your name here (or make your mark) and write in today's date in this order: month, day, year. In signing the application, you are stating that you meet the requirements for registering to vote in the District of Columbia. These are that you:

- are a citizen of the United States
- will be a resident of the District of Columbia for at least 30 days before the next election
- will be at least 18 years old by the next election
- are not in jail for a felony conviction
- have not been found "mentally incompetent" by a court
- do not claim the right to vote anywhere outside of the District of Columbia

Box 10 — Name of Assistant: If you are not able to sign your name in Box 9, the name, address, and telephone number of the person who filled out the application for you goes here.

Voter Registration Application

For U.S. Citizens

You can use this form to: ■ register to vote ■ report that your name or address has changed ■ register with a party Please print in blue or black ink				This space for office use only.			
1	Mr. Mrs. Miss Ms.	Last Name Anthony	First Name Susan	Middle Name(s) Brownell	(Circle one) Jr Sr II III IV		
2	Address (see instructions)— Street (or route and box number) 1848 Victory St.		Apt. or Lot # #19A	City/Town Washington	State DC	Zip Code 20002	
3	Address Where You Get Your Mail If Different From Above (see instructions)			City/Town	State	Zip Code	
4	Date of Birth 2 / 15 / 77 Month Day Year		5	Telephone Number (optional) 826 - 1920		6	ID Number (see item 6 in the instructions for your State) 098 - 76 - 5432
7	Choice of Party (see item 7 in the instructions for your State) Democrat			8	Race or Ethnic Group (see item 8 in the instructions for your State)		
9	I swear/affirm that: ■ I am a United States citizen ■ I meet the eligibility requirements of my state and subscribe to any oath required. (See item 9 in the instructions for your state before you sign.) ■ The information I have provided is true to the best of my knowledge under penalty of perjury. If I have provided false information, I may be subject to a fine or imprisonment or both under Federal or State laws.			Please sign full name (or put mark) ↓ Susan Brownell Anthony Date: 10 / 2 / 95 Month Day Year			
10	If the applicant is unable to sign, who helped the applicant fill out this application? Give name, address and phone number (phone number optional).						

Fold here

Please fill out the sections below if they apply to you.

If this application is for a change of name, what was your name before you changed it?

A	Mr. Mrs. Miss Ms.	Last Name	First Name	Middle Name(s)	(Circle one) Jr Sr II III IV
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If you were registered before but this is the first time you are registering from the address in Box 2, what was your address where you were registered before?

B	Street (or route and box number)	Apt. or Lot #	City/Town	State	Zip Code
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If you live in a rural area but do not have a street number, or if you have no address, please show on the map where you live.

C	■ Write in the names of the crossroads (or streets) nearest to where you live. ■ Draw an X to show where you live. ■ Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark.		NORTH ↑
	Example Route #2 Grocery Store Woodchuck Road Public School X		

To Mail:

1. Address the back of this application (see address under your state).
2. Remove plastic strip below.
3. Fold form at middle and seal at top.
4. Put on a first-class stamp and mail.

THE WOMEN'S VOTE

It Took Women Seventy-Two Years to Get the Vote: Let's Make Sure We Use It

After a hard-fought struggle of over 70 years, women throughout the United States won the right to vote when the Nineteenth Amendment to the United States Constitution was ratified on August 26, 1920.

On November 8, 1994, less than half of American women voted, with the lowest rates of registration and voting among women in their reproductive years. Over 35 million women between the ages of 18 and 44 sat the election out, an election that proved to be devastating to their reproductive rights.

To help re-energize the women's vote, organizations participating in Pro-Choice Vote are encouraged to incorporate celebration of the 75th anniversary year of women's suffrage, which began on August 26, 1995, into their voter registration and education efforts. For example:

- **Special Events:** There are numerous events that you could sponsor to focus attention on the women's vote while registering and educating voters, as well as raising funds to support voter registration work. Events could build on the women's vote theme by:
 - Celebrating the birthdays of – or otherwise honoring – national, state, or local suffragists, feminists, or other women in politics who made a difference.
 - Celebrating the anniversary of an event, for instance the August 26th anniversary or the date that your state ratified the women's suffrage amendment.
 - Scheduling some activities during Women's History Month in March.

This kit includes a list of days to celebrate: milestone dates on the way to women's suffrage, the birthdays of national suffrage leaders, and the dates on which individual states voted to ratify the women's suffrage amendment. To identify leaders of the suffrage fight or other women leaders in politics in your state, or milestone dates for your state, try contacting your state historical society. You may also be able to find undergraduate or graduate students interested in doing research on women's suffrage in your state by contacting a local college's women's studies or history department.

Special events could include house parties, dinners, luncheons, dessert parties, birthday parties, musical events - possibly featuring local or other women's bands - or comedy nights, again featuring women comics.

- **Women Vote! November:** In November 1872, suffrage leader Susan B. Anthony led an incident in women's suffrage history that makes the month a particularly fun one for women's vote celebrations. A number of suffragists had developed an argument that the post-Civil War passage of the 14th Amendment, which made all individuals born in the United States citizens entitled to equal protection of the laws, automatically gave women the vote. To test that argument, Susan B. Anthony and a number of other women decided to vote. On November 2, in Rochester, New York, they registered; on November 5, they voted; and on November 28, Anthony was arrested for voting in violation of the law. (Ultimately, at her trial, the judge rejected her argument that she was lawfully entitled to vote, and Anthony was convicted on June 17, 1873.) You could schedule a public kick-off of your voter registration efforts or other special events for the month of November using the 1872 incident as a theme.

Please turn this sheet over for more information

- **“Victory is Ours” January:** January is another good “kick-off” month. Four of the top suffragists who led the suffrage fight when the 19th Amendment was ratified were born in January (which is also the month when the Supreme Court handed down *Roe v. Wade*).
- **Public Service Announcements:** You could sponsor public service announcements on the struggles of women and people of color to win the right to vote, on how to register, and why voting is important, perhaps using a local celebrity. You can also get the same message out on fact sheets and internet postings.
- **Take Your Children to Vote Day:** Consider sponsoring “Take Your Child To Vote Day” on which parents would be encouraged to take their children with them when they vote. As the election draws near, in conjunction with other election-related activities, you would ask parents to sign a pledge promising to vote and take their child with them to the voting booth.

Ideally, your 75th anniversary activities will have a number of different target audiences. Some activities should be designed to appeal particularly to young people, as they have the lowest registration and voting rates; among young adults aged 18-24, only about 40 percent were registered in 1994 and only about 20 percent voted. Other activities could focus on people of color, perhaps celebrating the 30th anniversary of the Voting Rights Act which became law on August 6, 1965. People of color also have low registration and voting rates. Special outreach efforts to the African-American community could coincide with Black History Month in February and could encompass the struggles to end the denial of voting rights to African-Americans.

As you plan your 75th anniversary events, you may want to coordinate with state and local women’s organizations and other progressive groups. All would benefit from increasing the participation of women in elections. What better way to do that than to remember those who struggled to win women the right to make their voices heard at the ballot box?

WOMEN'S VOTE DAYS TO CELEBRATE

Women's Suffrage Milestones

From the day when women first publicly called for the right to vote, it took more than 70 years to pass the Nineteenth Amendment to the United States Constitution, which gave women the right to vote throughout the country. Along the way, women won the right to vote in all elections in 15 states and the limited right to vote for the president in 13 states.

July 19, 1848 – First American women's rights convention held in Seneca Falls, New York. The delegates issued a "Declaration of Sentiments," modeled on the Declaration of Independence, which included the first public demand that women be given the right to vote.

March 15, 1869 – A constitutional amendment explicitly granting women the right to vote is introduced in Congress for the first time.

July 10, 1890 – The territory of Wyoming, in which women had the right to vote, is admitted as the 44th state, making it the first women's suffrage state.

August 26, 1920 – The Nineteenth Amendment giving women the right to vote throughout the United States is ratified and becomes a part of the Constitution.

Women Vote! November

Shortly after passage of the Fourteenth Amendment in 1868, which guaranteed equal protection to all citizens, suffragists developed a legal theory that the amendment gave women the right to vote. They set out to test the theory, some by attempting to register and to vote. Suffrage leader Susan B. Anthony led one such test in November 1872.

November 2, 1872 – Susan B. Anthony leads a group of women to register to vote in Rochester, New York.

November 5, 1872 – Susan B. Anthony and 14 other women vote in Rochester, New York.

November 28, 1872 – Susan B. Anthony is arrested for voting in Rochester, New York.

The judge at Anthony's trial in 1873 rejected her argument that she was entitled to vote, convicted her, and fined her – a fine she refused to pay. In another case in 1875 the Supreme Court rejected the suffragists' Fourteenth Amendment claims, making passage of an amendment specifically enfranchising women necessary.

Happy Birthday!

Many remarkable women played important roles in the three generations of activism for the women's vote. Frequently, women's suffrage leaders were active in other progressive reform movements of their day, among them the anti-slavery, civil rights, women's rights, labor, temperance and peace movements. National suffrage leaders crisscrossed the country speaking to crowds on women's suffrage and related issues.

Suffrage leaders also organized numerous pro-suffrage organizations. Early suffrage organizations, formed shortly after the end of the Civil War, included the National Woman Suffrage Association and its more conservative counterpart the American Woman Suffrage Association. These two organizations merged in 1890 into the National American Woman Suffrage Association, which in the next 25 years grew to a membership of 2 million. In 1914 the mainstream suffrage organization saw the founding of a more militant women's suffrage group, the Congressional Union, later renamed the National Women's Party, which played a key role in re-energizing the drive for the federal women's suffrage amendment in the decade before its passage.

Please turn this sheet over for more information

As you strive to reinvigorate the women's vote, celebrate the birthdays of some of these remarkable women.

January 9, 1859 – Carrie Chapman Catt, a leader in the suffrage movement for three decades, was president of the National American Woman Suffrage Association in 1920 when women won the vote. In 1916, as president of the organization, she was instrumental in developing and implementing the national political strategy that culminated in passage of the women's suffrage amendment.

January 10, 1870 – Maud Younger began her suffrage career as a leader in California's suffrage movement in 1911. She rose to leadership in the National Woman's Party, traveling around the country on its suffrage speaking tours. She also headed its Congressional Committee which lobbied for Congress to pass the women's suffrage amendment.

January 11, 1885 – Alice Paul was a founder and first President of the National Women's Party and was the chief strategist behind its suffrage work. After the vote was won, Paul and the National Women's Party focused their efforts on passage of an equal rights amendment for women.

January 25, 1871 – Maud May Wood Park was active in a variety of suffrage organizations including the Massachusetts Woman's Suffrage Association, and in 1900 she founded the College Equal Suffrage League to bring younger women into the suffrage movement. In 1917, she went to Washington, DC to lead the federal lobbying effort of the National American Woman Suffrage Association, which resulted in Congressional passage of the women's suffrage amendment.

February 14, 1847 – Anna Howard Shaw, the first female minister ordained by the Methodist Protestant Church in 1880, was a speaker and organizer for state and national suffrage associations for many years. Renowned for her eloquence, Shaw, a close confidante of Susan B. Anthony, was vice-president of the National American Woman Suffrage Association from 1892 to 1904 and its president from 1904 to 1915.

February 15, 1820 – Susan B. Anthony was an early leader in the women's suffrage movement, leading it for over 50 years until her death in 1906. She was president of the National American Woman Suffrage Association from 1892 to 1900. A life-long friend of suffragist Elizabeth Cady Stanton, Anthony teamed up her political and organizational abilities with Stanton's writing and speaking skills, and shouldered much of the responsibility for the suffrage movement in the latter half of the 19th century.

May 2, 1879 – Nannie Helen Burroughs was an African-American activist who championed civil rights and women's rights through the first six decades of the twentieth century. In 1900 she helped found and for sixty years helped lead the Women's Convention of the National Baptist Convention, an organization of Black Baptist Women, whose membership surpassed more than 1.5 million by 1907. In her speeches and writings, Burroughs called for women's suffrage, and after women won the right to vote worked to organize African-American women in the Republican party.

July 16 1862 – Ida Bell Wells-Barnett was an African-American journalist, editor, and activist who fought for civil rights, women's rights, and economic rights. Her hard-hitting investigative journalism exposing the social, political, and economic discrimination against African-Americans included a ground-breaking exposé on lynching in 1892. A strong supporter of suffrage, she wrote about the importance of the vote for blacks and for women and founded a number of pro-suffrage organizations.

July 28, 1879 – Lucy Burns was a leader of the militant wing of the suffrage movement from 1912 to 1919. Together with her close friend Alice Paul she helped found the National Woman's Party and was its leading organizer in the suffrage battle.

August 13, 1818 – Lucy Stone was an early supporter of women's rights who is famous for keeping her last name on her marriage in 1855 to Henry Browne Blackwell. In 1850, she led the call for the second women's rights convention in Worcester, Massachusetts. One of the driving forces behind the American Woman Suffrage Association, in 1870 she founded a weekly women's rights paper called the *Woman's Journal*, and was its editor from 1872 to 1881.

September 14, 1857 – Alice Stone Blackwell, the daughter of Lucy Stone, became the editor of the pro-suffrage *Woman's Journal* in 1881, editing it for the next 35 years. She also regularly wrote about suffrage for other newspapers. She was instrumental in the 1890 merger of the two suffrage organizations that led to the founding of the National American Woman Suffrage Association and was an officer in the organization for the next 20 years.

September 23, 1863 – Mary Church Terrell was an African-American speaker, writer, and community activist who fought for racial and gender equality. In 1896 she was a founder and first President of the National Association of Colored Women, a self-help and education organization that promoted the well-being of black women and the black community. A suffrage supporter, she frequently participated in activities of the National American Woman Suffrage Association, articulating the needs and circumstances of African-American women to white suffragists.

September 28, 1839 – Frances Willard was president of the Woman's Christian Temperance Union from 1879 until her death in 1898. Under her direction, the organization grew to over 150,000 members – making it the largest women's organization of its time – and embraced numerous progressive reforms, including, in 1880, women's suffrage. Willard appealed to socially conservative women, encouraging them to become involved in wide-ranging public activities and leading thousands of them to support women's suffrage in the final decades of the nineteenth century.

November 12, 1815 – Elizabeth Cady Stanton was an outspoken proponent of women's rights throughout the latter half of the nineteenth century. In 1848, she was a key figure in calling the Seneca Falls women's rights convention. With her life-long friend and colleague Susan B. Anthony she founded the National Woman Suffrage Association, serving as its president from 1869 until its merger with the American Woman Suffrage Association, and then as the first president of the merged organization. A gifted writer and speaker, she lectured throughout the country on women's rights and other reforms and took part in numerous state suffrage campaigns.

State by State: The Women's Suffrage Amendment Becomes Law

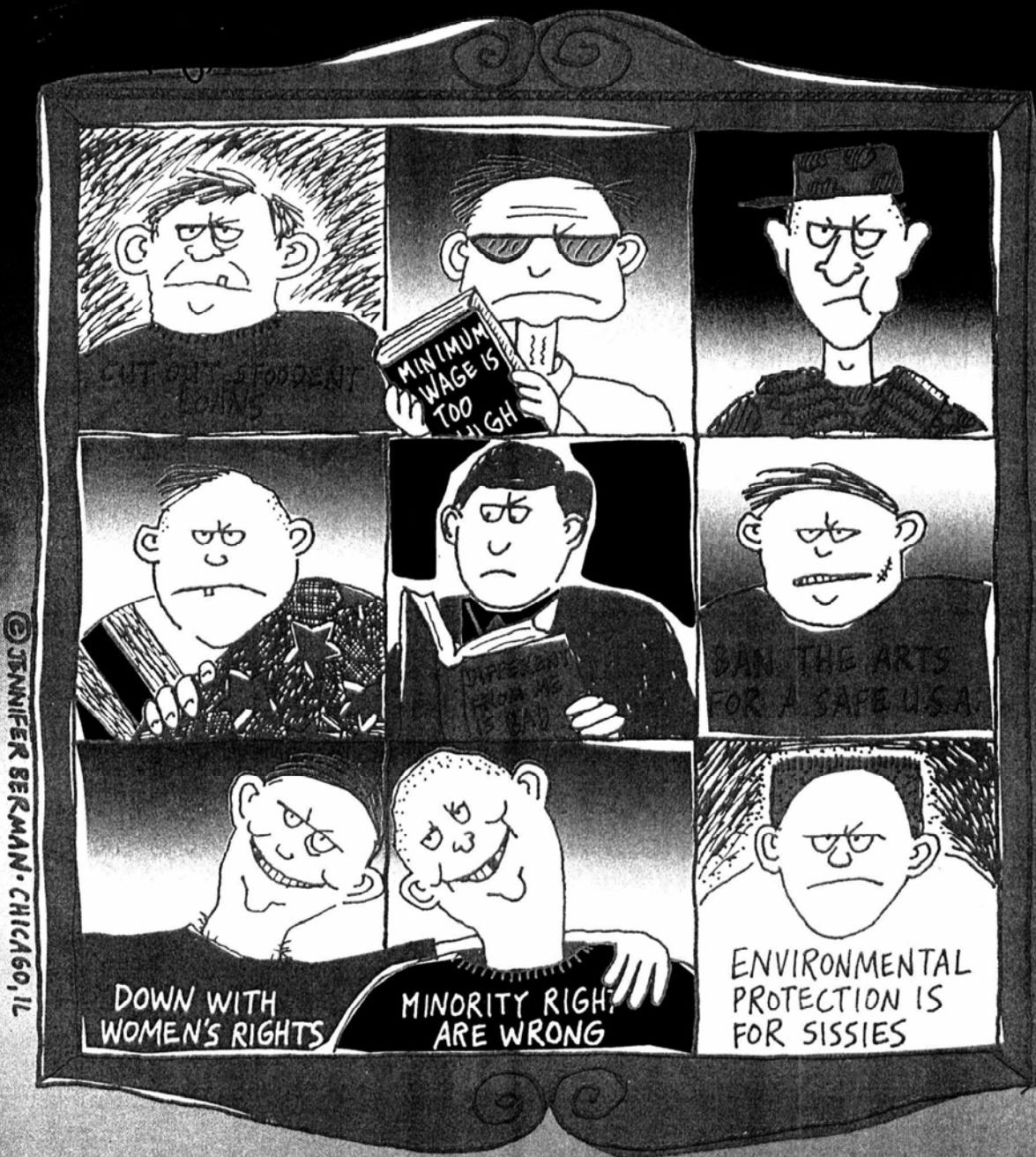
The Nineteenth Amendment became the law when 36 states ratified it. Wisconsin was the first state to ratify the amendment, on June 10, 1919; Michigan ratified it a little later on the same day. The last of the thirty-six was Tennessee, on August 18, 1920; Connecticut followed a few weeks later, ratifying the amendment on September 14, 1920. Here are the dates on which the states approved the amendment:

Arizona	February 12, 1920	Minnesota	September 8, 1919	Oregon	January 12, 1920
Arkansas	July 20, 1919	Missouri	July 3, 1919	Pennsylvania	June 24, 1919
California	November 1, 1919	Michigan	June 10, 1919	Rhode Island	January 6, 1920
Colorado	December 12, 1919	Montana	July 20, 1919	South Dakota	December 4, 1919
Connecticut	September 14, 1920	Nebraska	August 2, 1919	Texas	June 28, 1919
Idaho	February 11, 1920	Nevada	February 7, 1920	Tennessee	August 18, 1920
Illinois	June 17, 1919	New Hampshire	September 10, 1919	Utah	September 30, 1919
Indiana	January 16, 1920	New Jersey	February 10, 1920	Washington	March 22, 1920
Iowa	July 2, 1919	New Mexico	February 19, 1920	Wisconsin	June 10, 1919
Kansas	June 16, 1919	New York	June 16, 1919	West Virginia	March 10, 1920
Kentucky	January 6, 1920	North Dakota	December 1, 1919	Wyoming	January 27, 1920
Maine	November 5, 1919	Ohio	June 16, 1919		
Massachusetts	June 25, 1919	Oklahoma	February 27, 1920		

March is Women's History Month

Don't forget – March is women's history month. A series of special women's vote events scheduled in the month of March reminding women of the long struggle for women's suffrage could encourage them to exercise their voting rights.

Q: WHAT'S WRONG WITH THIS PICTURE?



↑ REPRESENTATIVE
SAMPLE OF 1994
VOTERS

A: YOU'RE NOT IN IT—REGISTER TO VOTE!

Voters For Choice Education Fund
Voter Registration Kit

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Pro-Choice Vote – VOTER REGISTRATION KIT

This Pocket Includes:

- Pro-Choice Vote Checklist
- They Voted. We Didn't. We Lost – And What You Can Do About It
- How To Register Voters
- A Box-By-Box Guide to the National Voter Registration Form
- Where to Register Voters
- VFCEF Services for Pro-Choice Vote Participants
- State Dates and Deadlines
- A Copy of the National Voter Registration Form, Instructions on How to Complete It for Your State, and a Sample Form for Your State

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Pro-Choice Vote – VOTER REGISTRATION KIT

This Pocket Includes:

- The Women's Vote
- Women's Vote Days to Celebrate

A Voter Registration poster for you to hang in your office or waiting room is also included in this kit.

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*File
Voter Registration*



OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

To: Maggie Williams
Chief of Staff
Office of the First Lady
The White House

From: Ofield Dukes

Subject: Black Women's Voter Crusade

Date: November 15, 1995

Maggie, thanks for your call today regarding the Black Women's Voter Crusade. Our meeting today was very productive.

Dr. Height discussed a "Power Luncheon", focusing on how black women can effectively work together at the grassroots level, to be held during the 60th Anniversary Convention of the National Council of Negro Women, on Thursday, December 7, at the Sheraton Hotel.

Geraldine Boykin, who helped coordinate GOTV field activity in the recent Kentucky governor's race, discussed the modus operandi for local coalitions, how they would function and be coordinated, and training sessions.

C. Delores Tucker discussed having thousands of black women marching on Dr. King's birthday, going from door to door registering people, passing out information on survival issues for black voters. Also discussed were local town hall meetings, training sessions coordinated by black women involved with A. Philip Randolph and labor, and a national presidential forum held during the CBC Legislative Week.

I am sharing with you a draft of the general strategic plan. We would be delighted to have you involved at any level that's compatible with you.

Incidentally, I spent the past weekend at CDF's retreat for black journalists. I chaired one of the panels.

I have quietly prayed to the Good Lord to give you the strength and peace of mind to carry you through this challenging period. I am actively supportive on your behalf.

AGENDA
Black Women's Voter Crusade
Wednesday, November 15, 1995 - 11 AM

Co-Chaired by Dr. Dorothy Height - Dr. C. Delores Tucker

- I. Opening remarks - Dr. Height/Dr. Tucker
- II. Minutes/special reports - Faye Anderson
- III. Organizational outreach/structure - review & discussion - Geraldine Boykin
 - A. Local coordinators - Norman Hill
 - B. Development of local working coalitions -
- IV. Future Activities
 - A. December Press Conference (NCNW Convention)
 - B. Participation in NCNW Luncheon on Voter Education and Registration
- V. Future Long Range Projects
 - A. Presidential Forum (televised by C-Span, BET or other cable-TV outlets)
 - B. National and local town hall meetings
(Possible Town hall meeting during CBC Legislative Week)
 - C. Training workshops for women in targeted cities
- VI. Fundraising/marketing
 - A. Alfreda Edwards - proposal
(Ms. Edwards worked with Joint Center for Political & Economic Studies
in marketing and fundraising - now a private consultant)
- VII. Outreach Activities
 - A. NBCSL Convention - Chuck Brimer
 - B. NBCLEO Conference -
 - C. JCPES Policy Institute - Dr. Yvonne Scruggs

VIII. Recruitment - other organizations/African American Women leaders

A. Church, labor, business, women, etc.

B. Entertainers/sports celebrities

C. Media

D. Mothers of sports superstars

IX. Public Relations Committee/activities

DRAFT

Subject: Strategic Plan for Black Women's Voter Crusade

I. Overview

African Americans are at a crisis point in their quest for full citizenship rights under the U.S. Constitution. Significant civil rights progress made over the past 30 years is being challenged by a well-organized and highly resourceful Radical Right movement.

The racial gap between blacks and whites, invisible and unnoticed, was dramatized as a serious racial rift in the divergent public response to the O.J. Simpson jury verdict.

Conservatives of both political parties are moving swiftly to abolish programs enacted by the U.S. Congress to benefit African Americans, other minorities, the poor and the aged.

In a real sense, African Americans are on the precarious edge of a political cliff. If all segments of the African-American community are not soon aroused to the clear and present danger of our being victims of the end of a second Reconstruction Period, we, in fact, will be pushed off this political cliff into an abyss of powerlessness and disenfranchisement.

In order to prevent this, black voters will need to go to the polls in record numbers for crucial elections at all levels---presidential, congressional, state, county and city. The Black Women's Voter Crusade will play a critically important role in the education, energizing, and mobilization of African American women and their families in every nook and cranny of the African American community.

According to Dr. Yvonne Scurggs, Director of the Urban Policy Institute, Joint Center for Economic and Policy Studies, described black women as "an untapped infrastructure/resource nationwide, noting that black women now represent one-third (more than 2,000) of all black elected officials above the school board and sheriff level. She and Norman Hill, President of the A., Philip Randolph Institute, agreed that black women do most of the "grunt work" and have been in the forefront of leadership in voter education and registration and GOTV efforts.

Hill has committed the full resources of the A. Philip Randolph Institute in support of the Black Women's Voter Crusade and is actively serving as a "male" advisor. He said, "In our past and present efforts in increasing black voter participation, black trade women unionist, utilizing their trade union, acquired skills--how to run a meeting, organize, raise money, speak, fight, and solve grievances--have provided much of the energy, did much of the work, and in some critically important areas, provided leadership. Because of the vital importance of the '96 elections, particularly at the President and Congressional level, and in the context of our own experience, we support the initiative of the Black Women's Voter Crusade and will encourage key union women activists who are apart of our APREF network to participate."

Scruggs reported that a majority of black delegates at both the Democratic and Republican national conventions in 1992 were black women. She provided the following analysis:

<u>STATE</u>	<u>DNC</u>	<u>RNC</u>
Alabama	21/31	--
Arkansas	8/13	1/3
California	33/54	14/30
Connecticut	11/14	3/4
District of Columbia	15/25	4/9
Florida	25/37	4/12
Georgia	24/34	3/8
Illinois	25/45	4/10
Louisiana	22/33	--
Massachusetts	6/8	3/4
Michigan	25/49	7/13
Mississippi	14/27	2/5
Missouri	9/21	2/4
Maryland	15/28	1/7
New Jersey	13/28	6/8
Ohio	17/35	8/14
Texas	32/51	3/10

II. Primary Objectives

The Black Women's Voter Crusade is a non-partisan coalition of African-American organizations and African-American women leaders from throughout this country. The main objectives of this coalition are to:

- A. Reach, activate, energize, and mobilize African-American women into a grassroots Campaign to inform, educate, inspire and encourage every voting age member of the black family to vote in national, state, and local elections in 1996;
- B. Utilize all resources available in the African-American community to arouse Black community awareness about the survival issues at stake in the presidential and congressional elections;
- C. Emphasize voter education and retention, as well as registration of new voters
- D. Support all other efforts in black voter education and registration.

III. Organizational Structure

A. Honorary Chairperson

Mrs. Rosa Parks

B. Working Co-Chairpersons

Dr. Dorothy Height

President

National Council of Negro Women

Dr. C. Delores Tucker

President

National Political Congress of Black Women

C. National Field Coordinator

Geraldine Boykin

President

GPB Political Strategies, Inc.

Serving as National Staff Coordinator is one of the most experienced political strategist and field organizer, Geraldine Boykin. Ms. Boykin recently retired after 25 years of working in presidential, state and local campaigns as a field director for AFSCME

D. Executive Coordinators

Faye Anderson, Executive Director, Council 100

Dr. Yvonne Scruggs, Chair, Y.E.I. Corporation

E. Vice Chairpersons

Vice chairpersons represent the national presidents of African-American organizations and black women activists in political, social, and civic affairs.

The list of women who have agreed to serve as vice chairpersons of the Crusade include the following:

Mrs. Coretta Scott King

Dr. Betty Shebazz

Mrs. Myrlie Evers-Williams, Chair, National Board, NAACP

Rev. Willie Barrow, Chair, PUSH

Tennessee State Rep. Lois DeBerry, President, National Black Caucus of State Legislators

Ms. Gloria Johnson, National Board Member, AFL-CIO, and President, National Coalition of Labor Union Women

Ms. Dorothy Leavell, President, National Newspaper Publishers Association,

Dr. Eva Evans, Grand Basileus, Alpha Kappa Alpha Sorority, Inc.

Dr. Bertha Roddey, President, Delta Sigma Theta Sorority, Inc.
Mrs. Jylla Foster, Grand Basileus, Zeta Phi Beta Sorority, Inc.
Mrs. Corine J. Green, Grand Basileus, Sigma Gamma Rho Sorority, Inc.
Mrs. Marcella L. Morrison, National President, Iota Phi Lambda Sorority, Inc.
Mrs. Wilma Roscoe, Vice President, National Association for Equal Opportunity
in Higher Education
Ms. Minyon Moore, Director, Political Division, Democratic National Committee
Rev. Willie Barrow, Chair, Board of Directors, Operation PUSH
Ms. Susan Taylor, ESSENCE Magazine
Mrs. Anita Baker, Vocalist
Ms. Dione Warwick, Vocalist
Ms. Kimi O. Gray, President, National Association of Resident Managers
Ms. Francis Murphy, Publisher, AFRO-AMERICAN Newspaper
Marian Wright Edelman, President, Children's Defense Fund, Inc.
Dr. Julianne Malveaux, President, National Association of Negro Business
and Professional Women's Clubs
California State Senator Diane Watson
Alice Hoffman
(Incomplete listing)

F. Steering Committee

A cross-section of African-American women leaders especially from the targeted areas and from all professions will serve on an extended Steering Committee.

G. Executive Planning Committee

Having responsibility for the detailed planning and general oversight for the Crusade is an Executive Committee which has held several meetings. The Co-Chairpersons covens and president over the deliberations of the Executive Planning Committee.

Representatives of major African-American women organizations, including labor, serve on the Executive Committee, including African-American male advisors.

Members of the Executive Planning Committee include:

Dr. Dorethy Height	Brenda Girton
Dr. C. Delores Tucker	Gloria Johnson
Faye Anderson	Norman Hill
Barbara Van Blake	Melanie Hill
Nadine Winter	Charles Brimer
Joan Harrell-Carter	James Ferguson
Sharon Worthy	Ofield Dukes
Marilyn Merry	Vercilla Brown

Joyce Agunbiade
Vickie Robinson

Roselind McKinney
Greg Moore

Male Advisors

Norman Hill, President, A. Philip Randolph Institute
Ofield Dukes, Ofield Dukes & Associates
Charles Brimer, Executive Director, National Black Caucus of State Legislators
James Ferguson, Executive Director, National Coalition on Black Voter

Participation

LeBaron Taylor, Executive Vice President, Sony Music Entertainment, Inc.
Bill Lucy, President, Black Trade Unionists
William Kirk, Esq, Representative of MCA Records
Milton Bins, Chairman, Council of 100

I. Public Relations Committee

Lisa Keys, Ruder Finn
Joan Herrald-Carter, Hill & Knowlton
Felicia Holt, Ofield Dukes & Associates
Janice McGona, National Council of Negro Women
Pat Tobin, Tobin & Associates

J. Entertainment Recruitment

Diana Williams, President, International Association of African-American Music
Von Alexander, Von Alexander & Associates
Sandra de Casta, Vice President of Marketing, GRP Records
Toni Faye, Vice President, Time-Warner
LeBaron Taylor, Senior Vice President, Sony Music Entertainment
Bill Kirk, Esq., MCA Records

IV. Field Operation - Action Plan

A. State Coordinators

1. The State Coordinator will assist in identifying activists in each of the areas targeted throughout the state.
2. The State Coordinator will convene meetings and workshops in the areas targeted to provide resources and guidance to the country or, city coordinators.
3. The State Coordinators will monitor the operations at the local levels and report directly to the National Coordinator on a monthly basis. Voter Registration numbers must be tracked and turned in for a National data base.
4. The State Coordinator will disseminate materials to the city and country

coordinators and provide whatever assistance needed to achieve 100% voter registration.

B. City and County Coordinators

1. Country and City Coordinators will identify unregistered voters in each neighborhood, street and block through religious, labor, fraternal and sororities, social clubs and any other organizations available in their communities.
2. The City and County Coordinators will report to the State Coordinators on a monthly basis of all activities planned and progress of operations.

Under the City and County coordinators will be persons responsibly for coordinating activities of:

- o religious community
- o labor
- o Greek organizations
- o professional organizations
- o business
- o media
- o social and civic organizations
- o masonic groups
- o civil rights organizations
- o health groups

V. Targeted States/Cities

Criteria for Targeting

- A. Presidential campaign - size of electoral vote and percentage of black voting
- B. States where there is an open U.S. Senate Election
Percentage of black voting population
- C. Congressional Districts where black voting population is more than 10 percent, especially in the congressional districts won by conservatives in close races. Also, congressional districts where African American candidates are seeking re-election or election.

Based on above criteria, targeted states include:

New York

New Jersey
Pennsylvania
Maryland
Virginia
North Carolina
South Carolina
Florida
Georgia
Alabama
Louisiana
Arkansas
Tennessee
Ohio
Missouri
Michigan
Illinois
California
Texas

In a more detailed breakdown, specific cities with large black populations are targeted, especially for U.S. Senate and congressional elections.

VI Program Activities

In addition to voter registration, a major thrust of the Black Women's Voter Crusade will be a year-long program in voter retention through voter education. Information is attached on the millions of unregistered black voters in specific states.

Voter education is an important tool for reaching, educating, and inspiring these millions of unregistered voters to wake up to the reality of the times. At the same time, millions of other African Americans who are registered but remain uninformed, uninspired and unlikely to vote. Others suffer from general apathy and indifference. And still others fall in the "I am turned off by politics" category. Regardless of the excuses, these groups of prospective non-voters must be reached!

Educational outreach activities include the following:

Local

- o training workshops for "outreach teams"
- o political empowerment forums and town hall meetings for and about women
- o women-sponsored church activities, meetings, gospel concerts around voter education and registration
- o Candidate's forums
- o Voter education, registration, GOTV rallies

- o public affairs radio-television programs
- o voter registration campaign
- o special voter education programs in public, private schools, colleges

National

- o Presidential Forum- televised
- o Town Hall Meeting (possibly during CBC Legislative Week)
- o Celebrity Voter education, registration, GOTV tour
- o coverage of all black conventions with speakers
- o media campaign
- o training workshops for local coordinators

VII Fundraising

Committee to be selected

Bwvcrusa.wpd

11/18/95 13:44

2

P.02



OFIELD DUKES & ASSOCIATES
PUBLIC RELATIONS COUNSELOR

11/18/95
File Registration

Subject: Meeting of Black Women's Voter Crusade

From: Dr. Dorothy Height, President, National Council of Negro Women
Dr. C. Delores Tucker, President, National Political Congress of
Black Women
Co-Chairpersons, Black Women's Voter Crusade

Date: November 10, 1995

A very important meeting of the Black Women's Voter Crusade will be held on Wednesday, November 15, at 11 a.m. at the office of the National Council of Negro Women, 1001 G Street, Northwest, Suite 410.

Items on the agenda will include a voter education/registration workshop during the 60th National Convention of the National Council of Negro Women, a press conference of the Black Women's Voter Crusade, following the workshop, and discussions of a strategic plan for 1996.

For any additional information, please call (202) 488-4948.



Network Television Association

Marcella Rosen
President and CEO

June 29, 1995

Ms. Margaret Williams
Chief of Staff
Office of the First Lady
The White House
Washington D.C.

Dear Maggie,

I really enjoyed meeting with you and Karen.

Thank you for your suggestions about people to contact.

I am forming an Advisory Committee, of top people in the industry, to support the effort.

I look forward to the meeting with Hilary and Ellen Malcolm, which you mentioned. The higher the thinking and involvement, the more effective the results,

Meantime, I wish you a Happy Fourth!

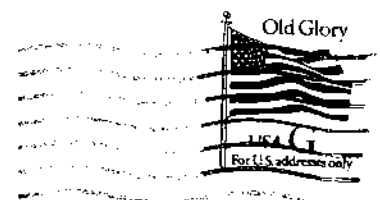
Best Regards,

PS As of July 1, 1995, I can be reached at 212-879-9241.

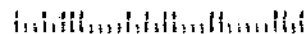
NYA

911 PARK AVE
NY 10021

~~Network Television Association
825 Seventh Avenue, New York, NY 10019~~



Mrs. Margaret Wallian,
Chief of Staff
Office of First Lady
White House
Washington DC



File
Voter Registration

Advertising Age

February 20, 1995

Opinion

The six C's and the future of TV

How Congress, cash and other sticky issues will change the market

By Marcella Rosen

Interactivity. Certainly it's the most exciting concept to hit the American consumer in years. But I want to bring a touch of pragmatism to the table. I think we are being seduced by the hype to accept a concept that does not yet exist, and will probably never meet the grandiose expectations.

I don't get to this point in my thought process just to be bombastic. I get here because it represents the confluence of the six C's that are going to be so important in determining the future of TV: competition, confusion, Congress, coolness, crash-testing and cash.

1. Competition

Most people envision the superhighway as a smoothly paved, gradually expanding process. In reality, it is as chaotic as rush-hour on the Santa Monica Freeway and just as cutthroat.

The growth of the superhighway is not a group of individuals and companies joining hands to work toward a common goal where all parties prosper. It is competition at the highest level among some of America's richest and most powerful companies, all trying to destroy every part of the superhighway except their own lane.

Look at some of the early players who are involved: cable companies, telephone companies, computer companies and software manufacturers. Even Hollywood and Wall Street are active players.

All of these players cannot win out. The consumer just does not have the money to afford all of the options.

2. Confusion

What is the information superhighway? I don't think we've even resolved this primary issue. Some consumers think that cellular phones and CD players are the leading edge of this highway.

But it's not just the consumer who is confused. It's difficult even for the experts. George Gilder, the futurist, predicted in 1990 that the telephone companies would be the

primary carrier for the information superhighway. In 1992, Mr. Gilder wrote in *Forbes* that the cable industry was the front-runner. By 1994, Mr. Gilder felt the computer industry would be the eventual winner.

I must admit that I am just as confused as anybody else. You see, I can't figure out who the target audience is for this superhighway. And no one seems to be addressing this key issue.

3. Congress

Congress and the Federal Communications Commission have already begun to meddle in this arena, putting restrictions on the amount of money cable operators can charge their customers.

But Congress is not stopping there. They seem ready to pass legislation that will keep the information superhighway available and affordable to everyone, not just the affluent. This would limit the kind of monies that can be charged and should dramatically slow the desired rate of expansion.

4. Coolness

For the most part, consumers have always been rather cool toward new technologies, especially if it requires them to change the way they live.

In the U.S., only about one out of four homes has a personal computer or PC. And even in PC-equipped households, the top uses of computers are for low-tech things like word processing and playing games.

In addition, we Americans are just not cocooners. We need social interaction. Eighty percent of us ate at a fast-food restaurant last month. Fifty-six percent ate at a family-style restaurant.

I believe that for every new technological innovation, one should apply these three criteria to determine success: Is it a benefit to the consumer? Will it be profitable for the supplier? Is it a product that does not require a major change in human nature?

5. Crash testing

Automobile manufacturers began to use crash-test dummies in order to get a truer read on what really happens to people when they are in a crash. They had to take this

crash-testing out of the research labs and make it real. When they did that, the whole notion of passenger safety was altered.

The situation is similar for the superhighway. If you asked anyone if they would like to have myriad services at their fingertips, they'd probably all be enthusiastic. But to really know if they will subscribe to the superhighway, you'd have to do a real-life test.

6. Cash

This final C could well be the most important one. Who is going to foot the bill for this superhighway? The forecasts are that to build the superhighway it will cost hundreds of billions of dollars.

We can't really expect the consumer to pay. Consumers already resist paying more for cable, and the bills average about \$35 per month.

That leaves the advertiser. All who work in the advertising business know full well that the budgets for most clients are not growing and that the halcyon

days of the 1980s are not likely to return. The advertisers who make any media work are the P&Gs, the General Foods and the General Motors. They are more likely to support the mass media to sell to their mass markets.

We do know that development of interactive will not eliminate other media. As we have seen time and time again throughout history, new media have not replaced the old established media forms.

Network TV remains the primary medium of the masses. The average household spends 25 hours each week with the offerings of the three networks.

It is not logical to assume that as more programming entries come into the marketplace that the three networks will be diminished.

Think about the advantages of having a recognized brand when there's confusion in a marketplace. ABC, CBS and NBC are among the best-known brands in America today.

So where does network TV fit into the information and entertainment superhighway? I'd say in the express lane with the open road ahead. □



Rosen

Ms. Rosen is president-CEO of the Network Television Association.

The Networks And The Future

Why ABC, CBS and NBC will continue to dominate the airwaves.



*Marcella Rosen
President/Chief Executive Officer
The Network Television Association*

The "I-way." Cyberspace. 500 channels. The Internet. The Infobahn. The Information Superhighway.

Unless you've been living in a cave over the last year or so, you've no doubt been hearing a lot about these terms. But what do they all mean? And when — or if — is what they promise going to happen?

That's a question that every major media company has been asking itself. And it's certainly a topic that has been

examined closely by ABC, CBS and NBC.

Will this superhighway totally change the way Americans live, learn, work and play? Which companies and products will fall victim? How will the three broadcast networks fare in this new world order and what actions will they take in order to successfully compete?

Even if the world ends up looking like something straight out of "The Jetsons," we're confident that ABC, CBS and NBC will continue to be the



dominant forces on television. And that's not just wishful thinking. There's already proof that the networks won't suffer in a multi-channel universe.

ABC, CBS and NBC produce more original programming in three weeks than Hollywood does in a full year

Over the past 10 years, the number of channels that households can receive has continued to go up. But a recent study by Nielsen shows that even when the number of available channels goes up dramatically, there is a limit to how many channels viewers actually watch. Whether a household has 30 or 50 or 80 channels, 14 is the



most that it watches. And the three networks are always among those 14 channels.

This is good news for the three networks. But what are ABC, CBS, and NBC doing to solidify their future position as the dominant players in television?

Programming has always been a major strength of the three networks, and will continue to be. It's little wonder that viewers look to the three networks for new programming: ABC, CBS and NBC produce more original programming in three weeks than Hollywood does in a full year. And with new freedom under FinSyn, the networks are producing more original programming and will grow their existing libraries. Within a few years the networks will be able to digitize these properties and be prepared for a video-on-demand future.

There will be more event programming, something at which the networks have always been expert. Michael Jackson's only recent interview and the last episode of Cheers were on network TV — as were The Academy Awards, The Super Bowl, Miss America, and every big news event.

You'll also see an expansion of dayparts by the networks. Over the years they have been able to grow the early morning daypart. And just this





three bell tones that identify NBC — practically no one over the age of five who watches television. Or what about the NBC peacock and the CBS eye logos? All of these elements are omnipresent in American consciousness.

The networks have already branded their channels, and they could also have line

ments in video game companies and talent companies. They are participating in interactive tests and are making interactive programming a reality. After all, they already have the most important part of the phrase "interactive programming" — the programming.

ABC, CBS and NBC have increasingly looked for ways to make broadcast television of more value to advertisers

The networks will increase their already long-existing presence in other countries. They've been selling programming around the world for some time. Additional outlets will help the networks amortize the cost of programs which will ensure that the quali-

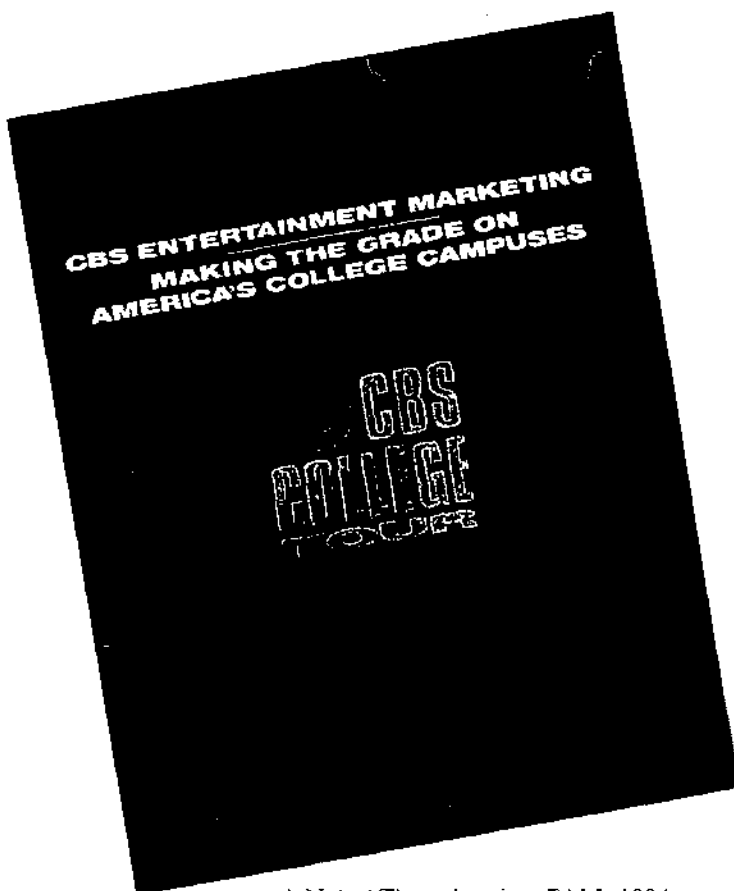
past year, the three networks turned their attention to late night, and actually managed to increase the number of night owls by 23 percent. Thanks to Ted, Dave & Jay, 3.2 million more adults 18+ stay up late than just one year ago.

You can also expect to see network programming in unexpected places. You can already see it on planes and in stores. But don't be surprised if it turns up in other locations like malls and schools — any place where large numbers of people gather.

ABC, CBS and NBC are among the best known brands in America today. If you have any doubts, just look at one small element associated with network shows: the music. Who doesn't instantly recognize the catchy tune from CBS' "Northern Exposure," or the jingle from ABC's "Good Morning America," or the theme of

extensions based on their more popular characters like Frasier, Roseanne and Letterman, etc. These are invaluable assets that the networks will undoubtedly be putting to new and creative use.

The three networks already own other media forms, from print to radio to cable, and are investing in new distribution channels on many continents. They have also made invest-



ty of programming will continue

As the media marketplace has become increasingly competitive, ABC, CBS and NBC have increasingly looked for ways to make broadcast television of more value to advertisers. One of the most exciting areas for the three networks is in the area of promotion and marketing.

Over the past several years, value-added promotions have become one of the most innovative marketing techniques for both the networks and their clients. In general, these marketing programs were developed in order to enhance advertisers' media buys, to increase awareness of their products, and to target hard-to-reach demographic groups.

These cross-promotions can include a number of elements including TV spots, sweepstakes, in-store displays, sampling, newspaper circulars and prize giveaways. Often the promotions are highly integrated. In a few, stars of network programs also appear in the advertising.

So far, these promotions have been embraced by a number of major advertisers. Those that have participated include AT&T, Blockbuster, Braun Appliances, Centrum vitamins, Chevrolet, Ford, GE Appliances, Honda, Hyundai, Kellogg's, K-mart, Konica Films, Little Caesar's, MCI, Michelin, Miller Lite, Mountain Dew, Nabisco, Nestle, Pepsi, Prodigy, RCA

Video, Reebok, Subway, Taco Bell, and Warner Lambert. And that's only a partial list — other major advertisers such as Procter & Gamble have also signed on.

The networks have also created marketing "events," which bring together a number of advertisers on a themed tour sponsored by the network. Often, these travelling exhibitions focus on a specific demographic group — women, or college students, or sports buffs. But anyone can partici-

services such as America Online.

GENie and Prodigy, computer users have a multitude of information about the networks and their advertisers at their fingertips. They can find out more about network programs, talk live with network stars, download photos from network shows, buy network and advertiser merchandise, enter contests, play interactive games such as Spin or Jumble, and ask questions on the electronic bulletin board.

So far, these interactive computer

services have been big winners with "viewers" — literally thousands of computers used the services within the first few days of their debut.

In addition to these ventures, there are myriad of others: pre-

views of the primetime schedule on CD-ROM, for example, and viewer services, an interactive 1-800 telephone service. You can even talk to the networks via e-mail on the Internet.

Network television has been the most dynamic force to ever touch the American public. No other medium has challenged the ability of the three networks to attract, hold and influence Americans.

This is also true of the three networks as a tool for marketers. What other medium has the power of network television to create awareness, generate sales and build brands?

None. ■



Konica

PICTURE YOURSELF ON All My Children

abc DAYTIME

WIN A PART ON "ALL MY CHILDREN"

GRAND PRIZE: Includes round trip air travel to New York City with deluxe accommodations for 2, ABC studio tour, lunch with an ABC DAYTIME star, limousine service and \$1,000 cash.

FIRST PRIZES: 1,000 subscriptions to EPISODES Magazine.

SECOND PRIZES: 5,000 "ALL MY CHILDREN" Family Tree Color Posters.

No purchase necessary to enter sweepstakes. Entries must be received by October 1, 1993. Details on reverse side.

CASH REBATE! ON NEW KONICA SUPER XG COLOR PRINT FILM OR KONICA FILM-IN SINGLE-USE CAMERAS.

Offer limited to Konica Super XG 35mm Color Print Film (24 or 36 exposures) or Konica Film-In Cameras.

BUY TWO ROLLS OF FILM OR ONE SINGLE-USE CAMERA AND CHOOSE ONE OF THESE GREAT ABC SHOW SWEAT SHIRTS FOR ONLY \$9.95!

Compare at \$24.95. \$1.50 shipping and handling charge applies. Shirts are one size fits all, cotton blend. COLLECT ALL 4!

Mail-In Offer Proof-Of-Purchase Necessary

Offer expires September 15, 1993 or when supplies are exhausted. See reverse side for ordering information and all details.

pate.

Each of these events are tied to interactive and informational displays, and take place in locations such as shopping malls and universities. As an example, participants might play a scaled-down version of a game show, or putt for the winning birdie on the 18th hole of an imaginary golf tournament, or try to ace their opponent in "Match Point" on a scaled-down tennis court. All of these activities are fun for participants, and go a long way toward building recognition for the network and the advertiser.

Interactive marketing is another area in which the networks are devoting major resources. Through on-line



MARCELLA ROSEN

Executive Vice President, New York
Media Director, Ayer USA
Member of the Board of Directors
Born in New York City
Barnard College, B.A., Psychology
Columbia University, M.A., Clinical Psychology
Joined Ayer in 1977

Marcella Rosen was elected an executive vice president and named a member of the corporate Board of Directors in 1988. She has guided the Ayer New York Media Department since 1978 when she was named media director and elected senior vice president. She had joined Ayer in 1977 as an associate in the marketing Services Group where she directed marketing assignments for AT&T, Avon, DuPont, and other clients. She serves on Ayer's Strategy Review Board and in 1986 was named to Ayer's New York Board of Directors and its Executive Committee.

Before joining Ayer, Marcella was president of Trager-Rosen, Inc., a full service advertising agency. She also held marketing and account management positions at Doyle Dane Bernbach and Cunningham and Walsh.

Active in several trade associations, Marcella serves as chair of the American Association of Advertising

Agencies' Media Policy Committee and the Media Directors Council. She is on the Board of Directors of the Advertising Research Foundation, the International Radio and Television Society, and the Audit Bureau of Circulation.

She is a member of the Board of Overseers of the United Jewish Appeal-Federation and in 1987, was selected for the Matrix Award of Women In Communications.

Active in the affairs of her alma mater, Marcella has served Barnard College as president of the Barnard Business and Professional Women, chairman of the Barnard Fund and a board member of the Barnard College Alumni Association.

Fluent in French and German, Marcella skis, plays tennis and holds a pilot's license. She lives with her family in Manhattan.

In the news

NW Ayer
Corporate Communications, New York

POWER OF THE CITY

Women in Advertising

Making History

The coattail effect



MARCELLA ROSEN Senior vice president/managing director of media services, NW Ayer

The words *Marcella* and *media* are almost interchangeable. As the most influential woman in media,

Rosen oversees buying and planning for big-name clients. An active networker, Rosen has opened doors for women at many of Madison Avenue's toughest trade associations.

Martin W. Owens and **James Warner** are now senior vice presidents of Independent Television Sales. Warner is Midwest manager working out of Chicago and Owens is West Coast manager based in Los Angeles. Both men move up from vice presidencies.



Marcia Herman has been promoted to vice president/regional manager of the New York office of Hillier, Newmark, Wechsler & Howard. She joined the company in 1983 when Bernard Howard Co., where she was then account executive, merged with Hillier, Newmark & Wechsler. Three years later she was promoted to New York sales manager and 10 months after that she was named co-regional manager.

Henry Gonzalez and **Keith J. Green** have been named divisional vice presidents of Katz American Television. Green joined Katz as a sales executive in 1980 and is manager of Katz American's White Team. Gonzalez came to the Dallas office in 1979 as a sales executive and is now manager there.

Jeanine Holmes is now sales manager of the Seattle office of TeleRep. She moves in from KSTW-TV Seattle where she had been local sales manager, and before that she had been with the sales staff at KOMO-TV.

Paul Bowlin and **Bill Reed** have been promoted at Katz Continental Television. Reed, who joined the company in 1985 as a sales assistant, now advances from research analyst to director of marketing. Bowlin joined Continental's Boston office as a sales executive, also in 1985, and now becomes manager of the Boston office.

Melinda Murphy and **Rosemary Anselmo** have been named account executives for CBS Radio Representatives in New York. Anselmo had been a senior media buyer for Bozell, Jacobs, Kenyon & Eckhardt and Murphy, who came to CBS as a sales assistant in 1986, now steps up from office administrator.

One Buyer's Opinion



Look where society is going: not where it's already been

Rosen

I think that women in the work place is probably the most important social change in this nation since the Industrial Revolution. Nevertheless, those marketers now mired in evaluating the value of working women are doomed. They are tracking where society has been. The future belongs to those companies who have moved beyond such concepts and misconcepts as working women, and are now focusing on the fruits of the changes caused by the major influx in the workplace by women.

Yet, for the most part, many marketers continue to live in a world of stereotypes and misconceptions about the women who work, seemingly because of a need to pigeon hole people. It is often assumed, for instance, that working women are not like non-working women. It is generally believed that women who work buy different products, have different values and consume different media. "Taint so. The simple fact is, non-working women and working women are remarkably alike.

Working women do have different media usage habits, but except for not watching daytime television, the other differences are not because they work. They use different media because working women are better educated than women who don't work, and education is probably the single most important factor determining media patterns. The better educated one is, the more she will read and the less TV she will watch.

Another assumption is that working women form a homogeneous group. But as Gloria Steinem recently stated, "It's as wrong to lump all working women together as to lump together all working men." I couldn't agree more. How could any group of 50 million people consisting of two thirds of all women 25-54 be homogeneous?

It is certainly not my objective to throw cold water all over working women and not offer a towel and a warm place to dry off. What then can we do to move beyond this invalid concept of working women? Have an idea.

I-D-E-A, for Investigate, Dig, Expand, and A for Anticipate.

Investigate means don't merely accept all the myths about marketing and media and believe they are true. Investigate. Check them out for yourself to see if they are true. This is a time when new audience groups are being formed.

Dig. Dig deep to find the real audience segment and best media plan for your product. Virtually no product is driven by employment or non-employment. Education, income and lifestyle can affect sales of consumer products, but not employment.

Expand. We all have access to the same body of knowledge. Success goes to those who can expand that body of knowledge. Very few products are driven by a single demographic characteristic. Much more important in product movement and media use than employment or any other demographic are the three LIFE's of a person: lifestyle, life cycle and life work.

Anticipate. In his best selling book about Apple Computer entitled *Odyssey*, John Scully states: "The best marketing doesn't mirror where society is, nor where it has been. It anticipates where society is taking a turn to a new direction. That is where really powerful marketing emerges. Ideally, the most powerful marketing leverages external events that reflect social change." —**Marcella Rosen**, senior vice president, media services, N W Ayer, before the Association of National Advertisers



NEW YORK: Marcella Rosen (c.), senior VP-director of marketing service, N W Ayer, accepts the American Advertising Federation Silver Medal Award from Nancy Megan (l.), president of Advertising Women of New York, at the group's luncheon. At right is Geraldine Rhoads, editorial director, Resource Center, Woman's Day, who received the President's Award from AWWNY.

Outdoor ad field urged to look down the road

By GAY JERVEY

NEW YORK—Despite the fact that 1982 was a record year for outdoor advertising in terms of ad expenditures, agency executives say the medium must continue to modernize its locations, keep abreast of life-style changes and achieve greater flexibility in meeting the needs of advertisers.

Leading National Advertisers information, released by the Institute of Outdoor Advertising, reveals that \$887 million was spent on outdoor last year, a 10.9% increase over 1981 spending. Of that, \$436 million went into posters and panels, 10% more than in 1981, and \$451 million into painted bulletins, 11.9% over the previous year.

"The figure for 1982 was well ahead of projections," said Bill Wilkins, president of IOA. "We're very pleased with the figures, especially in light of the present state of the economy. Much of outdoor's success is due to advertisers orienting their media schedules to-

ward keeping their message before the public for extended periods of time. If this spending level continues, we can expect our first billion-dollar year in 1983."

Others, however, point to the fact that outdoor advertising faces an identity crisis. Addressing a recent meeting in Florida of the Traffic Audit Bureau, the outdoor industry's circulation auditing arm, N W Ayer senior vp Marcella Rosen said, "What if cigarettes and liquor could advertise on cable tv or commercial radio and tv?"

"This is possible in the future," she said. "Since there is a climate for deregulation and evidence that banning cigarettes and liquor from the airwaves did not change the level of smoking and drinking, it is conceivable that restrictions against liquor and cigaret advertising in broadcast could be lifted. This would have devastating effects on the outdoor industry, which derives \$266 million in national advertising from liquor and cigarettes."

As such, she said, life-style changes demand that outdoor rethink the way it positions and markets its services.

"There have been incredible changes in all media forms except for outdoor," she said. "Basically, what was available in outdoor advertising during 1962 [was] available in 1982. The differences are refinements in the art rather than changes in the medium. While other media—for example, magazines, radio and cable—have become more and more selective in their audiences and appeals, outdoor remains a broad-reach media option, which cannot select a targeted audience."

Ms. Rosen cited several trends, both positive and negative, that will influence the medium's future. Among them: The population shift to the South and West, areas tending toward more driving; smaller families and working wives (the working woman has less time to peruse signs as she drives to the shopping center, and the gray-

ing of America, whereby an older population is more inclined to stay at home and watch tv.

Ms. Rosen urged outdoor's leaders to talk with ad agencies and develop more specific information about the drivers and passengers comprising outdoor's most vital audience. "The numbers are not enough for any medium anymore. We need to know demographics of an audience and the way people in it think and buy," she said.

In a similar speech last month, Robert Geary, senior vp-media and research, Cargill, Wilson & Acree, told an Atlanta gathering of the International Screen Printers that despite the bloom of recent years, outdoor's outlook is not unequivocally rosy.

For one thing, "everytime you turn around, there's another regulation you have to live with," he said. "There's regulation on every level of government. Fortunately, the politicians are not so much dictating what goes on billboards, but they are definitely dictating where the medium goes."

Like Ms. Rosen, he calls for collaboration between the outdoor industry and the agency world, in this case to help outdoor survive regulatory measures and continue to post gains.

"We need innovation and improved quality, which you are giving us now," Mr. Geary told the screen printers. "But we also need standardization so we can count on quality from market to market. Whether we're going into Los Angeles or Nebraska, we want to know we're going to find production facilities for good outdoor, because we'd rather be able to produce the product on the spot and send that revenue back into the areas where our client does business."

"We also need your flexibility. If my advertiser sees that a promotion isn't working and decides he wants to do another one and wants new outdoor up the next week, I've got to be able to respond to that and get that change into the marketplace," Mr. Geary said. #

Der große Tausch: Sendung gegen Fernsehzeit

Internationale Agenturen suchen verstärkt nach Sponsoren von Fernsehproduktionen / Von Dirk Lehnhoff

burg - AT&T und General Motors, Pepsi und SEAT tun alles, um es zu bekommen. Procter & Gamble hat der Übertragung zufolge damit angefangen: Programming. Gehen es nach einem Dutzend deutscher Werbestars, dann werden auch Unternehmen hierzulande bald den Schlüssel zum Fernsehwunderland und selbst als Sponsoren von Fernsehproduktionen fungieren.

och ist Programming ein Euphemismus, eingekleimt zwischen dem henden EG-Binnenmarkt, der pper werdenden TV-Software ladem wachsenden Bedürfnis, pper" mittels attraktivem Prominenzfeld die Finger zu lähmen. ch spätestens seit der Programmisse in diesem Frühjahr in Can-, so notierte das Magazin "Capit" in seiner Oktober-Ausgabe, ha- Unternehmen und ihre Kreativ-leister begriffen, daß mit pri- en Fernseh- und Radiosendern gezeichnete Geschäfte zu ma- n sind".

ur des schönsten Mammons we- wird sich jedoch kein Unterneh- n auf fremdes Territorium wa- Es geht um Märkte, in Sondere- um europäische und internatio- , deren Kundenpotential ange- uchen und einvernommen wer- soll. Die Not der Markenartikler rt sich mit den knapper werden- Software-Ressourcen der Sen- stalten und ihren immer dün- en Kapitaldecken.

Was liegt da näher, als Sponsoren Produktionen zu suchen? Gene- Motors beispielsweise drängt ins

ne Tücher gebracht. Die Agentur, deren Media-Direktorin und Vize-Präsidentin Marcella Rosen in erster Linie den Dienstleistungs-Charakter des Angebots hervorhebt, sieht auch in der Bundesrepublik Chancen, Werbekunden mit dem Schlüssel zum TV-Softwaremarkt gefällig zu sein. Bernd Eistrup, geschäftsführender Gesellschafter von Wilkens Ajer in Hamburg, zuversichtlich: „Noch ist es zwar eine Vision, aber nur noch für öffentlich-rechtliche Anstalten. Programming mit Privaten ist möglich und wird ausgebaut – mit Privaten und in Zukunft auch mit ARD und ZDF.“

Ober Umwege geht das heute schon. WIN-Konsortie und Ansprechpartner für Larry Gershman, wenn es um Deals in Deutschland geht, ist beispielsweise die 100prozentige Tochtergesellschaft der

Norddeutschen Werbefunk-Werbesendungen GmbH, die privatrechtlich organisierte „NDR International“. Sie muß dem NDR sämtliche Programme zuerst anbieten. 1988 ist sie mit einer NDR-Kapitalspritze von fünf Millionen Mark gestartet, handelt aber frei von Auflagen des Rundfunk-Staatsvertrages.

Die Zusammenarbeit mit WIN verschafft ihr Wettbewerbsvorteile gegenüber der Bavaria Film, Studio Hamburg, der Tele-Pool, der WDR-Abteilung „International“ oder dem ZDF-Programmvertrieb.

Bei den privaten Sendern geben sich Agenturen wie Lintas, Team/BBDO, Grey, HMS und zwei, drei weitere die Klinke in die Hand. Sie alle kennen die Ausgangsposition, die auf der Programmseite so aussieht: Wurden 1988 für Produktion und Kauf von Programmen

in Westeuropa 10,6 Milliarden Dollar ausgegeben, so werden es – einer Studie von CIT Research zufolge – 1998 bereits 16 Milliarden Dollar sein.

Auf Kundenseite indes lassen die Einschaltquoten des von Lintas für Unilever produzierten „Glücksrads“

**Unilevers „Glücksrad“
läßt Wünsche wachsen**

Wünsche wachsen. Monat um Monat rangiert die einer Schlitzplatz-Attraktion nicht unähnliche Show auf den ersten Plätzen der Zuschauererlust bei SAT 1.

Die von Procter & Gamble bei RTL plus platzierte „Springfield-Story“ ist sicher kein solcher Glücksgriff, immerhin aber ein billiger Platzhalter. Und die von McDonald's finanzierten „Kino News“

zeigen vor allem eines: Wie mit wenig Aufwand eine junge Zielgruppe angesprochen werden kann. Doch nur hier treffen sich die in der Bundesrepublik bekannten Programming-Probedeals und Larry Gershmans Versprechen.

Denn der Amerikaner will „bessere Filme“ machen, Qualitätsfernsehen als Massenattraktion. Werbungtreibende können dabei ihre Bedürfnisse bezüglich Zielgruppe, Alter, Kaufkraft oder Genre des Stückes artikulieren. Mitspracherecht bei der Produktion bekommen sie aber nicht. „Laßt die Sache von Profis machen, dann habt ihr unterm Strich am meisten davon“, verspricht der Kalifornier, der unter anderem mit „Little Joe“ Michael Landon und „Miami Vice“ Michael Mann auch über den passenden Einstieg für die Sowjetunion sinniert.

„Umbrella-Effekt mit Lokalkolorit“

HORIZONT: Frau Rosen, wie kommt die werbungstreibende Wirtschaft eigentlich an WIN heran?

Marcella Rosen: Nun, wir würden zunächst mit unseren Kunden sprechen und sie fragen, welche Programme sie benötigen. Anschließend gehen wir dann zu WIN und erklären unsere Basics, also die Zielgruppe, die zu bewerbenden Produkte und so weiter. Mit WIN klären wir, ob es ein Thema gibt, das die Zielgruppe erreicht, oder ob etwas Ähnliches geplant ist. Wenn es etwas gibt, bringen wir den Kunden



Marcella Rosen: Ich glaube, es wird – wie bei den Markenartikeln auch – eine strenge Auslese bei Fernsehproduktionen und anderen Medien geben, einige werden überleben, andere nicht. Der europäische Markt ist ja keine Torte im Himmel, von dem sich jeder automatisch ein Stückchen abschneiden kann. Deshalb ist der Einstieg ins Programming-Geschäft auch eine Für- und

Vorsorge-Maßnahme für die Werbekunden.
HORIZONT:
F. d. wirtsch. W.

Was liegt da näher, als Sponsoren für Produktionen zu suchen? General Motors beispielsweise drängt ins Programming-Business, weil es laut Philip Guarascio, dem GM-Direktor für Werbung und strategische Absatzplanung, „ein absolutes Muß ist, daß wir uns nicht nur auf die traditionellen Wege des Geschäftsmachens verlassen“.

Das innovative Geschäft Programming hat dabei viele Facetten.

Krappgegründete Software - dünne Kapitaldecken

Hauptsächlich geht es darum, Programme zu finanzieren und diese Leistung gegen Werbezeit zu tauschen. Andernorts - je nach Rundfunkgesetzen und Möglichkeiten - werden TV-Serien, Dokumentarstücke oder Spielhandlungen aller Art von verschiedenen Geldgebern vorfinanziert und von einem Programmhändler vertrieben.

Oder der Kunde - sagen wir beispielsweise Effem - wollte weltweit ein Produkt aus seinem Tiernahrungssortiment bewerben. Da er nicht in einigen 100 Sendeanstalten nach dem geeigneten Programmumfeld Ausschau halten will, schafft er es sich selbst. Er sucht sich eine Produktionsfirma, die (wieder erfunden) ein Lassie-Remake schaffen kann, finanziert einen Teil der Kosten, sucht möglicherweise weitere Werbetreibende mit gleichem Zielgruppeninteresse und bietet das bezahlte Werk Sendeanstalten an.

Seit rund 18 Monaten tummelt sich der einstige Präsident der MGM/United Artists Television Group, Lawrence E. Gershman, im Programming-Geschäft. Er hat Routine darin, große Räder zu schlagen, war er 1984 doch maßgeblich am 220-Millionen-Mark-Deal von MGM-UA mit der Degeto/ARD beteiligt. „Larry“ hat jetzt mit seinem World International Network (WIN) ein Joint Venture mit der Werbeagentur N. W. Ayer in trocke-

nen mit, wo es um Werbung geht, und die Zielgruppe erreicht, oder ob etwas Ähnliches geplant ist. Wenn es etwas gibt, bringen wir den Kunden mit WIN zusammen und der Kunde kann aussuchen, was für seine Bedürfnisse passend wäre.

HORIZONT: Könnten Sie kurz erklären, wie die Gewichte verteilt sind - wer macht was?

Marcella Rosen: Wir sind die Agentur, wir empfehlen dem Kunden die effizientesten Wege, sein Publikum zu erreichen und welche Vehikel er dazu benötigt, wir beraten.

HORIZONT: Welche Vorteile haben Ihre Kunden durch Programming?

Marcella Rosen: Nun, zunächst einmal bekommen sie Zutritt zu besseren Programmangeboten und zwar zu einer vielfältigen Auswahl. Dann können Programme maßgeschneidert werden. In der Vergangenheit konnten sich das nur wenige Kunden leisten.

HORIZONT: Es gibt Kritiker, die meinen, Einheitsprogramme tragen zur Zerstörung der kulturellen Identität bei.

Marcella Rosen: Nun, das ist ein europäisches Problem. In den Staaten müssen wir über solche Themen nicht nachdenken. Kunden können ihre Werbezeiten auch so in spezifischen Programmen kaufen. Da sponsern wir - zum Beispiel für AT & T oder General Motors - vor allem bessere Programme mit hervorstechenden Themen. Weil gerade diese Gelegenheiten in Europa aber anders sind, machen wir hier Programme, die unseren Kunden einen Vorsprung vor Wettbewerbern geben sollen.

Larry Gershman: Ich glaube, man muß zwei Sichtweisen unterscheiden. Manche Kunden wollen ins Programming-Geschäft, um schließlich mehr kommerzielle Effizienz zu erreichen. Unterm Strich wollen sie ihre Tausender-Kontakt-Preise reduzieren. Aber darum geht es uns überhaupt nicht. Nehmen wir unsere Produktion „Day One“, die 7,8



Millionen Dollar gekostet hat, als Beispiel: AT & T hat da zwar nicht alles bezahlt, aber eine Menge Geld reingesteckt. Stellen Sie sich mal vor, SEAT in Spanien hätte das bezahlen sollen. Der Markt in Spanien ist gar nicht groß genug, um das zu rechtfertigen. Wenn also SEAT an einem ähnlichen Projekt interessiert wäre, würden wir den Wunsch der Gesellschaft in den WIN-Mechanismus einspeisen und das Programm könnte hergestellt werden. Also WIN macht Projekte möglich, die für den einzelnen Kunden finanziell machbar, aber natürlich keinen Pfennig billiger sind.

„Der europäische Markt ist keine Torte“

HORIZONT: Wenn ICI käme und sagte: Wir wollen ein Projekt realisieren, welches das geeignete Programmumfeld für den Corrado und seine potentiellen Käufer bietet - wären Sie in der Lage, das zu liefern?

Larry Gershman: Ich selbst kann mir nicht vorstellen, mich für etwas zu motivieren, das mir alle enge Grenzen steckt. Spannender und verantwortungsvoller wäre es, wenn mir jemand sagte: das ist meine Zielgruppe - Alter, Einkommen und so weiter - und ich möchte eine hochwertige Sendung finanzieren. Ich will etwas anbieten, von dem ich glaube, daß es den Bedürfnissen der Werbetreibenden entspricht. Ich kann mir nicht vorstellen, daß wir ein Stilleb für einen Werbetreibenden schreiben. Das wäre ja gerade so, als würde ein Schneider Suppe kochen, und das tun wir nicht.

HORIZONT: Nun wissen Sie, daß Programming rechtlich nicht zuläs-

sich ist in der Bundesrepublik. Wir bringen Sie Ihre Ideen dann deutschen Agenturen und Werbetreibenden näher?

Marcella Rosen: Wir planen voraus. Wir wissen natürlich, daß Programming im öffentlich-rechtlichen Fernsehen nicht möglich ist. Im Privaten ist es aber bereits angelaufen und wir erleben, daß es quer durch Europa möglich werden wird. Wir haben diese Partnerschaft mit WIN begründet, um auf neue Anforderungen vorbereitet zu sein. WIN ist ja nicht nur eine Produktions- oder Programming-Gesellschaft mit 107 angeschlossenen Sendern. Larrys

Firma hat auch eine Vision von der und für die Zukunft. Wir wollen unseren

Kunden vor allem anderen Vorteile und Zutritt zum Fernsehgeschäft verschaffen.

HORIZONT: Gibt es zeitliche Vorstellungen - wann werden Sie erste Projekte in Europa vorstellen?

Larry Gershman: Wir wollen unser erstes Projekt noch vor Ende des Jahres präsentieren. 1990 werden es drei oder vier weitere sein, und es wird sich danach drastisch nach vorn entwickeln.

HORIZONT: Was hat die Agentur Ayer von ihrem Joint Venture?

Larry Gershman: N. W. Ayer glaube ich, ist nicht mit uns in ein Boot gestiegen, um mehr Kunden zu gewinnen, sondern weil sie vorausschauend denken und sich verändernde Märkte im Blick haben. Das berührt nicht mal das Europa nach 1992. Zumindest wird es keinen einheitlichen europäischen TV-Markt sozusagen aus eigenem Antrieb geben.

Das WIN-Ayer-Team Vision Programming: Marcella Rosen (links) und Larry Gershman

nahme für die Werbekunden.
HORIZONT: Ich verstehe Sie richtig - WIN offeriert Produktionen, die als

Ergänzung zu regionalen und nationalen Angeboten zu sehen sind.

Larry Gershman: Richtig. WIN funktioniert so, daß wir Produktionen für unsere Mitglieder machen und daß sie uns Projekte antragen können. Wann immer wir ein Thema haben, das wir machen wollen, werden wir dies unseren sämtlichen 107 Mitgliedern anbieten. Wir machen eine Art Vorrat, bevor wir die Produktion beginnen. Wenn nicht genug mitmachen, fangen wir erst gar nicht an. Haben wir genug Interessenten, sind also auch die Kosten verteilt. Damit sind wir in den schwarzen Zahlen, bevor wir anfangen.

HORIZONT: Wie sieht Ihre Zusammenarbeit mit NDR International aus, die Sie ja als Ihre deutsche Station bezeichnen?

Larry Gershman: Nun, bis jetzt hat NDR International unterschrieben bei „In the Line of Duty: The FBI Murders“, „Day One“ (über die Entscheidung der US-Regierung, die Atombombe einzusetzen, Anm. d. Red.) und drei oder vier anderen Produktionen.

Zudem haben wir drei von zwölf Halbstunden-Episoden koproduziert, die „Backstage at the zoo“ heißen und vom Disney-Kanal in den Vereinigten Staaten initiiert wurden. Dabei haben unsere holländischen, schwedischen und mexikanischen Mitglieder jeweils Beiträge geliefert, die ein Sender allein sich gar nicht leisten könnte.

Marcella Rosen: Dieses Konzept hat einen Umwelteffekt mit ausgeprägtem Lokal-Kolorit. So etwas haben wir noch gar nicht richtig diskutiert. Aber es kann unseren Kunden zusätzlichen Nutzen bringen.
D. Lehnholz

W&V, 3/11/89
SPLITTING: US-Werbeagentur
bringt TV-Coop-Sponsoring.

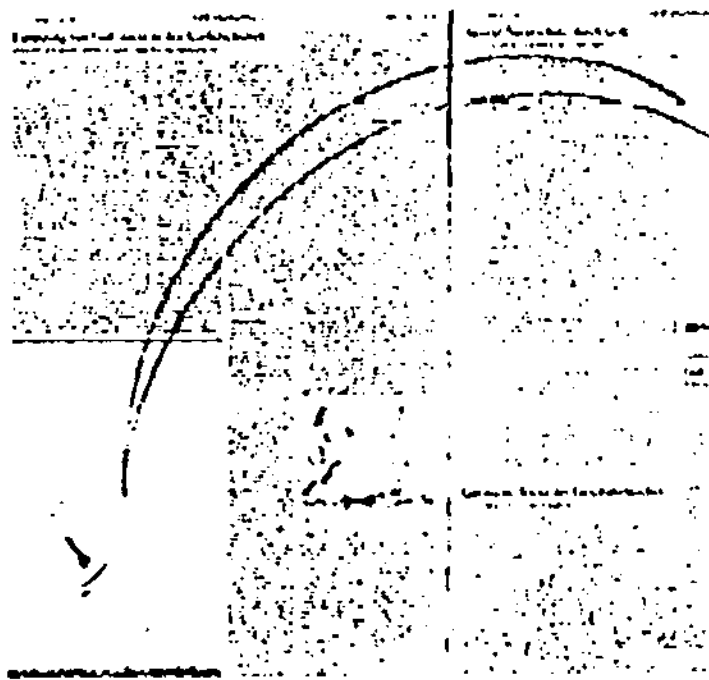
WIN/Ayer peilt Europa-TV an

Mit simpler, einleuchtender Logik kam Marcella Rosen, Executive Vice President der Werbeagentur N.W. Ayer, New York, nach Hamburg gejettet: Ihr Joint Venture mit World International Network (WIN), Los Angeles, soll mittelfristig besonders europäischen Firmen dienen. Nicht zuletzt die Kunden der Hamburger Werbeagentur Wilkens Ayer können dann ein TV-Programm sponsern und die Kosten mit anderen durch WIN/Ayer aufgetriebenen Co-Sponsoren teilen. Frau Rosen, an das große 200-Millionen-Publikum in den USA gewöhnt, hält ihr Sponsoren-Sammel- und Kosten-Teilangebot bei den viel geringeren Zuschauerzahlen in Europa für besonders attraktiv: „Die deutschen Sponsoren reduzieren“, meint die Werberin.

WIN offeriere den sponsorbereiten Firmen Programme „von überdurchschnittlicher Qualität, wie Dramen und Dokumentarfilme“. Zwar in Los Angeles ansässig, arbeitet WIN schon heute nicht nur in den USA. TV-Gesellschaften in 106 Ländern der Welt nehmen Dienste von WIN entgegen. In Deutschland: NDR.

wöhnliche Sachen macht“. Etliche Kunden hätten bereits an die Heye-Tür geklopft, „weil die von uns Arbeiten im ADC-Annual gesehen haben“.

Das war früher mal ganz anders. In den 60er und 70er Jahren, berichtet Othmar Severin, erfahrener Creative Consultant und Vorstandssprecher des Art Directors Club (ADC), „hatten viele Kunden Schaum vor dem Mund, wenn ihre Arbei-



»TOLL, DIESE KNÄ...



Decisions

TV deregulation:
who controls
the airwaves?

page 59

CBS takes
a giant step
for videotex

page 58

Schedule stuffing
is the headache
buyers love to hate

page 61

How are
ratings
the all-around

page 62



Social change will move media people to the
forefront, says Guest Editor Marcella Rosen page 66

The media person of the future

The U.S. is a culture in transition. Great changes are taking place - politically, economically, culturally, demographically, and technologically.

Major attention has been focused on technology - the marvels of the new electronics in communications. The future and present technology is so fascinating that the subject understandably draws crowds. The "Star Wars" world, electronic shopping, push-button everything are so exciting they dwarf other trends.

Yet, some equally important changes are happening simultaneously. Many original rules and assumptions governing the behavior and attitudes of Americans are no longer warranted. Many Americans have changed their behavior with regard to marriage, children, work ethic, leisure, money, and self-fulfillment.

Real people are running out of time. There are 168 hours in a week. Let's take a look at how adults may allocate them: working and traveling to work - 45; sleeping - 56; eating - 20; watching tv - 27; reading - 10; total hours per week - 148.

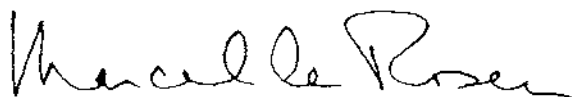
Since there are only 168 hours available, this leaves 20 hours per week for everything else; running, shopping, fighting, helping with homework, visiting family, friends, doing laundry, going to a ball game or movie, etc. Therefore, advertising to people in the future will be more difficult. Not only because of the increasing number of programs and options available, but because there will be increasing competition to make the consumer aware each option even exists.

Americans are changing their priorities, as well as their lifestyles. Media people will have to understand these changes affect the ability to reach the consumer.

Many of the old media concepts no longer apply. Rather than blanket coverage, we may be dealing with a patchwork media plan in the future; accomodating segmented groups with specialized media. Not only will it be more difficult to reach consumers, it will be increasingly essential to reach them in the right atmosphere.

Americans have a right and a need for freedom of choice and privacy. The solution to reaching busy people is not to put advertising on ski trails, at the 12th hole, or on restroom walls. Those environments would be counter-productive.

The media person of the future will have a much more challenging job than we have. The media professional will have to be an advertising professional with media expertise and computer knowhow, and marketer aware of social trends, a psychologist, a person who has knowledge of the economic situation. Thus, he will understand human values, behavior, and priorities as well as the economy and all available media. He can thus select from the infinite options, the media that will reach the target in the right environment conducive to a positive response to his message. The media person of the future will thus be a genuine communicator and a humanist in the traditional and meaningful sense of both words.



Marcella Rosen,
senior vp media director,
N W Ayer

Social evolution, not media revolution

Guest Editor Marcella Rosen, senior vp-media director, N W Ayer, says that proper evaluation of the current media revolution requires understanding of social evolutions. The net result: media people in the eighties will wear many different hats — sociologist, futurist, marketing expert, communicator, strategist and computer specialist.



Technology. This has certainly been the key word whenever anyone in the advertising industry has described the changing role of media in the 1980's and beyond.

According to some observers "technology" will revolutionize the industry. Technology, they believe, will allow cable television to offer a virtual cornucopia of viewing pleasures that will render the network giants impotent since audiences will be severely fragmented. Cultural stations, the platitudes goes, will lure the non- and light viewers to watch more and more television. Further technology, such as video games and video cassette

recorders, will alter how we use and watch (or don't watch) our television sets.

The effects of technology will, however, also involve other media types.

The magazine industry, for example, is poised and ready to offer individualized issues to its readers to better service the particular needs of each segment of its audience. Demographic editions like *Newsweek* "Executive," *Time* "B" and *Redbook* "Gold" are only the tip of the iceberg that technological advances will make possible.

Newspapers and radio continue to make strides in several different areas

(such as improved reproduction capabilities for newspapers and the ability to have stereo on the AM dial for radio) that will alter how we work with these select media types.

Yes, it's clear that technology will affect media selections. Surely we shall be confronted with a wider range of media options, making our media schedules more closely resemble a patchwork quilt than a media blanket. And so it is conceded that technology has — or at least will — revolutionize the industry.

I do not reject this belief. But I don't think we are viewing the technology breakthroughs in proper perspective.

Technology, I believe, is the *effect*, not the cause of changing media habits. It has not been just recently that the technology allowing cable growth has evolved. Quite the contrary. Cable has been with us since 1946. Why is it that the industry now has burgeoned? Obviously not because of technology. The technology necessary for video games, video discs and individualized issues of magazines has surely been known for years. So why is the time right now to have this sudden explosion in technology?

I think the answer, while complex, is fairly obvious: changes in society have demanded changes in media.

It is virtually impossible to separate social conditions and media consumption patterns. One certainly affects the other. And so when we look at the changes in media, we must first look to changes in society.

People, for whatever reason, select certain media and reject others. Availability does not a successful medium make. The demand for a medium must be present. Television, for example, was not a smashing success at its inception. Many social observers, media prognosticators and advertisers viewed this new upstart medium as nothing more than a passing fancy. It was not until the consumer decided he wanted the product that television began to grow significantly. Again, technology was the *result*, not the cause of a medium's growth.

Today, there are a host of factors that are changing the social fiber of the nation. No one factor is going to cause the success or failure of any medium. But they are requiring changes in media in order to remain as useful entries in the media world. We have all heard that media segmentation is the trend of the future, and technology will make this possible. This is unwise logic.

The public, for a variety of social reasons, is demanding media segmentation to fill the various information and entertainment needs. For these media to continue, the necessary technology must be found to accommodate these changes. Let us now consider some of these changes in society that are having such far reaching effects on media consumption habits:

Relocation. Take a look at your latest Arbitron Market Delivery book. To no one's surprise, it will tell us that warm weather markets like San Diego, Los Angeles, San Francisco, Phoenix, Dallas, etc. underdeliver their audience in all dayparts. The reason is obvious: better weather means people are spending more time out of doors. It's the same phenomenon that accounts for the dramatic fall-off in viewing throughout the country during the summer months.

Similarly, newspapers tend to be read less in those markets where people drive to work (like Los Angeles) and better read where they commute by bus or train (like New York). Radio, meanwhile, tends to enjoy more listening in cities where the automobile is king. These are not due

less couples, homosexual partners, abortion and divorce did not exist in significant numbers. Media reflected this homogeneity.

A single magazine like *Ladies' Home Journal* or *Good Housekeeping* could cater to every conceivable need of the housewife. Similarly, television was predictable. Since the family watched television as a unit, programming had to be broad enough and tasteful enough to appeal to all members. A wide variety of options was just not necessary.

Things are not so simple today. In the social structure of the nation virtually anything goes. Sixteen percent of all births are to unmarried women (up from only 5% in 1960). One and two person family size is now the rule (53%) rather than the excep-

“Today, there are a host of factors that are changing the social fiber of the nation. No one factor is going to cause the success or failure of any medium. But they are requiring changes in media in order to remain as useful entries in the media world. We have all heard that media segmentation is the trend of the future and technology will make this possible. This is unwise logic.”

to conscientious efforts to alter media consumption patterns, but rather a result of what living in a certain region allows.

America is on the move. The 1980 Census confirmed what most of us already knew; we, as a nation, are leaving the crime, crowds and cold of the Northeast and relocating to the more sedate life of the sun-belt region of the country. Cities like San Antonio, San Bernadino and Houston are virtual boom towns.

With these moves go media habits. In a changed environ people will adjust to the media patterns of that particular area. It's not planned and not intentional; it's simply that the changed life style will cause us to alter our media habits.

Families. During the 1950's and 60's the family was a dependable unit. People got married, stayed married, had children and owned a home. Such variations as live-together lovers, single parents, working spouses, child-

tion (41% in 1960). Some 53% of women with children are in the labor force, a significant rise from 1960 when the number stood at 32%. As you can see, the familial structure is not as it was.

The media needs of each family unit are, therefore, particular to themselves. With such diversity in society, no one medium can possibly do it all. Each medium must make the necessary adjustments to remain viable and valuable to the changing segments of society. Thus technology was required by all the media to restructure themselves and serve the non-homogenous aspects of the United States. Once again, reinforcement of the fact that *technology is the effect, not the cause, of the media revolution.*

The “Me” Generation. The baby boom generation has had a dramatic impact on the nation since it made its debut somewhere around 1946. The overwhelming size of this group has

Continued on page 100

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*Source: Sales and Marketing Management.

Survey of Buying Power, 1980

**Source: Three Sigma '80

SOCIAL EVOLUTION (from 67)

forced the nation to adjust itself to the needs of the "boomers."

The public school system, for example, was tremendously expanded to accommodate them. Parks and recreational facilities were expanded to accommodate them. The flight to the suburbs was done to give them a better life. They have certainly had things their way for the past 35 years.

This group has moved through the system as a bubble affecting all things in which they came in touch. Media is no exception. They grew up with television and, unlike their parents, have demanded more and more from the medium. They were not content with broad based magazines that covered a number of topics; they demanded something written for their special interests. Newspapers were not attractive to them as purveyors of just news; they had to offer more entertaining features.

The baby boom is now approaching

middle age and their peak earning years. For the next twenty years boomers will not only have the size but will also have the economic and political clout to be one of the most influential groups to ever hit this country. Media will have to adjust to serve this important group.

Technology will have to advance in order to keep pace with the demands placed on media by the "Me" generation. With the technology will come even more media segmentation. Once more we see that the social changes in the nation will lead; the technology to accomplish it will follow.

The Economy. Inflation is eroding the affluence of the nation. Despite the fact that median household incomes continue to rise, the amount of *disposable* income is not keeping pace. The Bureau of Labor Statistics shows that the standard of living for a medium income family has risen, since 1978, from \$18,622 to \$23,134, an increase of 24%. During this same period, however, disposable income increased only 17%. Similarly, the standard of living for a "higher income" family has jumped from \$27,420 to \$34,409 (up 27%). Disposable income is up only 17%. The cost of essentials continues to take a larger and larger share of our pay checks.

What is even more shocking is the paltry amount of money that is actually disposable. The BLS reports that a medium income family of four will earn \$23,134 per year. Total family expenses (which includes only the essentials like food, housing, transportation, clothing, medical care and taxes) is \$21,067. This leaves a grand total of \$2,067 (some \$40 per week) for such frivolity as college tuition, a movie, Christmas gifts, cable television, magazine subscriptions and video cassette recorders. If we look at those fortunate enough to be considered "higher income", their disposable income is only \$3,440 per year or some \$66 per week. Not an encouraging situation.

This must surely have ramifications on media. Just think, for example, of a family being offered a cable television selection where each additional tier will cost \$8 to \$15 per month. A family will select only those options that will be used numerous times throughout the month.

Boys' Life reaches 3½ million big appetites every month.

Boys are two-fisted eaters. They particularly like cookies, snack cakes, fruit, cereal, ice cream, candy and gum—followed by large quantities of milk and soda.

What's more, boys choose the brands they consume. This is true for the foods their families buy, as well as the ones boys pay for themselves. A subscriber survey by Erdos & Morgan, Inc. showed 93% of all Boys' Life subscribers select, or influence the selection of, brands of food bought by their family for use at home, on cookouts, etc.

A new Reader Panel survey of the Boys' Life market for snacks, cereals and desserts was conducted this Spring by Leslie A. Riffkin & Associates. The report on this survey is based on a 77% response rate, and provides extensive coverage of brand preference, consumption levels and purchase influence.

For details on the findings of this report, and how you can reach this lucrative market, call Bob Goldsmith, Marketing Director, at (212) 532-0990, or contact your local Boys' Life representative.



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“It is clear that the economy will have some effect on media growth patterns of the 1980s.”

On the positive side, however, a family of four would certainly hesitate to spend \$20 to see a movie when they can get free entertainment at home or use that same \$20 to purchase the HBO pay cable option.

With the cost of magazine subscriptions and single copies increasing every year, the magazine reader will be a little more selective in his choices of reading fare. There very well could be a move toward broader based magazines that can cover several areas of interest to the reader and a much more active exchange of magazines between families, which would result in increased readers per copy.

Whatever happens, I think it is clear that the economy will have some effect on media growth patterns of the 1980s.

This brief list of social changes is certainly not exhaustive. Ancillary factors such as crime, available leisure time, educational attainment, etc. will also contribute to alter the social structure of the nation. And, as this article has demonstrated, eventually the changes in the social structure will affect the media consumption habits of the nation.

It's a classic supply and demand situation. Changes in society evolved so that a demand for new media forms was necessary. The available technology was waiting and was able to move in quickly and supply product to fill the need.

Certainly there are technological advances being readied today that will, in time, render today's new forms of media passe. But while the supply side is ready, it will not be a real factor until the demand side begins to see a need for new media forms.

Video discs might be a dramatic example of this. This technology has been available for some time and the supplier is actively pushing the product. Sales have languished because there is no perceived need for such a luxury item. The nation is just beginning to receive something beyond three or four viewing options on their television sets for free. There are surely

enough options, free of charge, to satiate even the heaviest viewers of television. In time the perceived benefits of "controlled programing," which vcr and video disc offers, may be increased and the demand for them may begin to rise. Again, despite this available technology, it is going to require changes in society to move this product ahead.

So what does all this mean to us as media professionals? Plenty.

It will alter our preparation of media plans as well as the role we will play in the marketing process.

One thing is certain: there will be less emphasis on cost per thousand comparisons and GRP analyses. Media planning will be less a science and more an art as we will have to begin to offer conceptual answers to questions that have long been answered by numerical comparisons. Let me look at five areas where the changing social situation will have a dramatic impact on media departments:

1. *Media plans will be pieced together.* Technological advances in media and the resultant media fragmentation will make it more difficult to reach the consumer. No longer will just one broad based medium be sufficient to deliver large reach numbers. Rather, we shall have to piece together various media pieces to achieve reach levels that are attainable today through one medium. A media plan will begin to look like a jig-saw puzzle, with each piece interlocking to form an entire picture.

2. *Rapid acceptance of media.* Historically, media people have been chronic procrastinators. "Wait-and-see" is the prevailing attitude for everything from new magazines to new research services. The technological improvement in media will make this conservative approach untenable. We will have to evaluate new ideas, make decisions and support those good ideas with vigor and, more importantly, with money. By waiting and seeing, many strong ideas will not survive and we will be cheating our clients out of new media opportunities.

3. *Keep abreast of social changes.* Obviously this is key to all future media planning. As I have shown throughout this article virtually every social change will, in time, be felt by

“There will be less emphasis on cost per thousand comparisons.”

media. We will have to be aware of these changes and take them into account as we piece together our patchwork media plans. Media like the *New York Times*, *American Demographics*, *Newsweek* and *Time*, and even magazines like *Psychology Today* and *Money* will be required reading for all media professionals just to keep track of changes in society.

4. *Provide tighter definitions of target audience.* The only things men 25-49 have in common are (1) they are male and (2) they were born between 1932 and 1956 — not a lot of common ground. With more selective media options we will begin to be able to reach segments of each broad category in their own environment and look at them as more than an age or an income group.

5. *More precise research tools.* If point tighter definition of target audience is to become a reality we are going to have to have the research tools to go beyond mere demographics. Tools like PRIZM and VALS are beginning to make this a reality. I think, too, that we are going to have to find research methodologies that do not require interviewer recall. We can, thereby, avoid the prolonged battles like SMRB vs. MRI. Systems like QUBE that ask only for viewer feedback and have the ability to scan a system to see what is being viewed (and avoid any kind of memory errors) are surely to be of increasing value in the years ahead.

There will be other effects on media as the technological growth and social changes continue.

But the net result of this is that media people will have to be more than just people who put together media plans. They will have to wear many different hats, such as sociologist, futurist, marketing expert, communicator, strategist, computer specialist and manager.

With all these activities falling, the media area department should be *THE* exciting place to work in the 1980s and beyond. ■

The Role of Magazines in the Cable Decade

By Marcella Rosen

(Editor's note: The following are excerpts of a speech delivered before the Magazine Representatives Association of Southern California in Los Angeles on May 19.)

I have heard that some industry observers are predicting that the availability of special interest programming via the cable will make magazines an ancient and passé form of communications. Telecommunications, they argue, is going to engulf all media forms. In effect, cable television will destroy the magazine industry. I, for one, do not agree. But let us not, on the other hand, naively think that cable growth will have no effect on magazine readership and that we can simply proceed with business as usual. Somewhere between the two extremes lies the truth.



Rosen

I think that cable will affect magazines in four different areas: (1) reading time; (2) the continued fostering of the special-interest areas; (3) encouraging the birth of more and more magazines; and (4) a continuation of the crisis in magazine audience research. Let us first consider reading time.

Fact: Cable television does have an effect on the viewing habits of the American public. A.C. Nielsen found that when a home is not a cable subscriber, it views, on average, 45 hours of television per week. Add a cable hookup and that total leaps to 51½ hours per week—an increase of 15 percent. Add a pay-cable option like Home Box Office or Showtime and the average weekly viewing again jumps—this time to nearly 53½ hours. That's a 20 percent increase in viewership over non-cable homes. Pretty dramatic.

But is this cause for alarm for the magazine industry? You bet it is.

The fact is, time between work and sleep is not expandable. As more and more media compete for the same available time, the public will have to make increasingly discrete judgments as to how that time will be spent.

If the magazine industry does not respond to the challenge presented by the electronic media in an imaginative and forceful way, it increasingly runs the risk of losing its share of the public's disposable time. However, if the magazine industry does seize initiative and perceives it as an opportunity, it could

create an environment where magazines and cable complement each other.

Both *Time* and *Newsweek* indicate that sales of their magazines are most brisk at the newsstand when a major news story is breaking and is receiving a great deal of coverage on television. *Time* always points to the incredible success of the issue which reported on the trip of Pope John Paul II to the United States following a full week of television hype. It seems that news reporting on television titillates the public and makes them desire more information. Television cannot give the viewer the in-depth coverage which a print medium can.

It also works the other way. Consumer magazines can work as a test ground for the launch of cable programming. We can look at those categories where magazines flourish and assume these are ideal candidates for cable program ideas. Why not a program on golf or tennis or running? Look at the growth of the science field with *Next*, *Science 81*, *Discover*, *Science Digest* and *Scientific American*. *Forbes* and *Fortune* increase their frequency of issue with no loss in audience. New business books like *Money*, *Inc.*, *Savvy* and *Venture* are introduced and are resounding successes. Television spawns programs like "60 Minutes" and "Wall Street Week." This seems like another area that is ready for cable programming.

The conclusion which I draw from all of this information is that readership levels will not be affected by the growth of cable television. People will continue to read magazines for the same amount of time as they do presently. But here is where cable will begin to be felt. While reading time should remain unchanged, the number of issues read per person will definitely increase. In other words, more magazines are being read within the same amount of time.

So what does all this mean? For advertising, it could result in longer magazine lists to increase the number of people exposed, or it could mean shorter lists with more insertion per title to increase the chances for ad registration. Regardless, I think two areas will be significantly affected. First, I think we will see more innovation in unit sizes in an attempt to gain recognition. Second, positioning within the magazine will become even more important as the reader spends less time with his magazine.

The second area where cable will be felt in the magazine industry is that it should help to continue the growth of special-interest magazines. This is a trend which has been growing for many years but should become more of a factor during the cable decade. Two reasons support this conclusion. With people spending less time per issue of their

favorite magazines, they will become increasingly more selective. The lack of time will force readers to focus their attention.

Also, cable growth has not followed the expected patterns. Most of us expected the cable boom to spawn a potpourri of special-interest programs—a program, it was foreseen, for each special interest. This has not materialized. To date, cable has offered mostly more of the same broad options to the viewer. The public will, for the moment, continue to turn to magazines for their special-interest information.

The reading public demands these special-interest types of magazines. So if this is true, why has the advertising industry been so hesitant to give special-interest magazines their support?

Simple. It's the curse of all advertising and media thinkers—advertising efficiency. This is indeed unfortunate because special-interest magazines have numerous inherent advantages. For example, special-interest magazines enjoy less advertising clutter than publications like *Woman's Day*, *Playboy*, *Time*, or *Newsweek*.

Special-interest magazines also enjoy a more thorough readership. Position of the ad is less important with special-interest magazines since these types of magazines typically attract a more "through the book" readership.

So if it is true that cable television will inspire the special-interest aspects of the magazine field, does this mean that mass magazines are doomed? I don't think so.

Mass-reach magazines are like the corpse that won't lie down. I'm referring to the ability of major publications to offer a customized issue to each reader by providing different editorial content combinations to reflect the specified areas of interests by each reader. These magazines could provide a national editorial base, then "scoop out" the innards to give the reader more of what he or she desires.

In effect, the reader would get the best of both worlds. Those major magazines, by catering to the specific needs and preferences of a particular reader, begin to approach the ambience of a special interest magazine; yet the reader has access to the editors, the writers, the photographers and the clout which is available only with a mass magazine. By adjusting its editorial package, these broad-based magazines can breathe new life into their audiences.

What does this mean for advertisers? Probably a narrowing of the gap between mass and special-interest magazines in terms of advertising cost-per-thousands. The mass magazines will continue to offer national advertising rates for its many ad-

(Continued on page 40)

Rosen: Cable Will Alter Magazines

(Continued from page 38)

vertisers who need the mass-reach aspects of these publications. But because more editorial will have to be prepared, advertising costs will necessarily increase—probably significantly. But these magazines can also offer special-interest type of positioning by selling to advertisers those sections which are added on special editorial.

The third area where cable growth will penetrate magazines is an offshoot of the special-interest field. We expect to see more and more new magazines being launched in order to allow the reader a more selective reading opportunity. Look at how magazines have become more targeted. Women's magazines begat working women's magazines which begat a magazine for working women who are also mothers. Skiing wasn't targeted enough—we needed a special magazine for cross-country skiers. Running magazines were not adequate for those people who want to run the marathon. More and more, the magazine industry will continue to zero in on particular targets.

What does that mean to us in the advertising industry? For you on the selling side it's going to mean more competition for the available advertising dollars. It is going to require your editors to fine-tune their products. Only the strong, well-edited magazines will survive. It is going to require that you on the sales force *know your product*—intimately. I think the major battles will be conceptual in nature rather than numerical.

On the agency/advertiser side we are going to have to look much closer at new magazines. It is no longer practical or professional to assume a "wait-and-see" posture toward placing advertising space in new magazines. Unfortunately, this has been the prevailing attitude of too many media people and advertisers.

Consider such things as: *bonus circulation* due to rapid first-year growth; *excellent positioning* of ads since the magazine is so uncluttered; *new interests* concentrating on the new lifestyles and new interests which are relevant to the 1980s; *low cost* to advertisers; and *new attitudes*: each new special interest or fad gets its own magazine. As that particular lifestyle or fad begins to wane, its magazine will cease publication. If we want a vital and prosperous magazine industry we must encourage the introduction of new magazines and offer them advertising support.

The fourth area where cable will be felt by the magazines—but mostly as a result of the previously discussed points—is the magazine audience research field. With more magazines being introduced, with more publications being considered for schedules, with qualitative judgments being an integral part of any media plan, the chaos which we found in magazine research over the last two years will reach staggering proportions. I don't know if we have the capability to effectively and accurately retrieve audience estimates.

It is time that we, the users, take the leadership position in defining what we consider acceptable. Over the next few years, the magazine industry will have to make major adjustments to the status quo. The growth of cable will be felt and in a number of different ways. Let me describe a *fifth* way in which cable growth will affect magazines, not as a medium, but as a business.

It is in the area of business expansion, and it is already underway. Cable offers new business opportunities for publishers. It offers utilization of editorial resources for multimedia programming. Time Inc. not only publishes seven major magazines but also owns cable systems, the largest pay cable network, HBO, and produces programming for HBO. ABC is developing a channel of cultural programming and has formed a joint venture with the Hearst Corp. to develop women's programming. CBS Cable plans a cultural performing-arts channel.

Dow Jones has a weekly cable business show and owns a transponder in space. Most recently, they formed a joint venture with Knight-Ridder newspapers to buy USA Cable Network. Meredith Publications and Charter have each announced the formation of a cable development division to expand into new business opportunities offered by the new technology.

So the cable decade *will* have definite impact on magazines but not in a negative way. On the contrary, probably a positive effect. I, for one, look forward to this new era in magazine buying and selling. It is going to challenge us and test us as media thinkers. But perhaps, most importantly, by increasing the options, it will allow more carefully tailored and more creative solutions to advertising needs. □

CONSUMER MAGAZINES
by **MARCELLA ROSEN**
senior vice president,
media director,
N W Ayer ABH International



A plethora of platitudes

While many of us have been waiting for cable television to deliver a knock-out punch to the magazine industry, magazines may have absorbed their punishment and weathered the onslaught. In fact magazines (both

special interest and broad based) may be entering one of their most healthy periods.

I know this flies in the face of much of the industry-wide logic; but when we separate the platitudes from the facts it becomes clear that the magazine industry is healthy and vital. Let me take this opportunity to dispel two of these media platitudes.

Platitude No. 1: Special interest cable programing will eliminate and replace special interest magazines.

To date there is no indication that this concept is developing. Cable growth has not followed expected patterns. Most observers expected the networks to continue to provide for the broad based audience while cable television would offer special interest types of programs. A program, it was envisaged, for each special interest. This would be a real threat to the magazine industry.

As we are aware, this scenario has not yet materialized. Cable growth has, in fact, been able to offer more broad options to the viewer and, thus

far, special interest programing has been ignored.

All of the new options being offered via the cable such as Home Box Office, Showtime, ESPN, CNN, etc. are broad enough (despite their current small size) to appeal to all sectors of the viewing public. Despite the optimism of our industry there does not appear to be any real move toward special interest programing.

Magazines, therefore, will continue to be the special interest medium catering to the needs of specific audience groups.

Platitude No. 2: Magazines are a special interest medium. The growth of special interest magazines and cable television options will cause the demise of broad base, mass magazines.

Mass reach magazines are like the corpse that won't lie down. While industry observers continue to pronounce their euthanasia, these giants of the magazine industry continue to breathe life. Technology may well be the savior for these mass publications.

Were all things to remain the same with mass publications, one could argue quite astutely that this genre of magazines could be facing some major tribulations in the near future. But with the availability of new technology in the printing, editing and binding processes, mass magazines can adjust their product to better serve the needs of the public.

I'm referring to the ability of major publications to offer a customized issue to each reader by providing different editorial content combinations to reflect the specialized areas of interests by each reader. These magazines could provide a national editorial base — then "scoop-out" the innards to give the reader more of what he or she desires. In this way a magazine like *Better Homes and Gardens* or *McCall's* can add editorial about working women for those readers who are employed; can add or delete sections on child-care depending on the presence of children in the household; can even adjust the child-care editorial for the age of the child.

The options are limitless, but this does serve to demonstrate how the editorial package can be custom-made for each reader. This may seem rather

OTHER GROWTH MARKET REPORTS

Next month

Minneapolis-St. Paul

Covered in past issues

November — Seattle, Washington

December — Portland, Oregon

January — Boston, Massachusetts

February — Houston, Texas

March — Denver, Colorado

April — Greater Hampton Roads

Reprints available on following:

Seattle, Portland, Denver, Greater Hampton Roads — 1-25 copies \$1.50; 26-100 copies \$1.35; 101-300 \$1.25; over 300 copies \$1.00 each. — Write to Mary Ann Maione,

Reprint Manager, Marketing & Media Decisions
342 Madison Ave. New York, N.Y. 10017

futuristic but according to knowledgeable industry observers the technology is in place right now to handle this customized magazine concept. By providing a made-to-order package the magazine now becomes vital reading fare for its entire audience.

The insight offered by the people at PRIZM could also be valuable in this area as magazines can adjust the editorial package by psychographic subset.

In effect, the reader could get the best of both worlds. These major magazines, by catering to the specific needs and preferences of a particular reader, begin to approach the ambience of a special interest magazine. Still, the reader has access to the editors, the writer, the photographers and the clout which is available only with a mass magazine. By adjusting its editorial package, the broad-based magazine could very well enjoy a renaissance during the coming years. ■

RADIO by JOHN MESKIL

group senior vp-media & corporate
administration, Warwick, Welsh & Miller.



Radio in the era of cable tv

We have been reading a good deal about cable television and how it will impact the future of conventional television. But the theory that television will bear the brunt of the fractionalization, resulting in decreased viewing time, remains to be seen.

It is possible that cable television, videodiscs and cassettes will have an

even greater effect on the other media.

Radio, in particular, will have to go through another period of adjustment, as it did in the '50's when television became the primary medium for mass coverage.

One of the major reasons why radio can be affected more than television by the growth of cable is that cable television is actually more similar to radio than television in many areas of comparison. For example, the average number of systems, per market (DMA), clearly illustrates the point, as follows:

Total number	Tv — cable — radio	Aver. No. per DMA
728	Commercial tv stations	3.6
4,600	Current cable tv systems	22.7
7,000	Potential cable tv systems	34.5
7,690	Commercial radio stations	37.9

Further, most radio is local and small scale. It programs with a rifle, not a shotgun. For a radio station to become or remain profitable, it must develop a hard core listening audience and appeal to the life style and listening taste of a highly *selective* listener. Cable is also *selective*. It won't deliver as many people as general broadcast, but its concentration on a particular type of viewer will be high.

One of radio's selling points is its *lost cost*, making it more affordable to a wide variety of advertisers. Cable tv is *low cost*. The cost of one primetime television announcement can fund 100 announcements on one of the cable networks.

Radio's ability to provide *frequency* rather than reach makes radio the ideal medium to sell in conjunction with conventional television, whose costs inhibit necessary frequency for many advertisers. Cable tv also offers *frequency*. The greater number of units affordable will generate the kind of frequency more typical of radio than television.

Radio has been selling the advantages of sponsorship of specific programs. Almost all of the radio networks — CBS, ABC, Blair and RKO, to name a few — will allow single advertisers to sponsor programs appealing to a specific segment of the population. This type of sponsorship is reminiscent of the early days of radio when only the largest advertisers could sponsor programs. Cable, due to its

low out-of-pocket costs, also offers *sponsorship opportunities*. An advertiser can sponsor anything from a tennis match to a how-to-fix-it program without overtaxing his budget. All that is required is a little imagination and the willingness to accept some risks without the benefit of research to validate viewing levels.

We could continue to mention many other media comparisons between radio and cable tv, such as *geographic precision, flexible commercial lengths, advertiser supplied programming options, merchandiseable packages*.

Perhaps the biggest challenge that radio will face from cable is in the area of *programming*, where the two media forms are very dissimilar. In my opinion, this will give cable a decided advantage over radio in the long haul. Radio's programming strength is in providing fast, up-to-the-minute news, weather and sports bulletins.

Radio survived the challenge of television by changing essentially into a *local* advertising medium, providing local information and recorded music. Cable will be able to provide its viewers with better news, sports and weather while offering the many other programming options of television, from drama to theater to special events.

By pointing out the many similarities between radio and cable, I am not predicting the demise of radio. I am attempting to point out that radio is entering an era where they are going to experience another challenge from another medium. Cable has many of the same selling attributes as radio, *plus* the advantage of greater program diversity coupled with the obvious creative advantages of television. I think the sellers of radio as an advertising medium, are deluding themselves if they think cable is going to fractionalize television viewing time to provide radio with a selling advantage.

Radio was able to survive the growth of television and they will certainly be able to survive in the cable growth period, but not without some adjustments in listening patterns based on adjustments in programming during the 1980's. It is none too soon to ask the question of how well will radio adjust and what adaptation will be required for radio to continue to show the revenue gains of over 12% that it



EXPOSURE IN:

NETWORKS

ABC-TV
CBS-TV
NBC-TV
FOX Broadcasting Corp.

MAGAZINES

AD AGE
BETTER HOMES & GARDENS
BROADCASTING
BUSINESS WEEK
COSMOPOLITAN
COUNTRY AMERICA
COUNTRY LIVING
FAMILY CIRCLE
FORTUNE
GENTLEMEN'S QUARTERLY
GOOD HOUSEKEEPING
HARPER'S BAZAAR
LADIES' HOME JOURNAL
LIFE
MCCALL'S
METROPOLITAN HOME
MIRABELLA
MONEY
NEWSWEEK
NEW YORK MAGAZINE
PARENTING
PEOPLE
READER'S DIGEST
REDBOOK
SOAP OPERA DIGEST
SOAP OPERA WEEKLY
SPORTS ILLUSTRATED
TIME
TV GUIDE
U.S. NEWS & WORLD REPORT
VOGUE
WORKING WOMAN

RADIO

ABC Radio Network
CBS Radio Network-Gil Gross
CBS O & O stations
MediaAmerica
Shadow Traffic
Deborah Norville Show

LOCAL TELEVISION

WFLF-TV Chicago
WWOR-TV New Jersey
WTTG-TV Washington DC
KDAF-Dallas
KRIV-TV Houston
WNYN-TV New York
KTTU Los Angeles
KSTU-TV Salt Lake City

CABLE

A&E
CNN
Discovery
Lifetime
Nickelodeon
TBS
TNT
USA

NEWSPAPERS

THE NEW YORK TIMES
NEW YORK NEWSDAY

OUT OF HOME

Ackerly Airport Advertising
Gannett (all markets)

OTHER

ENTERTAINMENT TONIGHT
LIFETIME "SEIZE THE POWER"
NBC WEEKEND
SALLY JESSE RAPHAEL
SONYA LIVE!
CATHY Cartoon Strip



MOST
POLITICIANS
STILL THINK
WOMEN
SHOULD BE
SEEN
AND NOT
HEARD.

IN THE LAST
ELECTION,
39 MILLION
WOMEN
AGREED.

*They gave up the power to make an impact on
crime, drugs, education, pollution, poverty, healthcare
and the homeless. The power to change their lives.*

*On November 3rd, don't be one of the women
no one hears.*

MAKE THEM LISTEN.



THIS
NOVEMBER,
SOMEONE
HAS THE
POWER TO
CHANGE
YOUR LIFE.

*Someone who will decide whether your children get
the education they deserve.*

*Someone who can influence the way you're treated
in the workplace.*

*Someone who will have an impact on crime, drugs,
pollution, poverty, healthcare and the homeless.*

YOU.

*On November 5rd, women will have the power
to change the world.*

VOTE
The Choice Is
W O M E N ' 9 2

"All the News
That's Fit to Print"

The New York Times

Late Edition

New York: Today, mostly sunny. High 72. Tonight, not as cold. Low 55. Tomorrow, dimming sun, more clouds, showers arriving. High 68. Yesterday, high 70, low 43. Details, page C22.

VOL. CXLII . . No. 49,113

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NEW YORK, THURSDAY, OCTOBER 8, 1992

50 CENTS

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THE NEW YORK TIMES NATIONAL THURSDAY, OCTOBER 8, 1992

The 1992 Campaign

"They have tremendous power if they only use it." JEANNE CHINARD

Nonpartisan Group Exhorts Women to Vote

A young woman rushes into an emergency room, clutching her baby to her chest. She begs for help for the child but meets with empty stares and curt answers. Frustrated, she sits down in an empty hall, rocking the baby as she waits.

A voice says: "This November, there is someone who has the power to change your life. Someone who will have a major impact on health care

and poverty, education and unemployment. Someone who can make a difference . . . You."

The screen fades to black, and a statement appears: "Most politicians still think women should be seen and not heard." And then: "Make them listen. Vote."

This 30-second public service advertisement and a similar but longer one are the products of The Deciding Vote, a group of more than 50 women from

advertising companies and news and entertainment organizations. The group was formed two months ago to produce a set of advertisements urging women to vote.

No Position on Issues

The Deciding Vote is determinedly nonpartisan and has avoided taking positions on so-called women's issues, like abortion and sexual harassment, that have become flashpoints for the

Democratic and Republican Parties. The group's message is simply to urge women to vote.

"There are so many women who don't feel that they have any influence or effect on the world around them or on their own lives or on their children's lives," said Jeanne Chinard, who is an executive vice president and senior creative director at Young and Rubicam in New York City and who came up with the idea for the advertisements. "But in fact they have tremendous power if they only use it."

According to The Deciding Vote, 39 million women who were eligible to

vote did not do so in the last Presidential election. Of those, 9 million were registered.

Marcella Rosen, an executive vice president at Ayer Inc., founded the group after attending several fundraising events for female candidates and organizations. She said that in what has become known as the "Year of the Woman," women had to be encouraged to vote for their own interests.

The result is a campaign that will run in coming weeks on the major networks, cable services and radio, in more than 30 magazines and two news-

papers, and on billboards in 100 airports. Ms. Rosen said she expected the advertisements, which are run without charge, to receive the equivalent of \$3 million to \$4 million worth of space in the next month.

The nonpartisan nature of the campaign attracted women from a broad range of organizations.

"That's what made me feel good about supporting it," said Lisa Vaik, publisher of Time, which will run the advertisements this month. "I don't think we should be in the position of telling women how to vote, just encouraging them to get out there."



1992 is a critical election year for women, because the issues of 1992 affect women as never before.

Big issues, like education, job rights, abortion, healthcare. And there are lots of important local ones too.

They're all at the core of women's lives today. We believe women should help decide them. That's why we started The Deciding Vote---Women 1992.

We're not feminists or partisans. We're neither left nor right. We see issues---but we don't take a position on them.

Except one. We think women have to vote this November.

We're a group of people in the communications business. Those of us in advertising are putting together some television commercials and print ads. Those of us in media have been soliciting pro-bono space and time---and we've succeeded (see the following page).

We'll be on network and cable TV, in major magazines, on talk shows, radio, airport displays, and in movie theaters. Practically everywhere---and that's the way we think it has to be if we're going to succeed.

That's why---in spite of the tremendous media support so far---we're still looking for more. More donations of TV and Radio time and Magazine and Newspaper space. Mentions in broadcast show scripts, in editorial material in every medium, via public relations---any and every way to spread the word.

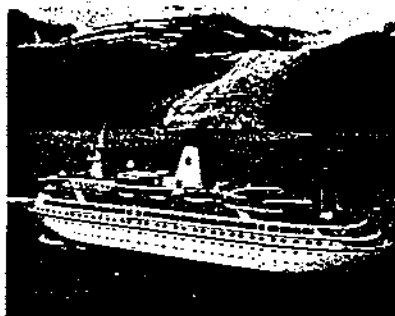
You see, it's a message that's so important that it really can't be said too often.

We're aiming to start this effort on October 15---two weeks of intense communications effort to get women to cast a vote on issues that are critical to them.

There's still time to help---with your space, your time, and most important, your commitment. We figure the last vote we get out could be more than just another vote.

It could be **The Deciding Vote.***

JOHN MACK CARTER



COMING UP: ALASKA!

To make sure our June '93 cruise will live up to the (by now sky-high) expectations of passengers who've sailed with us before—to Scandinavia and Russia, the



Mediterranean, Bermuda, New England—GH's Needlework and Crafts Editor (and inveterate traveler) Cecelia Toth made the trip herself this summer. In addi-

EDITOR'S NOTEBOOK

In a year in which "women's issues" are on every candidate's lips, it doesn't take much to predict that women's votes could sway the election. But it took Ayer, Inc.'s Marcella Rosen (above), one of the top executives in advertising, to try to make sure they do. I first heard about the nonpartisan group Marcella heads—women (and men) in communications whose goal is to get all eligible women to vote this month—when she pulled me aside at a party to talk about her conviction that advertising, so successful in selling products to women, should be used just as forcefully to persuade them to vote. She convinced me—with the result that GH's parent Hearst Corporation has contributed public-service pages in support of the campaign, not only in GH (see page 62), but in *Redbook*, *Country Living*, *Harper's Bazaar*, *Victoria*, and *Cosmopolitan*.

tion to checking out the ship (above) and the sights, Cecelia came back full of ideas for ways to make the GH cruise to Alaska our most extraordinary one yet. For more about it, call 800-736-8382, or write to Dailey-Thorp Travel, Inc., 330 W. 58th St., New York, NY 10019.

IF YOU SPEND ANY TIME at all watching TV the week of Nov. 30–Dec. 6, you're bound to see an unusual—and highly welcome—focus on education issues in a number of programs. Thank *Education First!*, a socially conscious organization of leaders in the entertainment industry founded by Lynda Guber and Carole Isenberg, former teachers turned film and television producers.

RIGHT UP THERE with the Olympics when it comes to the quality of the competition is the American Culinary Federation's annual national competition, challenging chef-dietitian teams to come up with a four-course meal as tasty as it is nutritious. So we were all delighted when GH's Director of Nutrition and Fitness (as well as Institute Associate Director) Delia Hammock (below) came back this—the first—year with a silver!



BusinessWeek

OCTOBER 26, 1992

A MCGRAW-HILL PUBLICATION

\$2.75

THE HAND THAT ROCKS THE CRADLE PULLS THE LEVER

In a year when record numbers of women are running for office, the female electorate could make history, too. Ever since 1980, a greater percentage of eligible women have voted than men. And this year, a concerted effort to increase their participation could influence election outcomes.

That's the idea behind The Deciding Vote, a nonpartisan effort mounted by women executives at media outlets and advertising agencies to persuade women to go to the polls. As a public service, several ad firms, TV and radio networks, and 25 major magazines and newspapers are producing and running ads worth more than \$3 million. "If more women voted, they could change an election," says Marcella Rosen, ex-

ecutive vice-president at N.W. Ayer Inc., who came up with the scheme.

RECRUITMENT. Meanwhile, retailers and service businesses with a heavily female clientele have developed election fever. In New York, the League of Women Voters registered 700 new voters over several days at two Lord & Taylor stores. League volunteers also signed up parents at most of the coun-

In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls

try's 1,200 Kinder-Care Learning Centers. Employees at the Body Shop's 106 cosmetic stores were deputized by state governments to register voters—and they signed up 32,000 new ones. Bloomingdale's and *New Woman* magazine have co-sponsored fashion shows that include a plug for voting.

The result of these efforts could be a widening of women's already-impressive edge in the electorate. In 1988, 56% of American men (47 million) and 58% of women (53 million) went to the polls. A surge in new female voters could make the difference—in those races where women and men differ significantly in their views. That could be very bad news for George Bush.

By Susan B. Garland in Washington

Voting campaigns target women, youth

BY CYNTHIA RIGG

CRAIN'S NEW YORK BUSINESS

Much media attention has been focused on the effectiveness of the presidential campaign advertising. But a number of other advertising efforts could also have a large impact on the outcome.

A plethora of public service and a few paid promotions are urging Americans to use their voting power. Perhaps more than in any other election year, the ad campaigns target specific categories of potential voters, especially women and young adults.

"In the last presidential election, there were 9 million women who registered but did not vote," says Marcella Rosen, executive vice president at Ayer Inc. "If we can convince 5% more of those women to vote, there will be 450,000 more votes cast. In three of the last eight presidential elections, a shift of 87,000 votes could have changed the outcome."

An upsurge in registrations

There doesn't seem to be any single reason for the increased interest, but the spots are having an impact in a political campaign where there is already intense interest. Earlier this month, the

ALONG MADISON AVENUE

New York City Board of Elections announced that 613,181 new names had been added to the voter rolls since the beginning of the year. This brings the total to its highest level since 1973.

Ms. Rosen and other advertising and media executives formed "The Deciding Vote," a non-partisan, non-profit group. A team led by Young & Rubicam executives Jeanne Chinard and Beverly Okada created TV and print campaigns. The former shows a mother confused and powerless in a hospital emergency room. A voice-over intones that in November there is someone who has the power to change issues like health care, poverty and education. "It's you. Yet most politicians think women should be seen and not heard. Make them listen. Vote."

The print ad shows a woman with her mouth air-brushed out followed by a similar message, "Don't be one of the women no one hears."

Ms. Rosen, who heads up Ayer's media department, estimates that the campaign has received at least \$4 million in media space and

time commitments for the month prior to the election.

Getting out the female vote is the goal of Maidenform's new ad campaign, which began Oct. 19. Created by Ogilvy & Mather, the TV spot shows quick cuts of women with candidates' names or topical issues on buttons as the women hum, "Yankee Doodle Dandy." A voice-over admonishes, "If you've got something to say, now's the time to get it off your chest."

The ladies' lingerie company believes it can serve a worthy cause while promoting itself. "The Maidenform brand was built by advertising that has encouraged women's achievements," says Marilyn Bane, Maidenform's vice president-advertising.

Other campaigns are targeting young voters who tend to be more apathetic than their older counterparts. Manhattan-based Messina/Brown Inc. created four pro bono TV commercials for the New York City Board of Elections. The "Use the Power" campaign is targeted to New Yorkers 18 to 25 years old. The 30-second TV spots, accompanied by a hip-hop

soundtrack, use music-video-like camera work as they catch young New Yorkers around town. One spot includes fast-cut scenes of New Yorkers saying phrases like, "I think," and "In my opinion." Words flash on the screen, "What you think doesn't matter. Unless you vote." The campaign's logo features a clenched fist with "VOTE" written on the knuckles.

A voice with a New York edge

"The work is hard-hitting, almost brash, a real New York voice," says Bill Brown, president of Messina/Brown, a fledgling shop whose initial client was R.J. Reynolds. "We felt that it was critical to breaking through the clutter."

A different approach is being used by Comedy Central, the comedy network, to reach the same group. A series of twelve, 30-second spots, featuring comedians Will Durst, Mo'Nique and others, uses taglines like, "Don't be a butthead. Vote." and "Please vote 'cause if you don't vote, you can't bitch." The spots have been running six times a day on the channel since Oct. 5 and will continue until Election Night.

"We believe our approach is bringing in some people who

might not ordinarily have been interested in politics," says a Comedy Channel spokesman.

Members Only, a Manhattan-based menswear company, is focusing its message on a rather unexpected group—children. The company, which is spending its entire 1992 advertising budget on a get-out-the-vote message, is running three TV commercials. The lead spot uses a split screen, showing both President Bush and Gov. Bill Clinton espousing their programs. An announcer then says, "It's your future they're talking about. If you're under 18 you may not have a vote, but you still have a voice. Tell your parents to vote."

"The idea is to sensitize the kids," says Allen Kay, chairman of Korey, Kay & Partners, which created the campaign. "Kids have nudged their parents to stop smoking. Now they can get them to vote."

Members Only is also using two other commercials, which were created for the last presidential election: use of documentary footage of dictators and persecution to move people to vote. The company will be spending \$1 million in the two weeks before the election. ■

also receiver. **Buyer** is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. KZBB has CHR-AC format on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain.

KKTZ(FM) Mountain Home, Ark. □ Sold by Eustis-Wichert Communications Inc. to MAC Partners for \$300,000. **Seller** is headed by Bill R. Eustis, and has no other broadcast interests. **Buyer** is headed by J. Morgan Dowdy, who has interests in six AM's and eight FM's, including 50% interest in KPFFM(FM) Mountain Home, Ark. KKTZ has AC, sports format on 107.5 mhz with 100 kw and antenna 761 feet above average terrain. **Broker:** Bill Cate.

KSDI(TV) Clovis, Calif. □ Sold by San Joaquin Television Improvement Corp. to Gary M. Cocola for \$275,000. Cocola is exercising option to buy license in order to construct station; he has interests in three LPTV's. KSDI is assigned to ch. 43.

WHOF(AM) Wildwood, Fla. □ Sold by Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500. **Seller** is headed by Regina Wooley. **Buyer** is headed by Keith Walker. Wooley and Walker have interests in licensee of WWKQ(AM) Cocoa, Fla. WHOF has gospel music format on 640 khz with 830 w day and 980 w night.

WKQT(FM) Newport, N.C. □ CP sold by Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581. **Seller** is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, N.C. **Buyer** is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, N.C. WKQT has rock format on 103.3 mhz with 100 kw and antenna 600 feet above average terrain.

WIXY(FM) Champaign, Ill. □ CP sold by Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000. **Seller** is headed by W. Russell Withers Jr., and is licensee of two AM's, three FM's and five TV's. **Buyer** is headed by Edward K. Christian, who is also purchasing WVEM(FM) Springfield, Ill. (see above). WIXY is assigned to 100.3 mhz with 12.9 kw and antenna 138 m.

For other proposed and approved sales see "For the Record," page 64.



MOST POLITICIANS
STILL THINK
WOMEN SHOULD BE SEEN
AND NOT HEARD.

GETTING OUT THE WOMEN'S VOTE

Advertisements designed to encourage women to vote are the product of a cooperative effort by a group of media companies. Among those providing free time for spots produced by The Deciding Vote, a nonprofit committee of media executives, were all three broadcast television networks, ABC radio network, CBS radio stations, MediaAmerica, Shadow Traffic, *The Deborah Norville Show*, and cable networks Arts & Entertainment, CNN, Discovery, Lifetime, TBS, Telemundo, TNT and USA.

The committee was chaired by Marcella Rosen, Ayer Inc. executive vice president/director of media services, worldwide. The script for the TV spot, in both 30-second and 60-second versions, portrays a woman with a sick baby in a hospital struggling to get help and urges women to use their own power by voting. Rosen said the ad portrayed "vulnerability." She said roughly 68% of women registered to vote in the last presidential election and 58% percent of those voted; both percentages are roughly two percentage points more than those for men. Rosen told **BROADCASTING** that Sally Jesse Raphael would be lending her name to the registration drive and that the committee's efforts might be written into an upcoming episode of *Designing Women*.

Other founding members of the committee include Kay Delaney, senior vice president, international, Turner Broadcasting; Betty Hudson, senior vice president, corporate communications, NBC; Patty Matson, vice president, corporate communications, Capital Cities/ABC; Doug McCormick, executive vice president, Lifetime Television; Lisa Rosen, marketing associate, and Diane Seaman, vice president of sales, Eastern, both Fox Broadcasting.

So far, Rosen said, roughly \$3 million-\$4 million worth of time has been donated, but the committee, through her office, will provide spots to cable systems, TV and radio stations willing to donate airtime. —GF

'ROLLING STONE' FOR THE MTV GENERATION

MTV and *Rolling Stone* magazine have sold out their cross-media venture, a co-production of "Rolling Stone 25: The MTV Special," to six sponsors. The advertisers—Duracell, Ford Motor Co., The Gap, Nike, RCA Consumer Electronics and Sega—have bought time in the 90-minute co-produced special and in other MTV programs, as well as ad pages in *Rolling Stone*. According to Doug Rohrer, vice president, ad sales, MTV, his network and *Rolling Stone* may do other joint ventures in the future, but "nothing specific is being looked at right now."

Honoring the magazine's 25th anniversary, "Rolling Stone 25: The MTV Special" premieres on the music channel on Nov. 18 and will be shown on the network an additional three times. It features interviews with musicians and celebrities the magazine has covered over the years, as well as writers, editors and photographers who have worked on the publication.

—SDM



CONTRIBUTORS INCLUDE:

Joelle Attinger, Editor, **Time Magazine**

Inez Aimee, Exec. V.P./Strategic Planning, **Shadow Broadcast Services**

Mary Berner, V.P./ Associate Publisher, **TV Guide**

Bob Blackmore, **NBC TV**

Gail Blanke, Sr. V.P./Corporate Affairs & Communications, **Avon**

*Myrna Blyth, Publishing Director & Editor-In-Chief, **Ladies' Home Journal**

Kathryn Bushkin, Director of Editorial Administration, **U.S. News & World Report**

*Pat Carbine, President, **MS. Foundation for Educ. & Comm.**

*Jeanne Chinard, Exec. V.P./Sr. Creative Director, **Young & Rubicam**

Gina Colbath, Ad Director, **Discovery**

Michael Clinton, Publisher, **GQ**

Don Davison, President & CEO, **Gannett Outdoor**

*Kay Delaney, Sr. V.P. International, **Turner Broadcasting**

Mary Duffy, Senior Producer, **Sally Jessy Raphael**

Harvey Dzodin, **ABC TV**

Peg Farrell, Associate Publisher/Advertising Director, **Reader's Digest**

*Anne Fuchs, Publisher, **Vogue**

Jim Hayes, Publisher, **Fortune**

*Betty Hudson, Sr. V.P./Corporate Communications, **NBC**

Bob Igiel, Sr. V.P./Business Development, **A&E**

Ann Jackson, General Manager, **Sports Illustrated**

Michelle Jennings, V.P./National Account Manager, **MediaAmerica, Inc.**

Jay Kernis, Senior Producer, **CBS This Morning**

Kay Koplovitz, President & CEO, **USA Network**

*Ellen Levine, Editor-In-Chief, **Redbook**

Susan Love, V.P./Eastern Sales Manager, **ABC Radio**

Peter Lund, Executive Vice President, **CBS TV**

Susan Lyne, Editor/Publishing Director, **Premiere Movie Magazine**

Betsy Martin, Ad Director, **Money**

*Patty Matson, V. P., Corporate Communications, **Capital Cities/ABC, Inc.**

*Doug McCormick, Executive Vice President, **Lifetime Television**

Chris Miller, V.P./Director of Marketing, **New York Newsday**

Grace Mirabella, Publication Director, **Mirabella**

*Ann Moore, Publisher, **People Weekly**

*Mary Morgan, Executive Assistant, **Ayer**

*Beverly Okada, Sr. V.P./Group Creative Director, **Young & Rubicam**

Ruth Otte, President, **Discovery Networks**

Lance Primis, President & General Manager, **The New York Times**

Jonathan Rinehart, Chairman & CEO, **Ogilvy Adams & Rinehart**

Burt Rosen, Account Executive, **NBC TV**

*Lisa Rosen, Marketing Associate, **Fox Broadcasting**

*Marcella Rosen, Executive V. P./Worldwide Media Director, **Ayer**

Amy Rosenblum, Producer, **Sally Jessy Raphael**

*Valerie Salembier, Publisher, **Family Circle Magazine**

*Diane Seaman, Vice President of Sales, Eastern, Fox Broadcasting

Marcia Silverman, Vice Chairman & C.O.O., Ogilvy Adams & Rinehart

Cleary Simpson, Ad Director, Life

Carol Smith, Publisher, Parenting

Rick Smith, Editor-in-Chief/President, Newsweek

Lori Spano, President, Ackerly Airport Advertising

Susan Spindler, Susan Spindler Advertising, Inc.

Leslie Sturm, Network Radio Buyer, Ayer, Inc.

Catherine Sullivan, Account Executive, NBC TV

Carol Taber, Executive V.P./Group Publisher, Working Woman

Linda Bloodworth-Thomason, "Designing Women"

*Susan Toepfer, Assistant Managing Editor, People Weekly

*Lisa Valk, Publisher, Time Magazine

*Betsy Wade, New York Times

Carolyn Wall, Exec. V.P./Corporate Development & Sales, News America Holdings Inc.

Rosalyn Weinman, V.P./ Broadcast Standards & Practices, NBC TV

Nancy Widmann, President, CBS Radio/CBS Inc.

* Founding members.