

October 16, 1995

File

MEMORANDUM TO HAROLD ICKES
ALEXIS HERMAN
DOUG SOSNIK
MAGGIE WILLIAMS
MELANNE VERVEER
ANN LEWIS

FROM: BETSY MYERS *Betsy*
SUBJECT: ACTIVITIES REPORT

Below please find a summary of outreach, events and media activities coordinated and organized by the Office of Women's Initiatives and Outreach from October 5 through October 13, 1995.

Outreach

- o Organized outreach meeting for **Mrs. Gore** with **women leaders** in Dearborn, Michigan, October 13.
- o **Kicked-off "At The Table"** outreach meetings with a briefing and mobilization of 30 **Hispanic women appointees** on October 13, including explanation of how to hold an outreach meeting and media training.
- o Kicked-off **"Kitchen Cabinet,"** Betsy's informal group of senior appointee advisors who meet twice monthly to discuss Women's Office programs.
- o **Amplified President's Domestic Violence Radio Address:** Faxed alert and request for media amplification to 80 women's groups and 25 senior women appointees.
- o Sent Budget cuts' impact on **Rural America** to **80 women's organizations**.
- o Coordinated 4 videos and 1 letter of greetings on behalf of "Breast Cancer Awareness Month" and the First Lady's "Initiative on Medicare and Mammography":
 - **Eastman Kodak Company:** Video reached **500** attendees in New York;
 - **National Breast Cancer Awareness Month Coalition:** Video reached **300** attendees across the U.S.
 - **Avon Breast Cancer Awareness Crusade Event:** Video reached **10,000 people in Minnesota**.
 - **AMC Cancer Research:** Video reached **750 women in St. Louis, Missouri**.
 - **Susan G. Komen Breast Cancer Foundation Awards Luncheon:** Letter of greeting reached **2,000** people from across the U.S. in Dallas, Texas.

- o Presented President's pro-woman/pro-family message at a conference of **Women In Cable and Telecommunications**, October 6 in Beaver Creek, Colorado.

Pulse of the Constituency

- o Women leaders and constituents are **thrilled** by the **President's leadership on domestic violence**. Battered women and their advocates express **feeling a personal connection to the President**.

Media

- o **Amplified President's domestic violence radio address** through regional media outreach activities by domestic violence survivors, police and CEO's who participated in the President's **domestic violence budget event** on October 2, 1995.
- o Tuesday, Oct. 10, **domestic violence interview** with WIVK in Knoxville, TN.
- o Interview with *Concord Monitor* (New Hampshire) newspaper on Clinton Administration's helping **women entrepreneurs** on October 12.
- o Continuing local media outreach from **First Lady's roundtable** with eight **working women** September 12 in Silver Spring, Maryland. (Clips attached.)
- o Continuing **amplification** of President's **domestic violence** message. (Clip attached from *Sun Sentinel* from Fort Lauderdale, Florida.)

Upcoming

- o **Welfare meeting with women leaders** and Leon Panetta, Alexis Herman and other senior staff on October 19.
- o **Budget Briefing for women appointees** with Alice Rivlin, Laura Tyson, Ann Lewis on October 24.
- o **Amplification by women appointees next week of President's message on budget cuts' impact on children.**
- o Developing **At The Table** campaign to reach women across the country through women political appointees, supporters and advocacy leaders.
- o Presenting **At the Table** campaign to the DNC's **Women's Leadership Forum** on October 31.
- o Briefing for **Executive Directors of WIC** programs October 26.
- o Assisting **Interagency Committee on Women's Business Enterprise** in Final Report and in planning **joint press conference with U.S. Census** on women's business ownership for end of October.



Photo by Linda Rich

Carmen Lomellin, fourth from the left, is surrounded by women from across Northwest Indiana

Hispanic Women's Roundtable

by Linda Rich

Early in September, at Ivy Tech State College, a group of concerned Hispanic women from across Northwest Indiana met to discuss some of their concerns as Hispanic women. Leading the discussion was Carmen Lomellin, a representative of the White House Office on Women's Initiatives.

The White House Women's Office will be holding these roundtable discussions throughout the United States, as part of their outreach efforts. East Chicago was very fortunate to have been the first city to hold a roundtable discussion.

Carmen Lomellin, a native of East Chicago, is on assignment at the White House to coordinate these Hispanic outreach efforts. Carmen not only had the good fortune to meet with these Northwest Indiana women but to also take in a family visit.

As the discussion made its way around the table, almost every woman commented on their concerns regarding the youth and the community. Education was a major concern, since many felt that today in schools Hispanic girls are not being encouraged to obtain a higher education.

Poverty, lack of communication or barriers in the language, and a lack of positive influences on the children were some of the other concerns that were voiced.

It was further discussed that one important

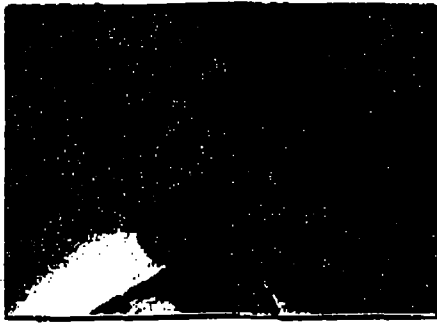
step to getting women's voices heard was to have more women in key policy-making roles. Carmen was on hand to reassure the women, that as a representative of the President of the United States, she will make sure the President hears their voice.

She will take her roundtable notes back to Washington as will other members of the White House Office on Women's Initiatives. Her notes will include the fact that Hispanic women have a sense of not getting resources to education, the need for quality day care, the lack of successful role models, and the lack of health care initiatives.

Carmen has a history of community service and a true commitment to the Hispanic community. Prior to being appointed to the Clinton administration in October of 1993 she worked for Chicago's Mayor Richard Daley, and she was the Executive Director of the Chicago Private Industry Council.

As Director of Leadership Development for the Mexican American League Defense and Education Fund her goal was to increase the participation of Hispanics on policy-making boards and commissions.

The Hispanic women that were present are eagerly anticipating another visit with Carmen to hear how President Clinton will respond to the needs and concerns of the Hispanic community.



Employers fighting domestic violence

One day about a year ago, Jerry Rossi, president of Marshalls Inc., was riding the elevator up to his office. Another Marshalls employee was riding the elevator, too. But when Rossi tried to make conversation, she stayed quiet. He noticed bruises on her face and arms.

Instead of going about his business, Rossi made it his business to ask the employee if she would like to have coffee with him in his office. There, she told Rossi about the beating she had suffered at home — and Rossi was able to offer her help, quickly.

It's all in a day's work at Marshalls, a national chain of discount clothing stores. For almost two years, the company has committed itself to aiding employees who are victims of violence at home.

The way Rossi sees it, employers help employees with alcohol and drug abuse problems because, if for no better reason, employers know those problems affect attendance, productivity, health care costs and employee turnover. Why shouldn't employers help people who are battered, too?

"If you think this issue doesn't have an impact on business and the bottom line, think about this: How can a woman come to work and do her job when she was beaten the night before?" Rossi said last week at the White House during a ceremony to kick off National Domestic Violence Awareness Month.

The San Francisco-based, non-profit Family Violence Prevention Fund links the workplace and domestic violence with these statistics: Up to half of abused working women lose their jobs because they can't perform right — because they have been abused; 75 percent of victims are harassed

Sun-Sentinel, Sunday, October 8, 1995

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The San Francisco-based, non-profit Family Violence Prevention Fund links the workplace and domestic violence with these statistics: Up to half of abused working women lose their jobs because they can't perform right — because they have been abused; 75 percent of victims are harassed at work by their abusers; half of abused working women lose three days of work a month because of injuries or other medical problems related to their abuse.

Now, a coalition of business and labor organizations is establishing the National Workplace Resource Center on Domestic Violence at the San Francisco organization, to help businesses set up policies and programs to combat domestic violence.

Some early supporters of the center include not only Marshalls but also Levi Strauss, Liz Claiborne, Polaroid, The Body Shop and The Gap.

Last week, 30-year-old Becky Singleton told President Clinton that counselors at Polaroid helped her to break free from her battering husband, and to gain a restraining order to keep him away. Along the way, the company reassured her that she would be safe, and that her job would be, too.

"We're starting to see more and more of these major employers getting involved" in fighting domestic violence, said Betsy Myers, director of the White House Office of Women's Initiatives and Outreach.

Myers said she expects a crusade against domestic violence to catch on like another national crusade did several years ago.

"Mothers Against Drunk Driving — they've made a huge impact in our country," she said. "So this is the same kind of thing. I think that people always kind of looked at domestic violence as kind of a personal family matter. And that's not the case today."

To reach the Family Violence Prevention Fund for advice on how to start a workplace campaign, call 1-415-252-8900, 1-800-END-ABUSE or 1-800-537-2238.

Writes to Washington correspondent Jill Young Miller at the Washington Bureau, 1325 G St. NW, Suite 200, Washington, D.C. 20005.

Clinton Makes a Personal Appeal for Me to End Violence Against Women

By John F. Harris
Washington Post Staff Writer

President Clinton issued a highly personal appeal yesterday against domestic violence, recalling his own ordeal growing up with an abusive stepfather and imploring men to take a "simple pledge that we will never, never lift a hand against women for as long as we live."

Clinton didn't directly mention the O.J. Simpson trial, which brought spousal abuse dramatically into public focus with its vivid descriptions of a beating Nicole Brown Simpson sustained from the former football star before their divorce. But he made plain that the timing of his remarks was not mere coincidence.

"In recent weeks, all of us have had reason to focus on two of the biggest problems facing our country," Clinton said in his weekly radio address. "The problem of continuing racial divisions and the problem of violence

in our homes, violence against women and children."

How the nation can bridge the racial gulf exposed by the widely varying reactions to Simpson's acquittal on murder charges is the subject of a speech Clinton has scheduled for Monday at the University in Texas at Austin.

"Violence against women within our families will not go away unless we all take responsibility for ending it," Clinton said. "So let me close today by speaking directly to the men of America. Not just as president, or a father or a husband. But also as a son, who has seen domestic violence firsthand."

Clinton's stepfather, Roger Clinton, who died in 1967, was an alcoholic. When he was drunk, he would beat his wife and on one occasion fired a handgun at her. Virginia Kelly Clinton, the president's mother, died of breast cancer early last year.

"I know that all of us support stronger law

enforcement efforts to deal with violence against all of the mothers, all of the wives, all of the daughters in America," Clinton said. "But the real solution to this problem starts with us. With our personal responsibility and a simple pledge that we will never, never lift a hand against a woman for as long as we live."

While emphasizing the role of personal responsibility in preventing domestic abuse, Clinton nonetheless made clear that he thinks government has a role. He lauded last year's Violence Against Women Act, which was passed as part of the crime bill and includes grants to states to fight domestic violence and prescribes federal penalties in cases of abuse that involve crossing state lines. And he criticized the efforts of House Republicans to cut \$50 million from the new program, a move that the Senate has not matched.

Yesterday was not the first time Clinton has invoked his personal experience as

youth in a highly public way. In 1992, a widely played video produced by the Clinton campaign showed the candidate recalling how at age 14 he dramatically confronted his stepfather in the middle of a drunken assault on his mother, and portrayed the incident as a turning point in the cycle of abuse.

In the November issue of *Good Housekeeping* magazine, Clinton again shares intimate recollections of how the tumult he witnessed in youth affected his outlook on life.

He told the magazine that he once doubted whether he would ever be able to have a happy family of his own. "When I was 21, I put down the things I really wanted in my life, and having a good family life and a child was one of them," he said. "But I just didn't know if I could ever get there, because if your model of a marriage has been bad, it has a subconscious drag on you."

The Republican response to Clinton's

weekly radio address focused on the budget. Sen. Pete V. Domenici (N.M.) said that the president's budget plan would not really produce a balanced budget because it is based on false assumptions about economic growth. He cited the "nonpartisan Congressional Budget Office, which says the president's budget plan would result in \$200 billion deficits in each of the next 10 years and will not balance the budget.

"It's a no-pain budget," Domenici continued. "By manipulating the numbers, they simply make \$475 billion worth of deficit magically disappear in a cloud of smoke with more assumptions and new estimates."

FOR MORE INFORMATION

To read the full text of the president's remarks, see *Digital Ink*, The Post's on-line service. To learn about *Digital Ink*, call 1-800-510-5104, Ext. 9000.

October 12, 1995 - October 18, 1995 — The Prince George's Post

Nuria Grant Meets With First Lady

By Avonie Brown
Prince George's Post staff writer

Nuria Grant, of Bowie, was one of seven women from the Greater Washington Area recently invited to participate in a breakfast meeting with First Lady Hillary Rodham Clinton at Mrs. K's Toll House, in Silver Spring.

The meeting, the first in a series of roundtable discussions between the First Lady and American women, was coordinated by the White House Office of Women's Initiative and Outreach.

Through their efforts these women from differing racial, social, economic and political backgrounds met with the First

Lady to talk about issues that most concerned them as working women. The meeting is a follow up to the First Lady's keynote address at the Women's Conference in Beijing, China.

To maintain the momentum of the conference and in recognition that the issues affecting women are global, the First Lady has initiated this discussion series.

Grant was recommended for this meeting by Lieutenant Governor Kathleen Kennedy Townsend, because of her community involvement. The Lieutenant Governor was familiar with Grant's activities because she also worked for then County Executive, Parris Glendening for

10 years and temporarily served as the Lieutenant Governor's lead staff person.

There were two very key issues that Grant presented to the First Lady.

"As the mother of a three-year-old and with elderly parents, I have some definite opinions on the quality of public education and medicare," said Grant.

"I was able to talk to the First Lady about the lack of emphasis in public schools on multiculturalism, the large student to teacher ratio and the need for greater parental involvement in setting policy."

The meeting was designed such that each woman was able

to speak directly to Mrs. Clinton about issues as they specifically impacted her life.

"It was a tremendous experience," said Grant, "and I was very honored and moved to have been selected to have this conversation with the First Lady."

Now that the meeting has taken place, Grant said, "I wonder what direction they are going with the information, but as the First Lady told us, there will be a follow up to this meeting because they hope to develop an action plan focusing on the needs of working women."

The First Lady is reportedly working on a book about family life in American society.



Nuria Grant, left, a public relations professional from Bowie, recently met with First Lady Hillary Rodham Clinton along with seven other area women to examine issues of most concern to working families.



PHOTO COURTESY OF THE WHITE HOUSE

Dunkirk resident dines with First Lady

Pamela Kiger, an administrative assistant, of Dunkirk, recently met with First Lady Hillary Rodham Clinton along with seven other women from throughout the Washington, D.C. metropolitan area to examine the issues of most concern to working families. Clinton, Kiger, above and fifth from the right, and the other participants discussed a wide range of topics from solid support for student loan programs to concerns over Medicare cuts. The breakfast was held at Mrs. K's Toll House in Silver Spring.