

On the Move:
Out in Front for Women and Girls



The NOW Legal Defense and Education Fund was on the move in 1998

bringing home wins

in three sexual harassment cases in the Supreme Court

leading the campaign

to develop a new and expanded
Violence Against Women Act

launching

a bold new seven-state, multi-year project to assess and influence the impact
of state-level welfare changes on women

marking the 25th anniversary

of *Roe v. Wade* with a freeze on Randall Terry's
frequent flyer miles

hatching BOB,

the Building Opportunities Bonus, a national initiative to reward states that take
positive steps to help women and children lift themselves up and out of poverty

shining a new light

on childcare, with legal strategies and a cultural
campaign focusing on gender roles and societal
responsibilities

publishing

*What Congress Didn't Tell You: A State-by-State Guide to the Welfare Law's
Hidden Reproductive Rights Agenda*

and much more...

Dear Friends:

To say that an organization is on the move may seem metaphoric. But in our case it's literally true. Our marvelous new offices are a visible sign of the growth in our capacities, our programs, and our ambitions.

No one has ever accused the NOW Legal Defense and Education Fund of being retiring. But 1998 was a break out year, even for us. We began a major period of transition and growth, adding new program areas and staff, conceiving innovative legislation, triumphing in the courts. **Our energies are focused and our morale, with good reason, is high.**

In our day to day work, we are attuned to detail. But we never lose sight of the big picture: to create equality and opportunity for women and girls. We know this demands a multifaceted strategy that transforms public policy through legislative change, legal challenges, and public education.

In our policy work, we team up with legislators to create new opportunities and protections for women. For example, we orchestrated the introduction of BOB and VERA. Who's the happy couple? Actually, each is a bill crafted by NOW LDEF that first came before Congress in 1998. VERA—the Victims' Employment Rights Act—would protect victims of domestic violence from losing their jobs simply because they have been victims of violence. BOB—the Building Opportunities Bonus—rewards states with a federal financial incentive to fight poverty by providing poor families with the services they need to leave welfare: childcare, training and placement in jobs that pay a decent wage, and protection from domestic violence. Our goal in both is to create positive change to give women the opportunity for economic viability and autonomy.



In the courts we defend new laws and stretch the boundaries of old ones. NOW LDEF was the engine behind the creation and passage of the 1994 Violence Against Women Act. Since its passage, we've been defending its constitutionality in the face of court challenges from those who resist the expansion of civil rights protections to battered and sexually assaulted women. In the Supreme Court, 1998 was historic for its trio of decisions on sexual harassment at work. We were co-counsel in one, *Faragher vs. City of Boca Raton*, and filed friend-of-the-court (amicus) briefs in the other two. The outcome was a strengthening of women's right to be free of harassment on the job.

In our public education we suggest bold revisions to tired ways of thinking that hold women back—like the idea that the United States, the richest nation on earth, can't make quality childcare available to every family that needs it. We believe that greater public involvement in the care of our kids will be good for mothers—and fathers. We believe childcare is a societal responsibility, not merely a private, individual one, and we are mobilizing women's organizations to raise their voices and change the nature of the national debate on this increasingly urgent matter. **We believe the time is now.**

Together, our strategies push the boundaries of social change. We relish the opportunity. Thanks to your support, we are moving toward our thirtieth year with energy, enthusiasm and optimism. It's great to have you along on the journey.

Sincerely,

A handwritten signature in blue ink that reads "Kathy".

Kathy Rodgers
Executive Director

A handwritten signature in blue ink that reads "Minna".

Minna Schrag
President

Sexual Harassment: *A Win-Win Strategy*

In 1998 the NOW Legal Defense and Education Fund went to the Supreme Court in three dramatic cases involving sexual harassment in employment: *Faragher v. City of Boca Raton*, *Oncale v. Sundowner Offshore Services*, and *Burlington Industries v. Ellerth*. As co-counsel in *Faragher* and amicus in *Oncale* and *Ellerth* we helped shape the law and sent a clear and winning message to both employees and employers.

The good news for employees is the Supreme Court's reconfirmation that sexual harassment is an intolerable form of discrimination. The Court declared that harassment by a supervisor is discriminatory when it interferes with an employee's ability to do her job. Moreover, the Court said that employers can be liable for harassing conduct by supervisors, even when the supervisor does not follow up the harassment with a specific employment action, such as termination for refusing to give in to sexual demands or promotion for providing sexual favors. The Court also established that sexual harassment is unlawful regardless of the harasser's gender and sexual orientation.

The good news for employers is that absent specific employment action they are not automatically liable for harassment. They can avoid liability by adopting clear guidelines and making reasonable efforts to prevent and promptly correct harassment. Employees may not unreasonably fail to take advantage of such recourse when it is offered.

The *Faragher* and *Ellerth* decisions came down on June 26, a red letter day for the NOW LDEF staff, who were sought out and interviewed by almost thirty national and local print, television and radio reporters. The points they made remain the key ones today. Employees will be satisfied that employers have primary responsibility to eradicate harassment. And employers will be relieved that effective sexual harassment policies will be rewarded.

This new framework will encourage early resolution of disputes. As more employers adopt sexual harassment policies and make it clear that they take sexual harassment seriously, harassers will be preemptively deterred and victims will feel safe trying to resolve their problems without resort to litigation. It's a victory for all employees, and for any company that understands that its bottom line depends on worker safety, satisfaction and productivity.

“Women have always known that sexual harassment is a door slammed in the face of equal opportunity. At last, the law is prying that door open.”

Martha F. Davis, NOW LDEF Legal Director

Our client, Beth Faragher, worked her way through college as a city lifeguard in Boca Raton, Florida. Throughout that period she and at least seven other female lifeguards were subjected to repeated, egregious, unwanted sexual harassment by two supervisors, who engaged in a pattern of lewd touching, rubbing and tackling. Their repertoire included sexual comments as well, referring to the female lifeguards in terms of body parts, and as sluts and bitches.

One of the supervisors commented frequently on the size of Faragher's breasts. During a job interview he asked another lifeguard whether she was going to have sex with "all the guys like the rest of the girls?" And both supervisors made threatening sexual requests. Our client stopped wearing makeup and started wearing baggy clothes in the hope that her bosses would leave her alone. It didn't work, because sexual harassment is about power, not lust.

The women were afraid they would be fired or otherwise retaliated against if they complained but the pressure became so intense that they talked to another supervisor, who discouraged them from speaking up, suggesting that "the City didn't care." This was not an unreasonable conclusion, as Boca Raton's sexual harassment policy then in effect did not include a reporting mechanism for victims and had never been disseminated to city employees. In 1990 one of the female lifeguards finally filed a complaint, the city conducted a perfunctory investigation, and responded by docking the two supervisors' vacation time.

Disgusted, Faragher sued in 1992. The district court held the city liable, the Court of Appeals reversed on appeal and Beth Faragher requested and was granted a hearing by the Supreme Court. We are proud to have represented her as co-counsel in this final appeal, and delighted with its successful outcome. No woman should have to endure what she did.

Beth Faragher left Florida and her lifeguarding job and enrolled in law school. Today she is a public defender.

Beth Faragher's Story

Economic Justice *For All Women*

This simple phrase represents one of our most important goals. It is also the underlying theme of a major national conference, To Promote the General Welfare, that NOW LDEF is planning for the spring of 2000 as part of our ambitious State Advocacy Project. It is no coincidence that 90% of the adults on welfare are women, and our project is a long-term initiative to influence the impact of state-level welfare changes on those women.

We are creating a comprehensive anti-poverty advocacy strategy, at both the state and federal levels, in four key areas: employment, childcare, reproductive rights and violence. To implement that strategy we turned to seven states with differing racial and ethnic compositions in their welfare populations and varying models of welfare plans: California, Illinois, Massachusetts, New Jersey, New York, Texas and Washington. In each we are establishing a powerful network of activists, advocates, educators, service providers and scholars determined to change the current operating assumptions about women and poverty, about what constitutes effective welfare reform, and about the right of all women to be free from discrimination. The State Advocacy Project network already consists of more than 800 local and state organizations and almost 300 national organizations and we are far from done!

In 1998 we began to provide the network with NOW LDEF action tools, such as model testimony, model regulations and fact sheets. We published the first edition of *Women & Welfare Watch*, a project alert newsletter. With help from a small army of interns we compiled and published *What Congress Didn't Tell You: A State-by-State Guide to the Welfare Law's Hidden Reproductive Rights Agenda*, an exposé of Congress' clear intent to use economic sanctions in the 1996 welfare law to alter individual sexual behavior and pressure all women, not just women on welfare, to make reproductive choices acceptable to the political right. We commissioned original research on gender-based job steering and on non-traditional job training and placement in welfare-to-work programs from the Institute for Women's Policy Research. And we began to lay the groundwork for a sophisticated public education campaign both nationally and in our target states.



“...you’re the only one
who returns my calls.”

Juana R., to her NOW LDEF attorney

Juana R. receives public assistance for herself, her eight-year-old son and year-old daughter. In September 1998 New York City required that in order to continue receiving benefits she must participate in New York City’s workfare program. She complied, and was provided with funds to pay a babysitter while she was at work. Five weeks after she started workfare, Ms. R. found a private job as a home health care attendant, paying \$6.50 an hour. While clearly a step in the right direction, Ms. R and her children were still living on an income well below the poverty line for a family of three.

Under New York State law, women who receive public assistance are entitled to childcare benefits when they work. But as soon as Ms. R. started her new job the city improperly ended her benefits. No one told her. She found out when she went to collect her benefits and they weren’t there. When she asked why, welfare center workers told her she was no longer eligible. They were wrong.

Ms. R.’s babysitter worked for \$135 a week, which she was not getting, and she threatened to quit, which would have forced Ms. R. to leave her job. Fortunately her case came to the attention of NOW LDEF and, as part of our work with the State Advocacy Project, we determined to crack through the system and obtain justice for our client. After myriad phone calls and meetings we learned that while the law entitles Ms. R. to childcare assistance, the workers at the welfare center knew nothing about this particular entitlement. There was no procedure “in the book” covering childcare benefits for the Juanas of this world, women who are not in workfare and are courageously trying to pull themselves out of poverty.

Months later, with Ms. R. in debt to her babysitter for \$1800, we finally succeeded in obtaining a favorable ruling from an administrative law judge. Unfortunately, as there was still nothing “in the book,” Ms. R.’s welfare center did not comply with the ruling. More phone calls were necessary, and more meetings, and more intervention before she finally got her money.

Ms. R. is still a home health care attendant, working hard to increase her hours and her wages and to leave welfare. The system was more concerned about her getting a job than keeping it, more concerned about her getting off of welfare than getting out of poverty. NOW LDEF’s State Advocacy Project is designed to change that system.

Juana R.’s Story

Domestic violence, rape and sexual assault are among the most pernicious and pervasive forms of gender-based discrimination. Since 1990 NOW LDEF has ranked physical security high on its list of priorities, maintaining that women will not be equal until they no longer have to fear violence directed against them because they are women.

Experts in fields from anthropology to zoology offer theories to explain why violence against women is so prevalent, and why it can be so vicious. While research into evolution and sociobiology are interesting, NOW LDEF challenges the ideas and institutions that support violence against women in our society: gender stereotypes and the legal, economic, political, social and cultural structures that are built on and promote male control and female subordination.

One of the least known and most destructive forms of violence against women is domestic violence's translation into the workplace. In 1998 NOW LDEF received funding from the Department of Justice to develop a bi-coastal pilot program addressing battered women's employment rights. Our Battered Women Employed Project is a partnership with the Employment Law Center in San Francisco, the Legal Aid Society of San Francisco, Cornell University and local service providers in both San Francisco and New York. The Project is providing direct services, outreach, technical assistance and training on employment rights to battered women and their advocates.

On the litigation front NOW LDEF staff attorneys racked up a series of seven impressive wins in cases challenging the constitutionality of the civil remedy in the Violence Against Women Act of 1994, for which we, and the National Task Force to End Violence Against Women, which we co-chair, were largely responsible. There was only one case in which the remedy's constitutionality was not upheld, *Brzonkala v. Virginia Polytechnic University*. We are seeking Supreme Court review of that decision.

Violence Against Women

Not Just A Family Matter

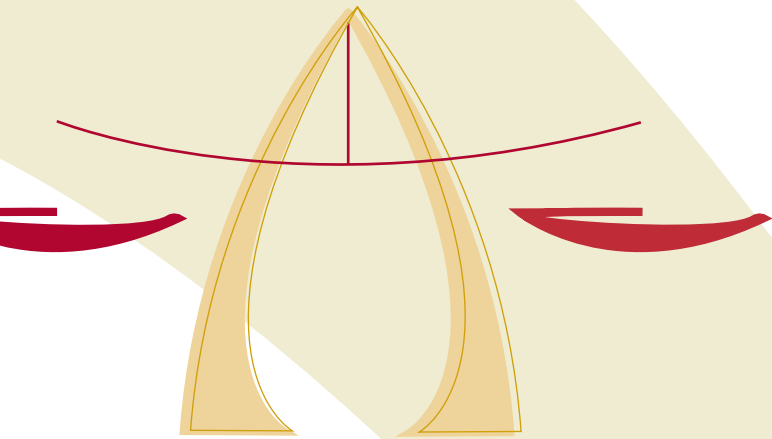
Maureen Valdez' Story

Maureen Valdez had an unusual job. She drove a pilot car, with a sign warning other drivers of an oncoming "wide load." It was unusual but it met her needs: decent pay and a back seat where she could put her children when she was working, a necessity given the lack of childcare in her part of rural Oregon. Her former domestic partner was a truck driver for the company for which she worked. Their relationship, which had been violent throughout, had finally dissolved.

One day in September 1997 the truck driver, Valdez, and her two children were in the company parking lot. He allegedly attacked their car and smashed its headlights with a hammer. The company's response was to tell Ms. Valdez—in no way the culprit in the case—that they would have no more work for her. Subsequently they changed their minds and offered her additional work. They took no action against the truck driver other than a verbal reprimand.

In November, in the presence of other employees, the truck driver threatened to kill Maureen Valdez if the company continued to employ her. The company's response to the threat was to fire Ms. Valdez. The company, in short, very thoroughly punished the victim. She was left without a job, without money and without a place to leave her children so as to find and work at another job.

In 1998, as co-counsel, we filed a complaint on behalf of Maureen Valdez in the District Court of Oregon. The case is ongoing.



Gender and The Courts *Strategy for Equality*

Since 1980 our National Judicial Education Program to Promote Equality for Women and Men in the Courts has challenged the gender stereotypes and biases that judges bring to the bench, compromising the quality of justice for women. It has changed what is studied in judicial and continuing legal education, made gender bias a recognized concept in the law, and signally improved women's access to justice.

In 1998 NJEP continued to advance its goal of equality for men and women in the courts. Highlights included two new publications.

A new model judicial education curriculum, *When Bias Compounds: Insuring Equal Justice for Women of Color in the Courts*, focuses on the particular difficulties women of color encounter in the courts. It makes a persuasive case that the combination of gender and race bias is far greater than the sum of the two parts.

The second publication is the Gender Fairness Strategies Project's *Implementation Resources Directory*, compiled on behalf of the four prestigious national organizations that, along with NOW LDEF, co-sponsor the project. This vast collection of materials was gathered from the committees charged with implementing recommendations of the state task forces on gender bias in the courts nationwide and translated into an accessible resource by NJEP staff.

Judicial bias against women has played a particularly harmful role in cases involving sexual violence. NJEP's most influential publication has been *Understanding Sexual Violence: The Judicial Response to Stranger and Nonstranger Rape and Sexual Assault*. During 1998 NJEP made full-scale presentations of this curriculum for judges in Utah, as well as for Tribal Court judges following the National American Indian Court Judges' Association National Tribal Judicial Conference.

" [NJEP's] work represents a comprehensive source of information for people working toward the goal of gender fairness throughout the United States."

A state trial court judge

Out In Front On Choice

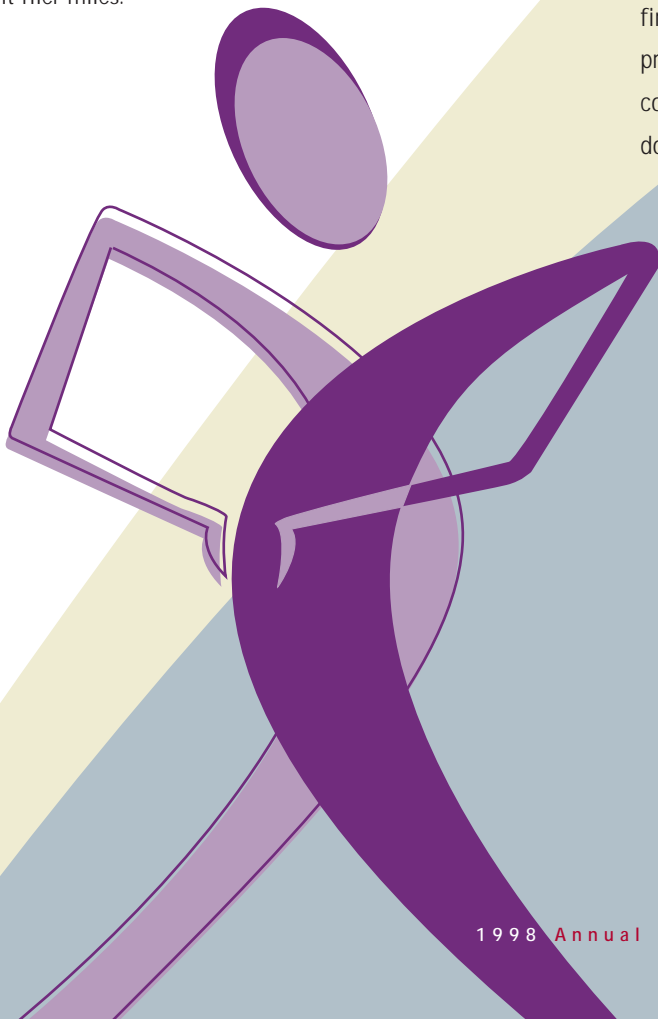
“Let them use my frequent-flier miles
on their train ride into Hades.”

Anti-abortion crusader, Randall Terry, on NOW LDEF

With the exception of activities in the context of the State Advocacy Project, NOW LDEF's 1998 reproductive rights work focused on the collection of judgments against Randall Terry, the head of Operation Rescue, and several of his co-defendants in contempt.

On the twenty-fifth anniversary of *Roe v. Wade*, NOW LDEF served restraining notices and information subpoenas on all the major airlines, freezing Randall Terry's frequent flier miles. Our objective: a spotlight on Terry's tactics of delaying again and again—now for ten years—payment of the over one and a half million dollars in court-ordered judgments against him. The press was happy to oblige, and a good time was had by all except for Mr. Terry, whose indignation, as is obvious elsewhere on this page, caused him to severely mangle a metaphor. And we did collect some frequent flier miles.

We also pushed forward with more traditional collection approaches, depositing both the trustee of an educational trust of which Terry is the beneficiary and Terry himself. In the fall, instead of sending responses to interrogatories which he owed us, Terry sent us a notice that he had filed for bankruptcy, no doubt in response to our tenacious efforts. While bankruptcy law offers him some protections, it also offers us the ability to probe much more deeply for the amount and location of possible assets. In addition, nearly one year after oral argument, we received a favorable decision from the Second Circuit in *NOW v. Terry*, in our attempt to enforce the contempt fines entered against Terry and others for violating injunctions protecting New York area abortion clinics. The court affirmed contempt fines and attorneys' fees of more than half a million dollars. These judgments are now final.



Childcare In America

NOW LDEF Reframes The Debate

The world has changed. Today more than 70% of all women with children under the age of eighteen work outside the home. Childcare has become a fact of life. Unfortunately, there is not enough childcare available for all who need it. Much of what exists is inadequate, and in some cases dangerous. And very little of what exists is affordable for any but a few.

While there is a general understanding that all of this is true, there is no consensus on what to do about the situation. To the NOW Legal Defense and Education Fund, however, the course is clear. In 1998 we began what we foresee as a long term effort to reframe childcare as a women's issue, to put it at the top of the women's agenda, and to persuade Congress and the American public that childcare must be a societal responsibility, not a personal or familial one.

We did legal research. We analyzed state constitutions. We investigated international treaties and conventions in the search for precedents for societal responsibility for the care of children.

We forged new partnerships, most notably with the Child Care Action Campaign and the Child Care Law Center. Through the National Council of Women's Organizations, representing over 100 groups with more than five million members, we organized and presented a congressional briefing on childcare issues. We developed and disseminated a series of fact sheets highlighting the importance to women—who want to attend school, who want to get job training, who want to work — of high quality, affordable and accessible childcare. We spearheaded a national working group on domestic violence and childcare, highlighting the special childcare needs of families affected by domestic violence.

We started. We're on the move.

“While young children are a diminishing proportion of our population, they're still one hundred percent of our future. How we care for our future is of the greatest national importance.”

Larry Aber, Ph.D., Director,
National Center for Children in Poverty,
Columbia University

As part of the first phase of our public education efforts to generate a national discussion on America's childcare needs, we linked up with Lifetime Television to create their Caring for Kids: Our Lifetime Commitment campaign. As we helped shape it, the campaign has two parallel prongs: challenging worn-out assumptions denying the need for and the value of childcare, and translating the result of that challenge into strong public demand.

We were a key part of the creation of the Caring for Kids concept and served as a principal advisor as well as a participant in the campaign's initial implementation. NOW LDEF Executive Director Kathy Rodgers appeared in several powerful Public Service Announcements and began to prepare for an hour-long documentary scheduled for spring of 1999. We were at the table when work started on the political component of the campaign, an effort designed to influence both the Democratic and Republican party platforms and candidate positions for the year 2000.

Our partnership with Lifetime offered us a rare and valuable opportunity to use national media to make a difference in this important arena. And our Washington, D.C. policy office provided us with the opportunity to begin to influence the congressional debate on childcare. We know that public policy follows public opinion and public opinion follows the media. And we stand ready to prod, persuade and influence all of the marchers in that particular parade.

We planned that childcare would become an increasingly important part of NOW LDEF's work, and it has. We believe that Mindy should be able to have the second child she so wants, and to keep the job she so needs.

A Cultural Campaign

"I am the mother of a two-year-old little girl. She attends a wonderful daycare that is very reasonably priced. My problem is, I can't afford to have another child. It would be pointless for me to continue to work full time when most of my salary would be paying for daycare. My husband doesn't make enough money for me to quit my job. It's a catch-22."

Mindy, aged 28, in response to a Lifetime Television E-mail poll

On The Move In Washington

“NOW LDEF’s Public Policy Office has been invaluable in the fight to reauthorize and expand the Violence Against Women Act of 1994. NOW LDEF worked closely with my staff to create comprehensive legislation, the Violence Against Women Act of 1998, and was instrumental in gaining support for it. With its grassroots activism and lobbying know-how, **NOW LDEF is known and valued on the Hill** as a knowledgeable force for positive change for the women of our country.”

Rep. Constance A. Morella (R-MD)

The creation and passage of the Violence Against Women Act of 1994 together constitute one of NOW LDEF’s signal achievements in the public policy arena. It took skill, experience, persistence, a national task force of over 2000 individuals and organizations—and years of effort. And once passage was secured, we started all over again. The National Task Force to End Violence Against Women, which we formed and chair, realized that there were areas of concern not covered, or covered insufficiently, in the 1994 Act, and that the Act would have to be reauthorized by 2000. We coordinated the drafting effort and provided legal and technical advice and assistance on the new legislation, VAWA ‘98. And we organized and participated in untold numbers of meetings, conferences and advocacy initiatives.

The first phase of the task force’s efforts ended on March 19, when VAWA ‘98 was introduced in the House. We were delighted, but that was just the beginning. Over the summer and into October we orchestrated an enormously successful public education campaign, focusing on young feminists at Lilith Fair concerts all across the country. The campaign yielded over 30,000 signed postcards directed to members of Congress requesting their support. By year end, when the 105th Congress wound up, we had 150 co-sponsors for VAWA ‘98, and 25 for a pared down Senate version. We were well on our way.

Alas, as we fully anticipated, neither bill emerged in full from committee, although certain discrete pieces of it passed as addenda to other bills, including important Student Safety provisions dealing with violence against women on campus. Undaunted, we began work on VAWA 1999, forming a drafting committee, preparing fact sheets and reenergizing our issue and special interest committees. We’re on our way again. We don’t give up.

The creation of legislation is a complex, fascinating process, and the staff of the NOW Legal Defense and Education Fund are old hands at it. It starts with an idea.

The idea behind BOB is a simple one. The 1996 welfare reform law, combined with a robust economy, has been demonstrably superb at shrinking the welfare rolls, but insensitive to the root causes of poverty that put people on those rolls in the first instance: long term opportunities have been sacrificed to short term statistical success. Reflecting on this unfortunate state of affairs, our legal staff began to play with the notion of positive incentives for the states to zero in on what makes people poor. Our goal was to do something about it, to move beyond the minimum requirements of the welfare reform act and find long-lasting solutions.

Corridor conversations continued, and inspiration struck. One of the most objectionable parts of the welfare reform act is a little-known provision, the Bonus to Reward Decrease in Illegitimacy, which gives financial rewards to states for reducing out-of-wedlock births without increasing the rate of abortion. This Illegitimacy Bonus factors all women in a state, not just women on welfare, into the equation that leads to the bonus. In addition the act contains another bonus, one to Reward High Performing States, a competition based on moving welfare recipients off the rolls. The operative word was bonus.

We concluded that a counterbalance was needed, a financial bonus to encourage states to take specific, pragmatic and positive steps to eliminate the barriers to economic self-sufficiency and help women climb up and out of poverty. Working with our good friends on the Hill, Senators Patty Murray (D-WA) and Paul Wellstone (D-MN) and Representative Lynn Woolsey (D-CA), we started with the issue of domestic violence as an impediment to economic self-sufficiency. Shortly thereafter we added another set of barriers, around employment, specifically education and training for jobs that pay a sustainable wage, such as apprenticeable, technical

and professional occupations and nontraditional employment, as well as placement in those jobs. Finally we factored childcare into the equation: availability, affordability and quality.

We concluded that \$1 billion over five years for the ten highest performing states was the appropriate number, and we began to search for a name for our new bonus. After much discussion and a series of highly improbable possibilities we arrived at BOB, the Building Opportunities Bonus, more formally known as the Bonus for Building Real Opportunities for Poor Families.

BOB was introduced in the Senate in October, 1998.

Inventing BOB: *A Case Study*



Sexual Harassment In The Schools *Landmarks and Landslides*

In 1993 NOW LDEF successfully argued *Doe v. Petaluma City School District* in the Ninth Circuit Court of Appeals. *Petaluma* was the first case to establish a federal cause of action for peer sexual harassment in the schools under Title IX of the Education Amendments of 1972. It was a giant step forward towards equal opportunity in education.

But in 1998 the issue remained untested by the Supreme Court. In December the NOW Legal Defense and Education Fund filed an amicus brief on behalf of eleven women's organizations supporting the petition for certiorari from an Eleventh Circuit case of peer sexual harassment, *Davis v. Monroe County Board of Education*.

Another question remained unanswered: when is a school liable for harassment of a student by its teachers or supervisors? In contrast to the stunning across-the-board victories we had in cases involving harassment by supervisors in the workplace, the Supreme Court's decision in *Gebser v. Lago Vista Independent School District* was a major disappointment. Voting five to four, the Court held that schools' liability for damages under Title IX is limited to instances where a school official with authority to take corrective measures actually knows of the harassment and acts with deliberate indifference in failing to correct it. This creates an almost impossibly high barrier for students to overcome.

In short, the Supreme Court established that students were entitled to less protection from sexual harassment in the schools than were employees in the workplace.

“In entering upon the great work before us, we anticipate no small amount of misconception, misrepresentation, and ridicule; but we shall use every instrumentality within our power to effect our object. We shall employ agents, circulate tracts, petition the State and National legislatures, and endeavor to enlist the pulpit and the press in our behalf.”

The Declaration of Sentiments, Elizabeth Cady Stanton et al., Seneca Falls, 1848

One hundred and fifty years later the women's movement was still trying, still not very successfully, to enlist the press in its behalf. In 1998 NOW LDEF concluded that one hundred and fifty years were more than enough, bringing to a head its plans to secure a fair and balanced hearing for women in the media.

For several years a significant part of our program planning focused on the intriguing complex of issues around women, policy and the media. We commissioned research, held focus groups, interviewed media professionals and professional experts on the media, set up an advisory council. By the beginning of last year we had arrived at some initial conclusions, and engaged consultants to develop a business plan based on them. We studied the plan, and refined it further.

We determined to create an internet-based news service that will report, analyze and comment on issues and policies of concern to women that existing news outlets too often ignore. Our service will be available directly to individuals—voters, policy makers and opinion shapers—to inform their decisions and action. It will reach a broader internet audience as well, through collaborations with web-based distributors targeted to specific audiences, such as university newspapers. And we will market the service to other media outlets, reporters and news producers who need additional information and sources for their own stories. With first-rate, highly professional news stories, our service will be both part of, and a resource to, the news media.

And our news service will just be the beginning.

*Shadow
and
Substance*
Making The
Invisible
Woman
Visible

NOW LDEF's Communications Department does exactly what you would think it does. It organizes press briefings, places op-eds and letters to the editor, maintains an up-to-the-minute website and publishes a newsletter. It also arranges television appearances for Executive Director Kathy Rodgers and key members of our legal and policy staff; 1998 was a banner year for us in this regard, with multiple appearances on the three major networks and their cable analogs, Fox, and PBS. But it does much more.

Moving The Message

Our skilled communications professionals play a key role in the development and implementation of all of our programs and projects, bringing their sophisticated strategies to the table from the word go. Our campaign for VAWA '98 is a case in point.

Step one was the creation and leadership of a VAWA Media Strategies Task Force, consisting of communications staff from our colleague organizations. We co-hosted a town hall meeting with then-Representative Schumer's office in New York City. Summer was the Lilith Fair postcard campaign noted above. October brought a complementary effort, targeted at a slightly older audience: we worked with executives at The Body Shop on the text and design of a handsome brochure, displayed in their stores, outlining VAWA '98 and containing a tear-off section asking the signers' members of Congress to support the bill — another successful corporate alliance. We posted our fact sheets and bill summaries on the NOW LDEF website, www.nowldef.org. And we held press conferences with legislators and advocates from other organizations.

Our VAWA '98 communications campaign was a combination of highly strategic advance planning and turn-on-a-dime responsiveness to unexpected developments. We reached our target audiences, including some new ones, with a clear and cogent message about violence against women and the importance of comprehensive legislative remedies. We moved forward, with style.

NOW LDEF

Comparative Financial Information

	1998	1997
Income:		
Major Gifts	542,504	640,070
Direct Mail	630,983	799,132
Foundations and Corporations	947,775	1,099,345
Government Grants	394,682	0
Special Events	828,429	897,100
Other	140,598	244,387
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	3,484,971	3,680,034
Expenses:		
Economic Justice	352,705	340,987
Violence Against Women	526,294	478,343
Gender Fairness in the Courts	282,346	369,850
Reproductive Rights	207,515	210,341
Child Care	128,466	
Educational Equity	42,163	95,039
Program Planning and Organizational Development	448,611	327,894
Public Information and Education	430,966	580,295
Management and General	325,897	270,281
Fundraising	639,612	614,468
	<hr/>	<hr/>
	3,384,575	3,287,498
Net Revenue:	100,396	392,536
Fund Balance January 1:	<hr/>	<hr/>
	2,858,472	2,465,936
Fund Balance December 31:	<hr/>	<hr/>
	2,958,868	2,858,472

Contributors

\$100,000 and Above

The Ford Foundation
Open Society Institute

\$50,000 to \$99,999

Bernard F. And Alva B. Gimbel Foundation
The Huber Foundation
Ralph and Marjorie Knowles

\$25,000 to \$49,999

ABC, Inc.
AT&T
Bankers Trust Company
Carlson Companies, Inc.
Department of Justice
Hearst Corporation
Lucent Technologies Foundation
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