

*File
WH Women's
Office*

October 6, 1995

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 September 26, 1995 through October 5, 1995.

Events

- o **Organized President's Domestic Violence Budget Event on October 2, 1995.**

Outreach

- o **Amplification of President's Budget: Briefing on budget cuts' impact on women and children by Dr. Laura Tyson & Betsy Myers for senior women political appointees who oversee women & children programs -- held on October 5.**
Appointees will highlight budget cuts' victimization of women and children through media interviews.
- o **Amplification of Domestic Violence Event: Faxed President's speech to 80 women's groups, mailing out speech and proclamation to thousands of women's groups and women political appointees. Placed photo of the President at Domestic Violence Event and caption describing President's commitment and NOW/LDEF's support of the President in NOW Legal Defense & Education Fund newsletter, which reaches 25,000 domestic violence advocates.**
- o **Speech to 85 members of the Women's Transportation Seminar, a national organization of transportation professionals with approximately 3,000 members nationwide.**
- o **Provided list of women's organizations for mailing of First Lady's speech to the Fourth World Conference on Women.**

- o **Organized briefing for 150 Women Legislators' Lobby (WiLL)**, a national bi-partisan network of women state legislators (predominantly Democratic, pro-choice). Alice Rivlin, John Hart and Betsy Myers participated in briefing on October 3.
- o Outreach meetings with the **Society for Women's Health** and the **National Council of Negro Women**.
- o Participated in Alexis Herman's **female Trade Mission** to Europe September 25 - 30 with the Commerce Department -- to assist 21 women-owned businesses in entering new markets and expanding existing markets (Barbara Woolley).
- o Provided names for President's **radio address audience** in Martha's Vineyard.
- o Updated and distributed **budget grid** outlining impact on women to women's groups and to senior women political appointees who oversee women and family programs.

Pulse of the Constituency

- o **Women continue to express concern about the President's position on welfare reform.** This week, concern was voiced by the **Women Legislators' Lobby** and by women advocacy leaders.

Media

- o The Office assisted and coordinated national and regional media outreach activities for the President's **domestic violence budget event** on October 2, 1995, including TV satellite feeds for Secretary Shalala and Attorney General Reno, live **satellite feed** of the event, and extensive **radio outreach** by Bonnie Campbell and Betsy Myers. The event was covered by **CNN**, **C-Span** and **National Public Radio**. (Clips attached.) Myers conducted radio interviews with stations in Colorado and Washington State and a print interview with the ***Sun-Sentinel*** of Ft. Lauderdale. Follow-up media outreach will include placement of photographs of participants in their regional press and in women's organizational newsletters.
- o **Profile interview** appeared in the October edition of ***Talking To the Boss*** (40,000 circulation in Chicago).
- o Interview on October 5 with **O'Leary-Kamber Radio Show** (100 radio stations across NBC network) on **Beijing**.
- o Placed photographs of participants in regional press from **First Lady's roundtable** with typical women at Mrs. K's Toll House (Sept. 12).

Upcoming

- o Developing **At The Table** campaign to reach women across the country through women political appointees, supporters and advocacy leaders.

- o Organizing a **roundtable discussion for the President** with five women who are being tracked through the 1990s by *Ladies Home Journal*. *Ladies Home Journal* would report on the discussion along with Lifetime TV.
- o Proposing Lifetime TV coverage of the President's roundtable with five typical women from around the country who are being tracked by *Ladies Home Journal* through the 1990's. We are also **exploring co-sponsorship of At The Table** roundtable discussions with Lifetime TV.
- o Tuesday, Oct. 10, **domestic violence interview** with WIVK in Knoxville, TN.
- o Amplification of President's budget message through **women political appointees' media interviews on budget cuts'** impact on women and children.
- o Organizing women political appointees to conduct **regional outreach meetings** with women leaders.
- o Organizing **Mrs. Gore's outreach meeting** with women leaders in Dearborn, MI, on October 13.

October 1995

Women's White House voice

by Neil Versel

"Most women out there feel disconnected from their government," according to Betsy Myers, a senior advisor to President Clinton. As director of women's initiatives and outreach for the White House, it is her job to improve this relationship.

"Women's issues have become economic issues today."

— Betsy Myers



Betsy Myers

While her work as liaison between the White House and women's organizations includes a wide range of business, social and health issues, Myers believes that "it all comes back to economics." By improving the economic status of women in America, problems related to child care, violence against women and breast cancer can be more easily addressed, she says. "Women's issues have become economic issues today."

After heading the Office of Women's Business Ownership at the Small Business Administration since 1993, Myers took the newly created White House job in June. She was in Chicago for the

Women's Business Development Center's Entrepreneurial Woman's Conference on September 14.

As liaison for women, Myers hopes to surmount what she calls a "huge communications problem in Washington." She says, "Washington can be isolating. The staff can get isolated." She wants to be able to funnel data on women's issues into the White House and disseminate information on the Clinton administration's accomplishments in these areas.

"This president wants to keep in touch with the people," she says. According to Myers, Clinton also made a commit-

ment to including women in his administration. More than 45 percent of Clinton's political appointees are women, and Myers' new job reflects the president's sincerity, she says.

Since Clinton first took office in January 1993, Myers says, SBA lending and technical assistance to small and women-owned businesses have increased dramatically. The number of women business owners has grown from 6.5 million to 7.7 million nationally in the last 2½ years. Women also now receive 25 percent of all SBA loans, up from 8 percent at the beginning of 1993, and 30 percent of loans made under the year-old "Low Doc" program.

Low Doc not only reduces the loan application to a single page, but it allows businesses to approach the SBA first before going to banks, which are not required to keep records on rejected applications, Myers says. This allows the public to determine which banks are friendly to small business.

Further rallying behind her boss, Myers cites the creation of the Interagency Committee on Women's Business Enterprise as a major accomplishment of Clinton. The committee is intended to ensure that all federal agencies have a clear econom-

ic agenda for women, focusing on access to capital, technical assistance, procurement opportunities and data and research. In chair, Laura D'Andrea Tyson, is Clinton's national economic advisor.

Myers says that the committee is working on a report to the president on which government efforts are successful in improving conditions for women in business and which are not.

Basic needs

From her own experience with the SBA and as former owner of an insurance agency, Myers believes that improving access to capital is vitally important for women in business. "It's the biggest issue for women," she says, noting that 50 percent of women entrepreneurs finance their businesses with credit cards and 18 percent rely chiefly on personal resources. Myers herself accumulated \$22,000 in credit-card debt during her seven years as a business owner.

"Technical assistance is important, too," she adds. "Being an entrepreneur can be very lonely. It's that mentoring and support that they need when they think they can't do it." As part of the administration's "Women's

Demonstration Program" — a name Myers calls outdated — 19 new centers like Chicago's WBDC have opened nationwide to offer such assistance.

Myers says that Chicago-area women ought to feel lucky to have had the Women's Business Development Center here since 1986. She says of the WBDC's co-director, "Hedy Rataer is one of the leading, if not the leading, women's business advocates in the country."

For the future, Myers notes that women who wish to be successful in business would do well to keep up with technology. Only about 10 percent of all Internet users today are women, yet, by 2007, Myers says, all federal procurement activities will be handled electronically.

Above all, Myers says, communication of all kinds is critical to her efforts and to the success of women in business. She wants all women to know they have an advocate in the White House and wants her telephone number — 202-456-7300 — to be publicized. "We love to get input from women," especially on programs and ideas that are working well.

"It's not about reinventing the wheel," says Myers. "It's about finding things that work and replicating that around the country."

TALKING
TO THE
BOSS

President shines light on domestic violence

By Warren P. Strobel
THE WASHINGTON TIMES

President Clinton declared yesterday that "we do not have to put up with" domestic violence against women, and he invited six victims of abuse into the Oval Office to highlight a problem that often remains hidden.

Mr. Clinton, in remarks designating October as Domestic Violence Awareness Month, used the opportunity to tout his administration's record on the issue. He called on the Republican-led Congress to sustain funding for anti-domestic-violence initiatives contained in last year's crime law.

In an East Room ceremony, the president called domestic violence a major problem facing the nation and "its most important institution," the family.

"This is not just a women's problem. This is a children's problem. And it's a men's problem. And we're not doing anybody any favors, least of all the abusers, by ignoring it," Mr. Clinton said.

Although Mr. Clinton did not mention it, and spokesman Michael McCurry said there was no connection, the event coincided with the jury deliberations in the murder trial of O.J. Simpson. In 1989, Mr. Simpson pleaded no contest to charges of spousal abuse, and his abusive relationship with ex-wife Nicole Brown Simpson was a major issue in the murder case.

Mr. Clinton referred in passing to his own experience with domestic violence as a child. He recalled that when he and first lady Hillary Rodham Clinton lived in Little Rock, Ark., they often visited a shelter for battered women. That experience, he said, "sort of stiffened my resolve to see this as a problem of society, not just an unfortunate thing that happens to

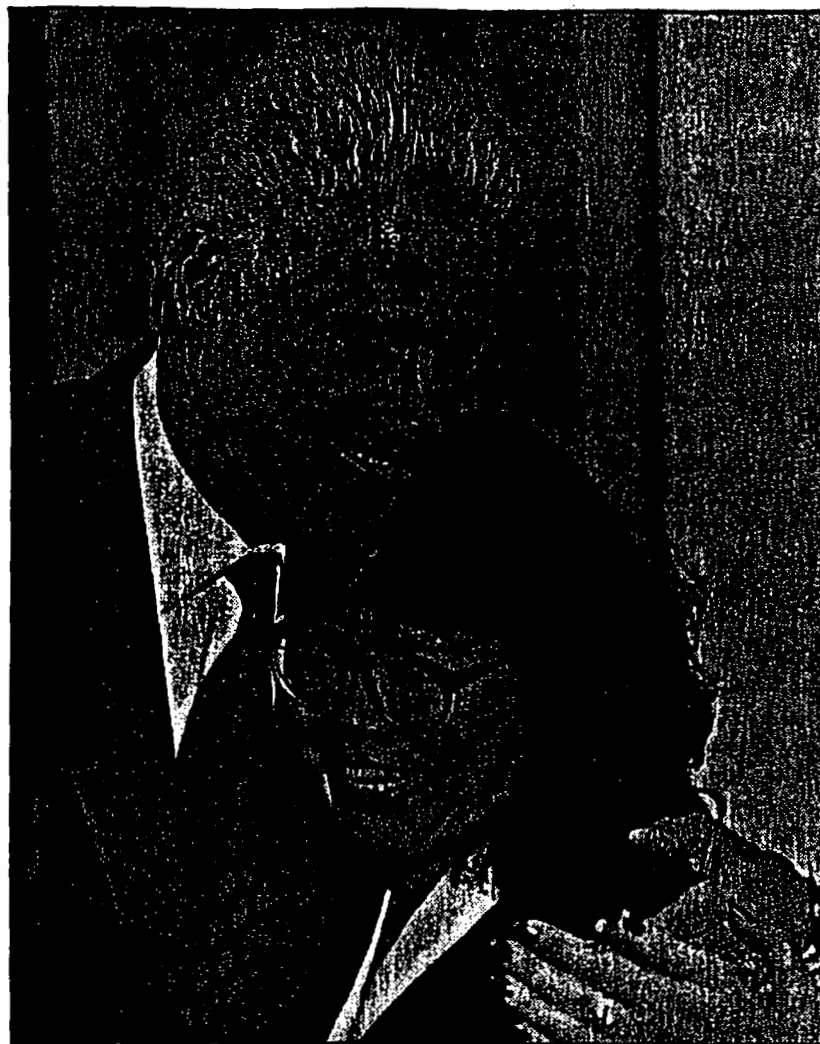


Photo by Peter A. Harris/The Washington Times

President Clinton offers support to Shuk Yee Fung Ng, who says she put up with abuse for 14 years until her husband attacked their daughter.

some families on occasion, including mine."

In a 1992 interview with New York magazine, the president said his alcoholic stepfather, Roger Clinton, often terrorized his mother. At age 14, Mr. Clinton said in the interview, "I broke down

the door of their room one night when they were having an encounter and told him that I was bigger than him now, and there would never be any more of this while I was there."

Speaking before Mr. Clinton was Tana Sherman, who said, "There's

a myth about domestic violence that it wouldn't strike someone like me."

Mrs. Sherman said she and her husband, a medical professional, lived "in our perfect middle-class house leading our perfect middle-class life." But behind closed doors, for 20 years, her husband battered her.

She hid the bruises at work. When her pediatrician became suspicious, she changed doctors. She went to the town library for books on domestic violence but was told it didn't carry any because "it wasn't a problem" in the upscale community. When her husband beat her son, she called a shelter for help.

Police Sgt. Mark Wynn said he first experienced domestic violence in his own home as a child. As a police officer in Nashville, Tenn., he fought for 10 years to create a specialized division to handle the calls officers fear most.

"It wasn't that I wanted to be a police officer," Sgt. Wynn said. "I had to be a police officer."

The administration has requested \$175 million for programs dealing with violence against women, seven times the previous year's funding of \$25 million. The House cut \$50 million from the president's proposal. Last week the Senate voted for the full amount.

Domestic violence affects an estimated 4 million women each year. A 1992 Justice Department study that Mr. Clinton cited in his proclamation found that 30 percent of female murder victims were killed by husbands, former husbands or boyfriends.

Among the steps Mr. Clinton announced yesterday was an order to heads of federal agencies to conduct domestic violence awareness campaigns.



DAVID SCOLL/The New York Times

Striking Back at Domestic Violence

"The days of men using physical violence to control the lives of their wives, their girlfriends, their children are over," President Clinton declared yesterday in opening a monthlong campaign against domestic violence. Mr. Clinton, who called the problem a

human tragedy, hugged Shuk Yee Fung Ng, a victim of domestic violence, after speaking in the East Room of the White House to her and other victims. Looking on, at left, was Bonnie Campbell, director of the Violence Against Women office.

Clinton declares effort against abuse

ASSOCIATED PRESS

WASHINGTON – Domestic violence is a tragic “American issue,” President Clinton said yesterday as he declared October a special awareness month and directed federal agencies to begin awareness campaigns.

“This is a human tragedy,” the president said. “It is an American issue. It’s a values issue. We do not have to put up with this.”

Citing his own childhood, in which he saw his stepfather beat his mother, Clinton urged that domestic violence be seen “as a problem of society, not just an unfortunate thing that happens to some families on occasion, including mine.”

“The days of men using physical violence to control the lives of their

wives, their girlfriends, their children, are over,” Clinton said in an East Room speech before an audience of domestic violence victims, predominantly women.

In his proclamation, Clinton cited a recent Justice Department study that showed women were six times as likely as men to suffer from domestic violence. In 1992, that study showed, nearly one-third of all women killed in the United States died at the hands of a husband, former husband or boy friend.

Clinton met privately in the Oval Office with six women who survived domestic violence. One woman, Clinton said, did not seek help until her husband broke her back; another left after her husband threatened a child with a meat cleaver.

But, Clinton pointed out, domes-

tic abuse is not just a problem for women. “This is a children’s problem and it’s a man’s problem,” he said. “We’re not doing anybody any favors, least of all the abusers, by ignoring it any longer.”

Clinton’s actions were welcomed by Nashville, Tenn., police Detective Sergeant Mark Wynn, 40, who grew up in an abusive household and now works in domestic violence prevention. Police departments desperately need resources to fight abuse within families, Wynn said, and only “strong leadership in government” can ensure the resources will flow.

“I have seen the criminal justice system at its worst for victims of domestic violence,” Wynn said. “This is an issue of basic civil rights.”

Jerry Rossi, president and chief executive officer of Marshalls Inc.,

urged Clinton to focus on getting more men involved in fighting domestic violence. “Men must tell men to stop hitting, beating and murdering women,” Rossi said.

Under the Violence Against Women Act passed last year, federal agencies set up partnerships with private groups in hopes of stemming domestic violence through alcohol or drug treatment, counseling and emergency shelter.

In passing the act, Congress authorized spending \$1.6 billion over six years for a range of services.

Last week, the Senate approved an amendment that would authorize \$175 million in fiscal 1996, as the Clinton administration requested. During the summer, the House approved \$115 million.

Clinton Shines Spotlight on Family Violence

Agencies Urged to Run Programs About Issue

By Ann Devroy
Washington Post Staff Writer

President Clinton yesterday called domestic violence an "American issue," not just a women's issue, and directed federal agencies to run programs throughout the federal government to raise awareness of the problem.

"This is a children's problem and it's a man's problem," Clinton said.

Clinton has used the bully pulpit of the presidency several times to highlight domestic violence, bringing victims to the White House and offering them a forum to urge women to find help and employers to offer help. Yesterday, the White House staged

East Room event to focus on the issue anew.

The president cited his childhood, when he saw his stepfather beat his mother, in urging that domestic violence be seen "as a problem of society, not just an unfortunate thing that happens to some families on occasion, including mine."

"The days of men using physical violence to control the lives of their wives, their girlfriends, their children, are over," Clinton said.

Clinton proclaimed October Domestic Violence Awareness Month and cited a recent Justice Department study that showed women were six times more likely than men to suffer from domestic violence and that husbands, former husbands or boyfriends were responsible for the deaths of nearly one-third of all women killed in the United States in 1992.

The event also was aimed at noting the one-year anniversary of the Violence Against Women Act, which

federal agencies setting up partnerships with private groups to help curb domestic violence. Last week, the Senate approved an amendment that would authorize \$175 million in fiscal 1996 for the program, as the Clinton administration requested. During the summer, the House ap-

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