

SENATOR RICHARD G. LUGAR
CHAIRMAN

National Republican Senatorial Committee

MITCHELL E. DANIELS, JR.
EXECUTIVE DIRECTOR

October 24, 1983

To: Senate Republican Press Secretaries
From: Nancy Bocskor, Deputy Director of Communications NB
Re: Women's Seminar: Dealing with the Gender Gap

I'm sorry you couldn't make it to the seminar on women's issues on October 20th.

I'm sending you the agenda and handouts from the meeting. I think you'll find them useful as you work to strengthen ties with the women voters in your state.

To summarize:

*Cathy Chamberlin and Kristy Olaveson from Decision/Making/Information (DMI) spoke about those groups of women that tend to vote Republican, and the "swing" voters, and gave ideas on how to reach these target groups. DMI is putting together a summary sheet of their findings and I'll put it in the mail as soon as I receive it.

*The National Republican Congressional Committee has put together a 14-minute tape on the "gender gap" -- complete with clips from focus groups they held this summer with women across the country, poll results, and suggestions on working with women. I have dubbed a copy of the tape. Please let me know if you or someone from your staff would like to see it.

*Wilma Goldstein, Director of the Campaign Fund for Republican Women, gave tips on sensitizing your boss to women's issues. I'll send these along to you as well.

*Two staffers from the Finance Committee gave examples of legislation that will help your boss attract women voters. Issue areas ranged from provisions in the 1981 tax bill to current legislation on child support enforcement. Is your boss on any of these bills? A good idea for a press release or weekly column -- call Anne Moran or Sydney Olsen at 224-4515 for details on good legislation your member could cosponsor and follow-up with a release.

*In your "women's issues" package you'll find a listing of ideas to help women. An example: setting up a rape crisis center. Has your member done anything specifically for women? Let me know -- I'd like to share it with other press secretaries in an upcoming "Idea Exchange" package.

*Our next meeting is November 7th discussing "Operation Uplink's" daily feed capabilities. Mark your calendar -- I'll send details.