

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. resume	re: Melanne Verveer [partial] (1 page)	01/14/1993	P6/b(6)
002. form	re: leave request (1 page)	08/20/1996	P6/b(6)
003. form	re: leave request (1 page)	08/21/1996	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15630

FOLDER TITLE:

Melanne Verveer

2012-0872-S

rc1061

RESTRICTION CODES

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

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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

b(1) National security classified information [(b)(1) of the FOIA]
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DETERMINED TO BE AN
ADMINISTRATIVE MARKING
INITIALS: RUE DATE: 09/19/12
2012-0872-S

~~CONFIDENTIAL~~

Melanne S. Verveer --- served on Mrs. Clinton's staff during the Transition. Formerly Executive Vice President and Public Policy Director of People For The American Way. Prior to that Mrs. Verveer worked in a variety of positions on Capitol Hill and in the public interest community, including Legislative Director to Rep. Marcy Kaptur (D-Oh), Coordinator for Civil Rights and Urban Affairs at the U.S. Catholic Conference and Field Manager of Common Cause. She holds undergraduate and graduate degrees from Georgetown University.

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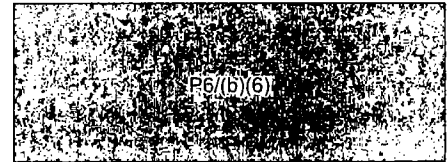
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MELANNE S. VERVEER

[601]

Business Address:

Executive Vice President
& Public Policy Director
People for the American Way
2000 M Street, N.W.
Washington, D.C. 20036
(202) 467-2390

Home Address:**• PROFESSIONAL EXPERIENCE**

1985-Present Executive Vice President (1988-present) & Public Policy Director (1985-present), People for the American Way/PFAW Action Fund
(leave of absence, fall 1992, Clinton-Gore campaign)

Direct PFAW's public policy work and advocacy on a broad range of issues before Congress and the Executive Branch; played a key role in the passage of the Civil Rights Act of 1990, Civil Rights Restoration Act, National & Community Service Act, the Reauthorizations of the National Endowments of the Arts & Humanities, and the Corporation for Public Broadcasting; and on judicial nominations.

Share in the overall management of the 300,000-member national civil rights and civil liberties organization, including field operations, fundraising, program development and communications; instrumental in developing and activating national coalitions on issue priorities; organization spokesperson in media, frequent speaker at conferences and university forums; testify before Congress.

1983 - 1984 Legislative Director, Office of Representative Marcy Kaptur (D-Ohio)

Managed Representative's legislative activities and supervised staff. Legislative priorities included unemployment compensation reform, emergency jobs legislation and food assistance, reordering federal budget priorities; drafted child care in public housing bill.

1981 - 1982 Coordinator, Civil Rights and Urban Policy, United States Catholic Conference

Developed public policy positions in areas affecting low-income Americans, economic policy, the federal budget, housing and civil rights. Drafted statements and testimony on behalf of the Catholic bishops; organized national grassroots campaign to gain passage of the Voting Rights Extension Act. Lectured frequently on federal budget policies and their impact on low-income Americans. Assisted in forging coalitions to support fair federal budget policies.

1980 Director, Cooperative Development for Voluntary Associations, National Consumer Cooperative Bank

Responsible for the bank's outreach to the non-profit community to promote investment partnerships through the bank's self-help fund designed to empower low-income Americans.

1975 - 1979 Field Manager, Common Cause

Supervised the "Washington Connection" which was responsible for activating the organization's grassroots lobbying activities across the country on legislative priorities, primarily campaign finance reform. Wrote weekly Common Cause report and organized national coalition to support campaign finance reform legislation.

1973 - 1975 Special Assistant, Senator George McGovern

Organized project on his presidential campaign archives.

• PROFESSIONAL DISTINCTIONS & HONORS

Board of Directors & Executive Committee, Leadership Conference on Civil Rights (1987-present)

Founding Member, Coalition on Human Needs (1981); Chair, Legislative Committee (1981-1982); Board of Directors (1987-1992)

Board of Directors, Advocacy Institute (1990-present)

Board of Directors, Public Allies: National Center for Careers in Public Life (1991-present)

• **PROFESSIONAL DISTINCTIONS & HONORS (Continued)**

Board of Directors, NETWORK, the National Catholic Social Justice Lobby (1984-1988)

Founding Member, Interreligious Campaign on Economic Justice (1981)

Board of Advisors, Center for Policy Alternatives (1990-present)

Board of Advisors, National Policy Center (1991-present)

District of Columbia Advisory Council on Community Services (1992-present)

Named to "Beachman's Guide to Key Lobbyists"

Profiled in *National Journal* and *National Catholic Reporter*

Co-author, chapter on "Citizen Participation," *The Citizen's Transition Projects*, 1992

Consulting Editor, *The Journal of Arts Management and Law*, 1990 - present

• **EDUCATION**

B.S. - Georgetown University, cum laude

M.S. - Georgetown University (university fellow)

Married, three children.

IN PERSON: MELANNE VERVEER

A POLITICAL ACTIVIST'S FULL-COURT PRESS

BY ROWENA DALY

A Desert Storm flight nurse sits in an elegant living room with a silver-framed photo of her family in the background. As the camera rolls, the Gulf war veteran expresses her fear that American women could lose the right to discuss abortions with their doctors.

This made-for-Middle America television spot, which sought to mobilize public opinion against what had come to be called the gag rule, was the handiwork of People for the American Way, the Washington-based lobbying group founded a decade ago by Hollywood producer Norman Lear to combat the growing momentum of the Rev. Jerry Falwell's Moral Majority. Although Falwell and his movement have all but faded away, People for the American Way is still going strong, with 300,000 members nationwide and an annual budget of \$6.5 million.

The gag rule advertisement, which ran for two weeks at a cost of about \$200,000, typifies the politically astute approach of Melanne Verveer, the executive vice president of People for the American Way. Once known mainly for its ability to mount big budget ad campaigns, the group has spread its political wings over the past few years. And Verveer, who's unflinchingly led it into a series of highly charged political battles, has beefed up the organization's ability to investigate issues, galvanize grass-roots support and craft clever television ads.

"She is a masterful strategist," said Judith L. Lichtman, the president of the Women's Legal Defense Fund, who came to know Verveer when both of them worked at the U.S. Catholic Conference. "Now, she has extraordinary resources to put together or mastermind a public affairs campaign that is unsurpassable."

Verveer reacts strongly to criticism that her deep-pocketed group lacks an agenda and pursues only trendy, hot-button issues. "That is a misperception," she said. "To say that the group is reactive, and simply responds to issues in the news, is wrong. We have established an outline of issues that we are concerned with, including civil rights, free expression, civic participation, constitutional rights and the Supreme Court."

Last year, People for the American Way suddenly found itself enmeshed in



John Elwell

the 11th-hour saga over the confirmation of Clarence Thomas to the Supreme Court.

Sen. John C. Danforth, R-Mo., Thomas's chief defender on Capitol Hill, delivered an impassioned speech in which he singled out Verveer's group for trying to sabotage the nomination. The leaking of Anita Hill's allegations "has generated a tremendous rush of activity by various organizations opposed to the nomination," he said. "I am told two different times that various people who work at EEOC [Equal Employment Opportunity Commission] have been flooded with phone calls from people who have identified themselves as being with the organization People for the American Way, asking for the dirt on Clarence Thomas."

Then, with a heavy note of sarcasm, Danforth added: "We need delay. We need more time for the People for the American Way to make their phone calls, digging up the dirt."

Verveer, however, sharply defended her organization's investigation of Thomas's background. "At no time did we look at questions regarding his personal life, or any personal kinds of skeletons that might be in his closet," she said. "That is just something that we did not do and would not do. We only analyzed the public record, and we really were very upset with Sen. Danforth's characterization of our work."

"When nominees run into difficulty,

the first reaction from their supporters is to undermine the opponents and to raise questions about the credibility of the opponents," Verveer added. "We saw this in the Bork nomination. It is an unfortunate tactic, and it says how misunderstood the role of citizen participation is today."

Verveer, 47, attributes her interest in politics to her father, who was a citizen activist in her small hometown of Ranshaw, Pa. After attending Georgetown University, where she earned a bachelor's degree in 1966 and a master's degree in Russian studies in 1969, she plunged into politics, Washington-style. She worked for Sen. George McGovern, D-S.D., later joined the staff of Rep. Marcy Kaptur, D-Ohio, as legislative director and followed up with jobs at Common Cause, the National Consumer Cooperative Bank and the U.S. Catholic Conference. (Verveer points out that she was drawn to the Catholic Conference because of its strong commitment to social justice and civil rights and did not work on any abortion-related issues there.)

"Melanne is indefatigable, with enormous intellectual and physical energy," said Nancy A. LeaMond, the president of the Congressional Economic Leadership Institute. "She has the enormous capacity to bring a group of people together, find common ground for them to operate and have them leave feeling good—as if they each are responsible for finding the solution."

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