

FIRST LADY HILLARY RODHAM CLINTON
PUBLIC SERVICE ANNOUNCEMENT FOR
YWCA WEEK WITHOUT VIOLENCE
AUGUST 3, 1995

October 15th marks the start of the YWCA Week Without Violence. This campaign is a challenge to all Americans to spend one week without committing, condoning, or contributing to violence. It is an invitation for all people to settle their differences with open arms, not clenched fists -- with open minds, not loaded guns. I believe this effort can make a significant difference in all of our lives.

This October 15th through 21st, take a stand for peace. If we can do it for a week, we can do it for a lifetime.

Call your local YWCA to be a part of the YWCA Week Without Violence.

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*Karen Finney -
Should we
do a PSA?
Patti*

June 5, 1995

(Yes)

725 Broadway
New York, NY 10003-9595
212-814-2700
Fax: 212-677-9718

Margaret A. Williams
Chief of Staff for the First Lady
The White House
Washington, DC 20500

Dear Ms. Williams:

I am thrilled that Mrs. Clinton has accepted our invitation to serve on the YWCA Week Without Violence National Advisory Council. Her support will greatly enhance the success of our national alternatives to violence campaign. I appreciate the restrictions that White House policy places on the use of Mrs. Clinton's name and will be sure to send you all relevant materials for your review.

As the YWCA Week Without Violence is a national week-long campaign, we will be organizing events in communities across the country in the months leading up to the YWCA Week Without Violence, as well as during the Week itself. We welcome the First Lady to join with us in any of our activities to the extent that she feels comfortable and that her schedule allows. If there is a particular audience or community to which Mrs. Clinton would like to take her message, just let us know and we would be happy to create an opportunity for her to do so.

In looking over the YWCA Week Without Violence organizing materials (which are enclosed), I was struck by how often our message and methods overlap with those of President and Mrs. Clinton. For example, on the day focused on Eliminating Racism and Hate Crime, participants are encouraged to identify the most racist and homophobic radio talk show hosts in their area, and write or call to ask them to refrain from telling hateful jokes during the Week. In the Organizers Kit, the day devoted to Protecting Our Children opens with a quote from President Clinton in which he reassures the children of this country that most adults love and protect children. Other activities for this day include encouraging children to write letters to the NRA, and to gun manufacturers, asking them to not ship guns during the Week Without Violence. In addition to the Organizers Kit, I have enclosed some of the remarks delivered at our national kickoff event to provide a sense of how we are framing the campaign.

Margaret A. Williams

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June 5, 1995

I'd like to describe a variety of ways it would be helpful to have Mrs. Clinton's support for the YWCA Week Without Violence. Perhaps you could review this list and tell us what appeals to you and is manageable. Of course, if you have any other suggestions, we would be glad to hear about them.

- Have Mrs. Clinton describe how her life would be different in a world without violence (each member of the Advisory Council is answering this question).
- Provide a photo and write a statement of support that we can use in our promotional materials.
- Appear in a PSA in support of the campaign.
- Participate in the national Day of Remembrance celebration at St. John the Divine Cathedral in New York.
- Make a public appearance at a YWCA Week Without Violence event during the Week (knowing Mrs. Clinton's strong commitment to children, she may want to focus specifically on the days for Protecting Our Children or Making Our Schools Safe).
- Host a meeting of the National Advisory Council at the White House prior to the YWCA Week Without Violence.

Those are some of our thoughts on what would be most helpful. I certainly look forward to hearing what you think. If you need any additional information, I would be happy to provide it for you.

Sincerely,

Prema Mathai-Davis
National Executive Director

THE WHITE HOUSE

WASHINGTON

May 17, 1995

Ms. Prema Mathai-Davis
c/o Ms. Colleen McCabe
Strategy Communication Action, Ltd.
Suite 9-H
22 West 26th Street
New York, New York 10010

Dear Ms. Mathai-Davis:

Thank you very much for your kind letter inviting the First Lady to serve on the YWCA Week Without Violence National Advisory Council. Mrs. Clinton is pleased to accept your gracious invitation.

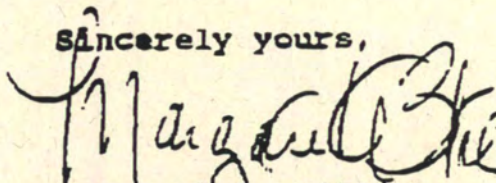
Although it is unlikely Mrs. Clinton will be able to attend any of the events scheduled for that week, please be assured that we will keep your event in mind and our scheduling office will contact you if we can accommodate your request.

Because White House policy restricts the use of the First Lady's name, it is necessary that we review any printed materials, including press releases, which mention the First Lady's participation. My office can assure prompt review, but please allow two weeks prior to press time.

The First Lady's agreement to serve is extended for this purpose only and is not transferable to other functions or bodies.

Please do not hesitate to contact our office if we can be of further assistance to you.

Sincerely yours,



Margaret A. Williams
Chief of Staff
for the First Lady

**30 second PSA for
Hillary Rodham Clinton**

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