

NEWS & NOTES

ABOUT WOMEN PUBLIC OFFICIALS

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In this issue

For the past year, the entire staff of the Center for the American Woman and Politics (CAWP) spent most of its time preparing for the Forum for Women State Legislators, the largest meeting of elected women ever held. Many of our subscribers attended this historic gathering, which is described in a feature article entitled "Bridges at the Forum" written by the Forum Coordinator, Debbie Walsh. The enclosures with this Subscriber Information Services (S.I.S.) mailing also include a set of four news articles about the Forum.

Because many of our subscribers plan programs for their organizations and/or are interested in the emerging issues on state legislative agendas, we have enclosed an agenda from the conference and a description of workshops from the Forum including a list of names and addresses for the policy experts who joined us there.

(continued...)



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Compiled by:
 Kathy Stanwick

By the time you receive this, the presidential election season will be officially underway. For political observers, the election season has been underway for over a year; for staff of the presidential campaigns, the election season has been underway for even longer. This year, many of the top positions in both Republican and Democratic presidential campaigns are held by women. In fact, for the first time ever, a woman is managing a presidential campaign -- Susan Estrich for Democrat Michael Dukakis. Interviews with some of the top-ranking women working in presidential campaigns form the basis for one of our feature articles, "At the Helm: Women Running the Presidential Campaigns."

One element is lacking in the 1988 presidential race: a woman candidate. Congresswoman Pat Schroeder (D-Colorado), who considered making a run for the Democratic nomination, announced her decision not to run in September 1987. While PACs to support women candidates once they decide to run are becoming more successful at raising and distributing funds, efforts to develop women candidates are just beginning. One of these efforts is described in our feature article, "Developing Women Candidates: A Minnesota Project."

Finally, I want to thank all of you who have helped me compile materials for News & Notes over the past five years. We began this newsletter as a means of keeping organizations of elected and appointed women in government up-to-date on each other's activities. About two and a half years ago, News & Notes became a part of CAWP's Subscriber Information Services (S.I.S.) program. S.I.S. subscribers now get News & Notes along with other vital information about women's participation in politics and government, including reports, articles and fact sheets. Recently we began including feature articles as part of this newsletter. While we still report on the activities of organizations of women public officials, News & Notes has also become a vehicle for reporting on new programs, analyzing trends and raising questions related to women's political participation.

Beginning with the spring mailing, News & Notes will be edited by Lucy Baruch, who is CAWP's new Information Services Coordinator. I have enjoyed serving as editor of this publication and am confident that with Lucy at the helm, S.I.S. will continue to provide you with the latest and most useful information about women in politics in the United States.

Kathy Stanwick
Editor

Bridges at the Forum

by
Debbie Walsh, CAWP Forum Coordinator

When the Center for the American Woman and Politics (CAWP) convened the second national Forum for Women State Legislators in November of 1987, it was an historic occasion -- the largest gathering of elected women officials ever held. But the four-day Forum, meeting at the century-old Hotel del Coronado outside San Diego, California, was also exceptional in another way: it was an opportunity to build bridges among different communities of women. Because CAWP boasts a 16-year history of non-partisan public service, education and research, linking the political and academic worlds, we were ideally positioned to construct those new bridges.

Among the 900 Forum participants were 450 women state legislators from 45 states as well as other American women holding local, state and federal offices from across the U.S.. Also present were women officeholders from five foreign countries, college and high school students, policy experts, political party activists, leaders of national women's organizations, scholars, journalists and representatives from the foundation and corporate communities. The blend of backgrounds, experiences, ideologies and interests made for a most lively three days of formal and informal interaction.

In planning the Forum, CAWP was committed to forging links among women lawmakers in this country and women who hold elective and appointive office in other countries. The importance of making international connections grows daily as more and more local and national public policy decisions take on global implications.

Working with the Asia Foundation, we were able to bring to the Forum elected women from Japan, the Philippines, Thailand, and Pakistan and a political science professor from South Korea. In addition, the Prime Minister of Norway sent her Special Secretary to the Minister of Consumers. Two women journalists and a political scientist from the Federal Republic of Germany also attended. As full participants at the Forum, all ten women from overseas contributed to building new relationships among political women across international boundaries. We anticipate that those relationships will continue into the future.

The concern for an international dialogue was also reflected in two policy workshops -- **State Legislators and Foreign Policy: Defense and the Federal**

Budget; and International Trade and Investments: Foreign Policy Issues for State Legislators. In the time available to participants to meet informally at the Forum, there was more discussion of global issues; two women legislators convened a meeting about the Women's Peace Initiative, and Professor Young Ok Baik of South Korea led a discussion about elected women in the Pacific rim countries. While these sessions were a small part of the overall program at the Forum, we believe they were significant first steps in what will be an important direction for future meetings of political women.

Another bridge built at the Forum spanned generations. Twenty eight young women (including three daughters of women state legislators) from seven colleges and three high schools participated as Public Leadership Education Network (PLEN) Forum Interns.* PLEN Interns attended sessions, met with women leaders, and learned about politics and public policies. As part of the internship program, each student also spent a few hours assisting the CAWP staff with the Forum. While at the Forum, the interns worked under the supervision of Dr. Marianne Alexander, the executive director of the Public Leadership Education Network and an adjunct professor of political science at Goucher College.

Because we are a unit of Rutgers, the State University of New Jersey, and because we are situated on the campus of Douglass College, the women's college at Rutgers, CAWP has a special consciousness of the importance of educating young women about public leadership. Bringing students to the Forum allowed them to hear directly from political women about the challenges and rewards of public life and the difference women can make as elected or appointed officials. This was best symbolized in what may have been the highlight of the conference for the interns. At a luncheon where former Congresswoman Shirley Chisholm, a pioneer among American women in politics, was the featured speaker, the students sat at the head table. In her speech, Ms. Chisholm thrilled and inspired the interns, challenging them all to become this country's next generation of leaders. They left the Forum believing that it was their responsibility to be involved.

Connections were also made among women at different levels of office. Policy is rarely formulated at one level of government without having an impact

*PLEN is a consortium of ten colleges working to educate women about public leadership. PLEN's objectives include encouraging women to play an active leadership role in the public policy arena and helping women acquire the knowledge and skills needed to exercise leadership.

at other levels, but too often there is little or no communication among these different levels. We saw the Forum as an occasion for making connections; women state legislators, women serving in statewide elective and appointive office, and U.S. congresswomen took advantage of the opportunity to exchange views and information.

One of the major plenary sessions at the Forum was a dialogue among congresswomen and women state legislators. The session allowed the lawmakers to discuss how they could work together on policy issues of common concern and how legislative institutions might change as more women enter office. The panel, moderated by National Public Radio Correspondent Cokie Roberts, featured Congresswomen Helen Bentley (MD), Barbara Boxer (CA), Nancy Johnson (CT), Barbara Kennelly (CT), and Connie Morella (MD).

Statewide elected and appointed officials were the special guests at a Saturday evening dinner at the Forum, emphasizing yet another bridge between women state legislators and other women officeholders. The theme was a salute to women in state government, and the speaker was Vermont's Governor Madeleine Kunin, one of only three women governors in the country at the time. In attendance were three of the five women lieutenant governors, five secretaries of state, one state treasurer and one state auditor; many of those women, like Governor Kunin, had begun their own political careers as legislators. Kunin recalled her transition from legislator to state executive:

Most importantly, the knowledge that all political action is to some degree a consensus process...was gained in my years in the legislature.... It was there that I learned that political success is not achieved in isolation, that it does require bridge building amongst various constituencies.... I will also confirm what you already know, and that is once elected to the executive branch of government a different perspective, a different responsibility, does take over. And despite the best lessons gleaned from my legislative experience...I found that once elected governor I had truly walked out of one branch of government through an open door, shut it behind me and opened a new door....

Of special importance to the Forum was the bridge between women in the corporate world and the women lawmakers, since the meeting could not have taken place without this critical connection. A steering committee made up of women from several corporations helped to secure funding to make the Forum possible. The corporate women had much to discuss with lawmakers about public policy, but their involvement also betokened a woman-to-woman bond -- a personal interest in

advancing women's leadership in the public sector to parallel progress being made in the private sector.

As we look ahead to the future of our Program for Women State Legislators, and more broadly to the future of women in American politics, we take considerable encouragement from the success of these forays into bridge-building. Because we care about increasing women's numbers and influence in the political world, we are always looking for the mechanisms and measures that will contribute to women's empowerment. We hope and believe that our newly-built bridges will lead us in that direction.

ORGANIZATIONS OF WOMEN LEGISLATORS

NATIONAL NETWORKS

National Conference of State Legislatures (NCSL) -- Women's Network

Contact: Kate Farrell
NCSL
1050 17th Street
Suite 2100
Denver, CO 80265
(303) 623-7800

National Order of Women Legislators (NOWLs)

Contact: Joy Stone
Executive Director
1377 K Street, Suite 169
Washington, DC 20005

National Organization of Black Elected Legislators/Women (NOBEL)

Contact: Sen. Diane Watson
4401 Crenshaw, Suite 300
Los Angeles, CA 90043
(213) 445-5215

STATE CAUCUSES

Alaska

Contact: Senator Arliss Sturgulewski
Pouch V
Juneau, AK 99801
(907) 465-3818

California

Contact: Assemblywoman Theresa Hughes
3253 South Hoover
Los Angeles, CA 90007
(213) 747-7451

Connecticut

Contact: Rep. Alice V. Meyer
18 Lantern Hill Road
Easton, CT 06612
(203) 372-9811

Illinois Conference of Women Legislators (COWL)

Contact: Joyce Nardulli
114 Stratton Building
D-Wing
Springfield, IL 62706

STATE CAUCUSES (continued)

Iowa Women's Legislative Caucus

Contact: Rep. Sue Mullins
Prairie Flat Farms
RR1, Box 49
Corwith, IA 50430
(515) 583-2156
(515) 583-2230

Legislative Women's Caucus of New York State

Contact: Arlene Rosenfeld
Legislative Women's Caucus
of New York State
State Capitol, Room 645
Legislative Office Building
Albany, NY 12248
(518) 455-3016

Kansas Study Group on Issues of Interest to Women

Contact: Rep. Joan Wagon
Convenor
1606 Boswell
Topeka, KS 66604
(913) 235-5881

North Carolina Legislative Women's Caucus

Contact: Sen. Lura Tally
3100 Tallywood Drive
Fayetteville, NC 28303

Women Legislators of Maryland

Contact: Kathy Brasington
Administrator, Women
Legislators of Maryland
Lowe House Office Building
6 Bladen Blvd., Room 319
Annapolis, MD 21401
(301) 841-4077

Virginia Women's Roundtable (VWR)

Contact: Del. Mary A. Marshall
2256 N. Wakefield Street
Arlington, VA 22207
(703) 528-17102

Massachusetts Caucus of Women Legislators

Contact: Barbara J. Talkov
Executive Director
MA Caucus of Women
Legislators
Room 156, State House
Boston, MA 02133
(617) 722-2266

ORGANIZATIONS OF WOMEN OFFICEHOLDERS

NATIONAL ORGANIZATIONS

**National Association of Counties --
Women Officials in NACo (WON)**
Contact: Lee Palmer
NACo
440 First Street, NW
Washington, DC 20001
(202) 393-6226

**National League of Cities (NLC) --
Women in Municipal Government (WIMG)**
Contact: Janet Cratsley
Staff Associate
National League of Cities
1301 Pennsylvania Ave., NW
Washington, DC 20004
(202) 626-3115

**National Association of Women Judges
(NAWJ)**
Contact: Barbara Oliverio
National Center for State
Courts
300 Newport Avenue
Williamsburg, VA 23185
(804) 253-2000

Women Executives in State Government
Contact: Meg Armstrong
Executive Director, WESG
1730 Rhode Island Ave., NW
Suite 814
Washington, DC 20036
(202) 293-7006

STATEWIDE ORGANIZATIONS

**California Elected Women's Association
for Education and Research (CEWAER)**
Contact: Sheila B. Anderson
CEWAER
1400 K Street, Suite 304
Sacramento, CA 95814
(916) 441-3870

**Minnesota Women Elected Officials
(MWEO)**
Contact: Lisa Brienzo
MWEO
c/o P.O. F-8
2004 Randolph Avenue
St. Paul, MN 55105
(612) 690-6819

Illinois Women in Government (IWIG)
Contact: Rep. Jane Barnes
Room 220 State Capitol
Springfield, IL 62706
(217) 782-8186

Nevada Women's Network
Contact: Senator Helen Foley
2080 Karen Ave., #A30
Las Vegas, NV 89109
(702) 734-0888

**Maryland Association of Elected Women
(MAEW)**
Contact: Carol Blum
Councilwoman
7205 46th Street
Chevy Chase, MD 20815

**New Jersey Association for Elected
Women Officials (NJAFEWO)**
Contact: Gail Firestone, Ph.D.
President, NJAFEWO
747 Prospect Avenue
Princeton, NJ 08540

STATEWIDE ORGANIZATIONS (continued)

New York Association of Women Office-holders (NYAWO)

Contact: Nancy Lederman
Department of State
Executive Office
162 Washington Avenue
Albany, NY 12231
(518) 473-3366

Elected Women of Oregon

Contact: Anne Kelly Feeny
County Auditor
Room 136, County Courthouse
Portland OR 97204
(503)248-3320

Pennsylvania Elected Women's Association

Contact: Joan Gaumer
4463 Steuben Road
Bethlehem, PA 18017
(215) 250-5015

South Carolina Women in Government (SCWIG)

Contact: Rep. Harriet Keyserling
Box 1108
Beaufort, SC 29901
(803) 524-5944

Texas Women in Government

Contact: Councilmember Pat Doyle
18314 Carriage
Nassau Bay, TX 77058
(713) 333-2941

Elected Washington Women (EWW)

Contact: Louise Miller
State Representative
17005 191st Ave., NE
Woodinville, WA 98072

Virginia Galle, Councilwoman
11th Floor, Municipal Bldg.
Seattle, WA 98104

MUNICIPAL ORGANIZATIONS

Iowa Women in Municipal Government

Contact: Mary Atherly
Co-Chair, Iowa WIMG
2313 Donald Street
Ames, IA 50010

Massachusetts--Women Elected Municipal Officials

Contact: Patricia Toland
Chair, WEMO
82 Cedar Street
Quincy, MA 02170
(617) 479-4806

Michigan Women in Municipal Government (MWIMG)

Contact: Vicki Goldbaum
City of Southfield
26000 Evergreen Road
PO Box 2055
Southfield, MI 48037
(313) 557-2952

Minnesota Women in City Government (MWICG)

Contact: Ann Higgins
League of Minnesota Cities
183 University Avenue East
St. Paul, MN 55101
(612) 227-5600

Washington Women in Municipal Government (WWIMG)

Contact: Martha Rooney, Staff Liaison
Association of Washington
Cities
1073 South Capitol Way
Olympia, WA 98501
(206) 357-8555

ORGANIZATIONS OF ADMINISTRATIVE WOMEN IN GOVERNMENT

**American Planning Association --
Planning and Women Division**
Contact: Marsha Retzdorf
PPPM-Hendricks Hall
University of Oregon
Eugene, OR 97403

**California Women in Government --
North San Diego County**
Contact: Doris Ahrens
c/o City of Oceanside
704 Third Street
Oceanside, CA 92054

**American Public Works Association --
Women in Public Works**
Contact: Yvonne Taylor-Allen
APWA
1313 E. 60th Street
Chicago, IL 60637
(312) 667-2200

**California Women in Government --
Sacramento**
Contact: Esther Raines
c/o Department of Aging
1020 19th Street
Sacramento, CA 96814
(619) 323-6681

**American Society for Public
Administration -- Section for Women
in Public Administration**
Contact: Kathy Roth
PO Box 3070
Garden Grove, CA 92642

**California Women in Government --
South**
Contact: Audrey Mathews
1098 S. Sycamore Avenue
Los Angeles, CA 90019

**American Society for Training and
Development (ASTD)**
Contact: Greta Kotler, Professional
Development Coordinator
ASTD
1630 Duke Street, Box 1443
Alexandria, VA 22313
(703) 683-8100

Federally Employed Women (FEW)
Contact: Karen R. Scott
Executive Director
1010 Vermont Ave., NW
#821
Washington, DC 20005
(202) 638-4404

**California Women in Government --
San Diego**
Contact: Sally McPherson
P.O. Box 81307
San Diego, CA 92138
(619) 560-3634

Women in State Government - Michigan
Contact: Mary MacDowell
President, WSG
Box 14133
Lansing, MI 48901
(517) 373-8155

**California Women in Government --
East San Diego County**
Contact: Marcie Findlay
c/o Supv. George Bailey
250 E. Main Street
El Cajon, CA 92020
(619) 579-3290

WOMEN'S PACS

Campaign Fund for Republican Women

Contact: Wilma Goldstein
1320 21st Street, NW
Washington, DC 20036
202/293-7118

Hawaii Women's Political Action League

Contact: Ann Fisher
1526 Wilhelmina Rise
Honolulu, HI 96816

Committee of 21

Contact: Sandra Duncan
1716 No. Clairborne Avenue
New Orleans, LA 70116
504/943-6622

Hollywood Women's Political Committee

Contact: Marlene Saritzky
2029 Century Park East
Suite 600
Los Angeles, CA 90067

East Bay Women's Political Action Committee

Contact: Kare Anderson
c/o Taylor Associates
958 Alma Place
Oakland, CA 94610

Los Angeles Women's Campaign Fund

Contact: Barbara Romey
c/o AMB
1631 Pontius Avenue
Suite 113
Los Angeles, CA 90025

Economic Security PAC

Contact: PO Box 33245
Washington, DC 20033-0245

Marin County Women's PAC

Contact: M. Lee Hunt
Hunt & Oliver
1000 4th Street
Suite 475
San Rafael, CA 94901
415/457-5700

Eleanor Roosevelt Fund

Contact: Nancy Kirschner
Democratic National Committee
1625 Massachusetts Avenue, NW
Washington, DC 20036
202/797-6543

Michigan Women's Campaign Fund

Contact: 8100 East Jefferson
Suite 115D
Detroit, MI 48214
313/823-1830

Emily's List

Contact: Ellen Malcolm
Suite 410
2000 P Street, NW
Washington, DC 20036
202/887-1957

Minnesota Women's Campaign Fund

Contact: Barbara Stuhler
877 Jefferson Avenue, #E
St. Paul, MN 55401-2801
612/293-1298

GOP Women's Political Action League

Contact: Maureen Reagan
1012 Pennsylvania Avenue, SE
Washington, DC 20003

National Political Congress of Black Women

Contact: Maxine Waters
7900 South Central Avenue
Los Angeles, CA 90001
213/582-7371

National Organization for Women
Contact: Molly Yard
1401 New York Avenue, NW
Suite 800
Washington, DC 2005-2102
202/347-2279

Women's Campaign Fund
Contact: Jane Danowitz
Executive Director
815 15th Street, NW
Suite 601
Washington, DC 20005
202/638-3900

National Women's Political Caucus
Contact: Irene Natividad
1275 K Street, NW, Suite 750
Washington, DC 20004
202/898-1100

**Women's Congressional Council--
Democratic Congressional Campaign
Committee**
Contact: 430 South Capitol Street
Washington, DC 20003
202/863-1500

The Network for Women's Elections
Contact: Harriett Woods
PO Box 3245
St. Louis, MO 63130

Women's Issue Network PAC
Contact: Elaine Bursic
739 Broadview Terrace
Hartford, CT 06106

Pennsylvania Women's Campaign Fund
Contact: Helen Seager
508 Roslyn Place
Pittsburgh, PA 15232
412/682-1271

**Women's Political Action Committee
of New Jersey**
Contact: Pat Gentile
PO Box 170
Edison, NJ 08818
201/638-6784

Sacramento Women's Campaign Fund
Contact: Kate Karpilow
President
PO Box 162212
Sacramento, CA 95816
916/446-6733

Women's Political Committee
Contact: 11355 West Olympic Boulevard
Los Angeles, CA 90064

The Sullivan PAC (for Women Democrats)
Contact: Stephanie Cartwright
18600 Sheffield Road
Castro Valley, CA 94546

Women's Political Fund
Contact: Franza Newsom
PO Box 421811
San Francisco, CA 94142
415/924-9704
415/861-5168

Developing Women Candidates: A Minnesota Project

by
Shirley Nelson, Director
Women Candidate Development Coalition

The Women Candidate Development Coalition is a new Minnesota organization. Since its birth in 1986 the Coalition has devised and begun implementing a nationally unique strategy to increase the numbers of women candidates in Minnesota.

Two years ago the Minnesota Women's Campaign Fund approached the Minnesota Women's Consortium (a coalition of 170 women's/feminist organizations) with a "good news, bad news" scenario. The good news was that the Campaign Fund was highly successful in raising money for women candidates; the bad news was that there weren't enough Minnesota candidates to whom the money could be awarded! Subsequently, ten organizations were invited to work together as a committee of the Consortium, charged with forging an action plan to increase vastly the numbers of women willing to run for office. Eight months later the committee became a new entity, the Women Candidate Development Coalition. The ten member organizations are: Minnesota Women's Campaign Fund, League of Women Voters, Minnesota Women's Political Caucus, National Organization for Women, Minnesota Women Elected Officials, DFL Feminist Caucus, GOP Feminist Caucus, Abortion Rights Council of Minnesota, American Association of University Women, and Business and Professional Women.

One of the Coalitions's first projects was to identify and communicate the dimensions of the problem. Politically active Minnesota women are proud that their state is on the cutting edge of most women's issues and are pleased that three highly capable women serve as Minnesota's lieutenant governor, secretary of state, and house majority leader. It was a shock for many to learn, therefore, that Minnesota has not been a leader in the election of women officeholders. The state ranks 26th nationally in the numbers of women serving in its legislature. Similarly, Minnesota's county commissions are 91% male, a statistic that places the state only slightly above the national average in its proportion of women. More startling, perhaps, was the realization that in several counties and towns across Minnesota women had never run for office, much less been elected.

Two interrelated facts stood out: 1) a major reason few women held office was that many, many more men than women became candidates and 2) no

women's/feminist organization in the state was focused directly upon developing women candidates to redress this imbalance -- all politically active organizations provided the bulk of their assistance to women after they declared their candidacies. Clearly, a system to develop candidates was needed.

A sophisticated Coalition strategy has evolved which is designed to overcome the underlying barriers that discourage women from becoming candidates or that negatively affect their chances to win if they do run. Undergirding this strategy are two principles. First, the group emphasizes local races. By generating candidates for school board, city council, and county offices, the Coalition hopes to help large numbers of women to secure valuable public policymaking experience and skills at those levels. From this broad base of qualified women will come future candidates for the legislature, statewide offices, and Congress. Second, the candidate production system will be self-generating. Contrary to the concept of a candidate recruiter traveling the state searching for candidates, the Coalition method will result in candidates being produced by their local women's networks.

Major components of the Coalition's candidate development strategy include the following:

Network Development

The Coalition is working to establish a statewide, bipartisan women's network consisting of clusters of women ("mini-coalitions") throughout Minnesota. Mini-coalition women will: identify potential candidates in their communities; ask them to run; encourage, mentor, and nurture them; share insider political information with them; and inform them of the financial and human resources available to them when they become candidates. In short, women will be provided the types of support that the "good ole boys" have been giving to men for years.

Liaison

Statewide coordination and communications linkage between outstate mini-coalitions and the ten Coalition organizations headquartered in the Twin Cities is provided. As a result, women candidate development resources that formerly were fragmented and scattered throughout Minnesota are now maximized and can be focused on the areas of need.

Campaign Training

Training workshops for prospective women candidates and campaign workers are provided. These sessions are operated for women by women and are based upon the political and societal realities that women candidates confront.

Candidate De-Briefing

Research is being conducted, through in-depth interviews of 1986 and 1987 candidates, to identify which campaign strategies and techniques are effective for women, particularly women running for local offices in rural areas. Information gleaned from these interviews will be added to our existing knowledge and passed on to future candidates via the campaign training workshops.

Certainly the above activities will not result in instant political change in Minnesota or in any other state. Grassroots organizing takes time. Empowering women takes time. Developing trust levels high enough to permit women to work together across geographical, political party, and organization lines takes time.

Significant strides have been made in a short period, however. Many excellent, highly qualified women assisted by the Coalition were elected to local offices in 1986 and 1987. Very important breakthroughs were made in male monolithic political structures by the elections of the "first" women to office. Those wins were of incalculable value because they provided a terrific morale boost to the women across Minnesota who had come to believe that it was impossible to elect progressive women in rural areas of our state.

We believe the Coalition strategy is the most practical way to increase dramatically the pool of Minnesota women interested in running for office. We are convinced that this model is replicable, with minor adjustments, in other states

A speaker and/or technical assistance is available from the Coalition. If you wish further information, please contact:

Shirley Nelson, Director
Women Candidate Development Coalition
316 West University Avenue
St. Paul, MN 55103
Phone: (612) 724-6348

At the Helm: Women Running the Presidential Campaigns

by

Karen A. Holmes

Senior Research Associate, Stanwick Associates

The upper echelons of political campaigns have long been the domain of men. In recent years, however, as women have increased their numbers in other areas of the political process, they have also broken through the traditional male campaign structure. The 1988 presidential campaigns have added a new dimension to this trend, according to several women working at top level positions within these campaigns.*

Women have made significant strides into and up the ranks of campaign politics at all levels. Susan Estrich, manager of the Dukakis for President campaign, is the first woman ever to manage a major presidential campaign. In two other campaigns, women serve as press secretaries -- Mari Maseng in the Dole for President campaign, and Barbara Pardu in the George Bush for President campaign. Susan Estrich estimates that half of the Dukakis campaign's full-time staff positions are filled by women. Paula Nixon, assistant press secretary for the Paul Simon for President campaign, indicates that about fifty percent of Simon's Washington campaign staff are women. Several other campaign staffs have large numbers of women working at a variety of levels.

Women are overseeing campaign operations, running delegate selection, and heading divisions; they act as field managers, legal counsels, coalition organizers, and schedulers. "It's refreshing to see women at these levels doing traditional male jobs such as fundraising and delegate selection," remarked Jean Diemunsch, director of scheduling for the Babbitt for President campaign. Diemunsch was contacted in Iowa, where she had recently arrived to prepare for the February 8 Iowa caucuses. She noted that half of the full-time staffers in Babbitt's Iowa office are women.

Women have proven themselves at the grassroots level in campaigns over time. Years of door-to-door leafletting and phone banks have paid off. Women have earned respect and credibility as strategists, organizers and planners. Ede Holiday, director of operations for the Bush campaign, has been working with Vice President Bush since 1985 on various political activities including the Fund for American's Future. She believes that more women are seen in political campaigns today because of increased opportunities for women in the field. "It is a

reflection of what's going on with women in the workforce; we demonstrate ourselves to be responsible and then can be relied upon as good workers in the future," she says.

Many feel, as Susan Estrich does, that it is now her "obligation to do for others what was done for me, in terms of experience and opportunity." Her position allows her the opportunity to help other young women get into campaign politics and to encourage the growing network of political women.

The women working in major campaigns, especially this year's presidential campaigns, are of the growing ranks of professional political women. Some of these women have been involved in politics and/or campaigns for years and have chosen to make careers out of their political involvement. Nola Gee, director of coalitions for the Dole campaign, first became active in presidential campaigns in the 1976 race when she worked for the Ford/Dole ticket. Gee describes herself and many of the women she works with in the campaign as "professional political women." Many of these women are likely to move into administrative jobs in government, on to other campaigns, or into jobs as political consultants. Jean Diemunsch, who became active in politics in 1968, has also seen more women making careers in politics. She feels the barriers to participation are breaking down for women in the political arena. Working in the trenches of grassroots campaigning may no longer be a necessity for young women to be taken seriously in the field. For some, like Paula Nixon, there is an advantage to the strides made by other women in politics. She was able to choose a career in politics directly out of college.

The increasing number of women in campaigns seems to have affected the issues addressed in the campaigns. Candidates may be more aware of the concerns of women voters because of the influence of women staff members. Such issues as affordable licensed daycare, parental leave and economic equity have recently gained attention from national candidates, and some think it is because women are helping to set campaign agendas. Susan Estrich, for one, feels that the Dukakis campaign has made a concerted effort to include other perspectives as policy decisions are made.

Some women, such as Mary Jo Wehniainen, scheduler for Americans for Robertson, feel that all staffers bring their own assets to campaigns. Ede Holiday agrees, preferring to view contributions as individually oriented and not

gender oriented. She feels the Bush campaign has an excellent staff overall, regardless of gender.

At some level, whether it be through raising the candidates' awareness of issues important to women or through individual contributions within the campaigns, women are having an effect on campaigns. Women on the campaigns are also positioning themselves in vital roles where they can influence public policy -- not only on the campaign trail, but also when the candidate wins office and they have the chance to work in government. The achievements of these women are not likely to be temporary. A new place is being established for women in campaigns and in the political arena. These women come from a variety of backgrounds; some have served campaigns for many years, others have just started their careers. They are moving into campaign staffs at all levels and in increasing numbers. They are part of a growing cadre of influential political women.

[*Note: In order to gather information and conduct interviews for this article, the author sent a letter to each campaign asking for a list of names of high-ranking women in the campaign and listing the types of questions that would be asked in the interviews. Responses were received from the Babbitt, Dukakis and Simon campaigns on the Democratic side and the Bush, Dole and Robertson campaigns on the Republican side.]

**KNOW ANYONE ELSE WHO SHOULD BE KEPT UP-TO-DATE
ON THE STATUS OF WOMEN IN POLITICS?**

If so, please pass this form along to them.

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Return to: The Center for the American Woman and Politics
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NOTES OF INTEREST

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Pamphlets are available from the Nellie Langford Rowell Library, 202C Founders College, York University, 4700 Keele Street, North York Ont. M3J 1P3.

Women 1987: A Year In Review

For Immediate Release
December 15, 1987

Contact: Alisa Shapiro at 202/682-0940
or Marsha Levick at 212/925-6635

Women 1987: A Year in Review has been compiled by the NOW Legal Defense and Education Fund. Included are major advances and setbacks for women's rights in 1987. We have focused on Jobs, Legal Decisions, Sports, Politics, Religion, Arts, Congress, Health and Family Planning Issues, and Social and Economic Rights.

TOP ADVANCES FOR WOMEN'S RIGHTS

U.S. Supreme Court nominee Judge Robert Bork is defeated in the Senate by the largest vote ever for a Supreme Court nominee, 58 to 42. (September)

The U.S. Supreme Court upholds a California law requiring employers to grant a new mother up to four months unpaid disability leave as well as job security. (January)

In the first decision concerning affirmative action for women, the Supreme Court upholds the voluntary adoption of affirmative action plans by employers with a conspicuous workforce imbalance. (March)

Iceland's Women's Alliance party wins 10 percent of the vote and effectively holds the balance of power in the formation of a new government. (April)

The U.S. Supreme Court rules unanimously that the California public accommodations law bars Rotary International and similar men's only service clubs from excluding women as members. (May)

The Ontario provincial legislature adopts pay equity legislation which applies to both public and private sector employers, the most progressive bill of its kind in North America. (June)

Under the Federal Child Support Enforcement Amendments of 1984, all states are required by the first of this month to adopt numerical guidelines for setting child support award amounts. All but four states comply. (October)

The first nationwide, toll-free, 24-hour, domestic violence hotline becomes fully operational. (October)

Physician Mae C. Jemison becomes the first black woman to enter the NASA astronaut program. (June)

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TOP SETBACKS FOR WOMEN'S RIGHTS

Seventy-nine-year-old Supreme Court Justice Lewis F. Powell, Jr., a key swing vote on such vital issues as affirmative action and abortion, retires after more than 15 years on the Court. (June)

No female members of Congress serve on the Iran-contra investigating committee. (June)

The Census Bureau reports that only 23.9 percent of the 8.8 million single-headed female households with children under 21 received full child support payments. (August)

The National Center for Fair & Open Testing concludes that sex-bias in standardized tests deprives female students of National Merit Scholarships and other academic opportunities. (April)

While the nation celebrates the 200th Anniversary of the Constitution, women still lack the protections of the ERA. (September)

The Vatican releases its "Instruction on Respect for Human Life" which condemns artificial fertilization, surrogate motherhood, and sperm and embryo banks. (March)

The National Commission on Working Women of WOW finds that the proportion of single men raising children on TV shows is inconsistent with the real world where 89 percent of children in single-parent homes live with their mothers. (November)

The Connecticut Supreme Court upholds a 1986 ruling by a Superior Court judge that the Boy Scouts of America have the right to bar women from leadership positions. (July)

The Commission on Fine Arts rejects plans to add a statue of a woman to the Vietnam Veterans' Memorial to honor all female Vietnam War veterans. (October)

TERRIFIC TRENDS

Seventy-five percent of Americans surveyed in a New York Times/CBS News poll say that they support the ERA, an increase of 21 percentage points since 1982. (May)

The Supreme Court decision in Rotary International spurs challenges to single-sex clubs nationwide as well as voluntary actions by the clubs themselves to open up their membership. (May)

A Gallup Poll finds that 82 percent of those questioned would vote for a woman for president if she were qualified for the job. (July)

Judy Woodruff, Cokie Roberts and Elizabeth Drew of PBS form the only all-woman news team providing daily national coverage of the Iran-contra hearings. (July)

New family policy initiatives take hold in Congress and move at a healthy pace. (November)