

LADIES' HOME JOURNAL

Myrna Blyth *Editor-in-Chief & Publishing Director*

September 11, 1996

Mrs. Hillary Rodham Clinton
Office of the First Lady
The White House
Washington, D.C.

Dear Mrs. Clinton:

We are delighted you will be able to address the attendees of our annual meeting via video.

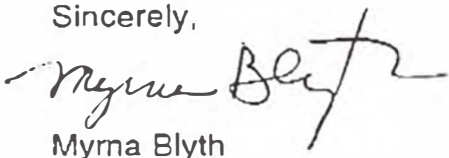
Just to give you a little background on the meeting and the magazine: Each year, the editors of Ladies' Home Journal and the executives of Meredith Corporation (which owns LHJ) get together for a meeting to discuss the plans for the upcoming year. This year the theme of the meeting is Power the Woman. At the meeting, we will be announcing our new initiative that will empower women into the next century — Ladies' Home Journal Power the Woman Institute -- an institute whose mission is to study, report on and empower women on key issues and trends that affect their lives.

It is a natural extension of the magazine's mission and editorial philosophy: Never Underestimate the Power of a Woman. The voice of the American woman for well over a century, LHJ reaches women who are smart, responsive and involved in the world around them. They want to make the best choices for themselves and their families.

This year, as you know, women's issues— from health care, financial security, the balance between work and home and well-being — are taking center stage. These are the issues that will be the subject for Ladies' Home Journal's Power the Woman Institute.

If we had to sum it up — yes, it takes a village, it takes a family but it really takes a woman to start it all! Again, thank you so much for taking time out of your busy schedule to speak to us. It is the perfect way to start our meeting.

Sincerely,



Myrna Blyth

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR
LADIES HOME JOURNAL/MEREDITH CORPORATION ANNUAL MEETING
SEPTEMBER 13, 1996**

I'm very happy for this opportunity to speak with you today. I want to thank all of you at the Ladies' Home Journal for a long tradition of drawing attention to the issues that matter most in the lives of women and their families. As a reader, I know your pages reflect the experiences of women across our country -- how they care for the ones they love, how they make ends meet, and how they combine work and family. These are the day-to-day challenges that all women face -- and they touch the lives of all Americans.

If as a society, we really care about strong families and strong communities, then we must commit ourselves to empowering women. Because of the many and diverse roles women fill in society today, we can bring special insights to the task of building a better country and a better world. In fact, much of the social progress we now take for granted -- clean water, safe food, the end of child labor -- came about because women demanded it. As the Ladies' Home Journal puts it, "Never Underestimate the Power of a Woman."

My husband has always understood that issues affecting the well-being of women and families are as just as important as determining defense strategies and negotiating trade agreements. He has worked hard to help America's women fulfill their potential in the home and in the workplace. The Family and Medical Leave Law has enabled millions of women, who are still the primary caretakers in most families, to take time off to tend to sick children or aging parents without fear of losing their jobs. The President fought for an increase in the minimum wage, a raise that can help ease the family finances of the women who are nearly 60 percent of all minimum wage earners. As a result of the President's efforts to expand women's access to credit, business training, and technical assistance, more women are becoming their own bosses and starting their own businesses. The President has increased funding for breast cancer research by 65 percent, giving more hope to the 1 in xxx women in this country who are living with the disease and the families who love them. And by taking dangerous guns and criminals off our streets and replacing them with some 100,000 community police officers, the President has helped soothe the fears of mothers across the country who hold their breaths each time their children leave the safety of home.

But the government do the job alone. As I am prone to say: It takes a village. It takes each and every one of us. For more than a hundred years, the Ladies' Home Journal has fulfilled its role in our village -- that of observer, educator, and advocate for American women -- with energy, insight and compassion. Thank you for making a difference in the lives of so many of women --

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My husband has always understood that issues affecting the well-being of women and families are issues that belong at the top of the national agenda. They are as just as important as determining defense strategies and negotiating trade agreements. And he has worked hard to help America's women fulfill their potential in the home and in the workplace:

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As a result of my husband's efforts to expand women's access to credit, business training, and technical assistance, more women are becoming their own bosses and starting their own businesses than ever before.

The President has increased funding for breast cancer research by 65 percent, giving more hope to the 1 in xxx women in this country who are living with the disease and the families who love them.

And mothers who worry each time their children leave the safety of home can breathe a little easier knowing that the President has signed new laws that take dangerous guns and

criminals off our streets and replace them with some 100,000 community police officers.

While these ^{are} just a few of the things the President and our government ^{is} doing to help women and families, they cannot do the job alone. ~~As I am prone to say:~~ It takes a village. It takes each and every one of us. For more than a hundred years, the Ladies' Home Journal has fulfilled its role in our village -- as observer, educator, and advocate for American women -- with energy, insight and compassion. Thank you for making a difference in the lives of so many of women -- and in our country. I have a new motto for you: Never underestimate the power of the Ladies Home Journal.

If you'll pardon the expression,

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And by the way,

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If as a society, we really care about strong families and strong communities, then we must commit ourselves to empowering women. Because of the many and diverse roles women fill in society today, we can bring special insights to the task of building a better country and a better world. In fact, much of the social progress we now take for granted -- clean water, safe food, the end of child labor -- came about because women demanded it. As the Ladies' Home Journal puts it, "Never Underestimate the Power of a Woman."

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But the government ~~alone~~ ^{do the job alone} cannot empower women and their families. ~~It takes a village.~~ And ~~it~~ takes all of us. For more than a hundred years, the Ladies' Home Journal has fulfilled its role in our village -- that of observer, educator, and advocate for American women -- with ~~great~~ thoughtfulness, insight and compassion. Thank you for making a difference in the lives of so many ~~of~~ women -- and in our country. Never underestimate the power of the Ladies Home Journal.

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each + every one
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I have a new
note for
you:

Rough Draft

Mrs. Hillary Rodham Clinton's Remarks to
Ladies' Home Journal

I'm glad to be able to talk to you today.

I know that for over one hundred years, Ladies' Home Journal has been informing women about the issues that are most important to their families and in their lives. And this year, your Power the Vote campaign with the League of Women Voters educated women across the country specifically on the issues that are important in the upcoming election—issues like the economy, the safety of our children, and the changing role of government.

Your magazine's editorial philosophy is Never Underestimate the Power of a Woman. And as a reader, I know your pages tell the stories of American women's lives—how they balance work and family, how they care for those they love, how they make ends meet. These are the realities of women's lives today, and in this election year, these are the issues important to everyone.

They are the same issues that are at the forefront of my husband's campaign. For the last four years he has worked hard to move this country forward, and he now looks to build a bridge to the twenty-first century. A bridge that would create more job opportunities, foster communities that emphasize personal responsibility, and provide better access to adequate health care and education for all Americans. A bridge that will help Americans have better lives today and in the future.

For more than twenty-five years, I have been speaking out on issues that I have an interest in and to which I hope I have a contribution to make, such as

health care and the concerns of home and family. As I said in my book, in order for us to move forward, our challenge is to arrive at a consensus of values and a common vision of what we can do today individually and collectively to build strong families and communities.

Yes, it takes a village and it takes a family, but, just between us, in most families it also takes a woman to start it all and keep it going.

I'm glad that Ladies' Home Journal is continuing to lead the way in empowering women and helping them to make the best choices for themselves and their families. This year's election has put the important issues into focus, and after the campaign is over, the work must continue. I know that your magazine is dedicated to advancing these causes and concerns, to making life better for American families, and empowering women throughout the next century.

Never Underestimate the Power of a magazine that can make a difference.

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I am so glad the Ladies' Home Journal is taking the lead in helping women make the best choices for themselves and their families. Your Power the Vote campaign with the League of Women Voters has educated women across the country on the issues that will be crucial in the coming years and in the next century -- issues such as the economy, the safety of our children, and the changing role of government. Thank you for making a difference in the lives of so many of women -- and in our country.

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