FOR IMMEDIATE RELEASE

Contact: Diane Darling 212-642-0899*
Tracy Essoglou 212-966-0380*
Joyce Parente 212-398-1550

WOMEN'S ACTION COALITION

REQUEST FOR COVERAGE

"WOMEN IGNITE!"
WAC HEADS TO HOUSTON

Multimedia Demonstration to Coincide with the Republican National Convention

New York City, July 23–The Women's Action Coalition (WAC) will be sending its *own* delegates to Houston August 17 - 20. Under the code name "Women Ignite," three specific actions developed with Houston-area women's groups are scheduled (outlined below). WAC members enthusiastically invite all Houstonites to join us for these innovative events.

Visual Manifesto. This audiovisual presentationwill be projected as large as possible on an undisclosed city building. Such well-known artists as Laurie Anderson, Sarah Charlesworth, Nancy Dwyer, Barbara Kruger, Helen Marden, Elizabeth Murray, and Cindy Sherman have contributed to the project. Interweaving images, text, and statistics covering such topics as health care, child care, racism, and economic and sexual violence, the work will be a comprehensive reflection of women's concerns by women: It will show that we are perceptive, analytical, and sophisticated, that we see the often restrictive circumstances of our lives, and that we will take action and impose change to alter the course of our lives.

Speak-Out Mike. Prominent area feminists will take part in an open microphone event before the visual presentation. In addition, all women present, whether active feminists or merely interested bystanders, will be encouraged to step up and share their thoughts, opinions, and experiences. Together we will produce a spontaneous collage of voices condemning the politics that hinder our freedom, provoking the keepers of the status quo, and uniting us in our fight for the rights of *all* women.

Drum Corps Activities. A three-van convoy carrying our drum corps will be canvassing the city daily.They'll be making stops at shopping malls and clinics, inviting one and all to the visual and open-mike events. Look for this boisterous band at rallies, marches, and other convention-related events . They'll be accompanied by a professional video crew documenting their high-spirited activities.

WAC's ability to stage aggressive and evocative campaigns addressing a myriad of issues impacting women's rights nationwide will undoubtedly command the attention of resident politicos and further WAC's reputation as an organization that demands prompt and unequivocal change.

WAC is an open alliance of women committed to DIRECT ACTION on issues affecting the rights of all women. We are witnesses to the current economic, cultural, and political pressures that limit women's civil rights and to the horrifying effect of these limitations. We will exercise our full creative powers to launch a visible and remarkable resistance.

WAC IS WATCHING. WE WILL TAKE ACTION.

WHERE: Houston, TX. (Building location undisclosed at this time.)
WHEN: Nightly, August 17 - 20, 1992
WHO: Women's Action Coalition

* These women will be in Houston for the demonstration.

For more information and a complete press kit,
please contact: Tracy Essoglou 212 966-0380
after Aug. 15: 713 528-5858 or
Joyce Parente 212 398-1550

FOR IMMEDIATE RELEASE:

WOMEN'S ACTION COALITION

What's kinder and gentler about cutting programs benefitting women and children?

"WOMEN IGNITE!"
WAC TAKES ON THE REPUBLICAN CONVENTION

WAC Storms Houston with a 60 x 40 foot Audio and Visual Demonstration at Market Square Plaza, August 17, 18 & 19, 8-10 p.m.

Artists Laurie Anderson, Barbara Kruger, Elizabeth Murray, Cindy Sherman, Laurie Simmons and other WAC members combine forces to create a major political spectacle and visual manifesto, addressing issues of economic equity, health care, child care, reproductive freedom, sexism, sexual violence, harassment, homelessness, gay and lesbian rights, domestic violence, AIDS, poverty, and child support.

Speak-Out About Women's Issues to precede show attracts major political and feminist figures.

Also: **The WAC Drum Corps will be stirring up "Good Humor" with "Operation Dessert Storm." Flavor of the Month: Good 'Ole Boysenberry...**

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From August 17-19, 1992, WAC is sending its *own* delegates to Houston for the Republican National Convention. Under the code name "Women Ignite," three specific actions developed with Houston-area women's groups are scheduled. WAC members enthusiastically invite all press to join us for these innovative events.

Through neglect, subversion, and downright ignorance, the Bush-Quayle administration poses the greatest threat to issues important to women. Our multifaceted demonstration will serve notice to these simple politicos: We are aware of their abysmal record on women's issues and refuse to be swept under the rug. WAC is watching. We will take direct action to achieve unequivocal policy changes.

WAC will offer Houstonites and the nation a refreshing alternative to the hot air filling the astrodome with the following activities:

Audiovisual Manifesto at Market Square Plaza. A 30-image slide show will be projected to a size no less than 60 x 40 feet onto a nearby building. Interweaving images, text and statistics, it will cover such topics as health care,

child care, racism and economic and sexual violence. This visual narrative will begin each evening at dusk. The WAC mission statement, phrase by phrase, will punctuate each image before and after it appears. Various audio presentations, including a compilation of interviews with women from across the country, give voice to the myriad concerns that unite us in our fight for the rights of all women.

Speak-Out Mike. Prominent feminists, including:
Ellie Smeal: President of The Fund for the Feminist Majority
Laurie Anderson
Linda Morales: female plaintiff appealing Texas sodomy law
Sonceria Messiah, Publisher of The Houston Defender
Judge Sylvia Garcia
Deborah Danburg, State Representative
have been invited to participate in an open microphone event before the visual presentation. In addition, all women present will be encouraged to step up and share their thoughts, opinions and experiences. We will produce a spontaneous collage of voices condemning the politics that hinder our freedom and provoking the keepers of the status quo.

Drum Corps Activities: Operation Dessert Storm. A convoy of vans disguised as ice-cream trucks will canvass the city with our WAC drum corps. Visiting shopping malls, restaurants and clinics, inviting one and all to the visual and open mike events, these pseudo ice-cream sellers will be passing out their own brand of "good humor," a menu featuring treats like Good 'Ole Boysenberry, the Kennebunkport Float and Olie's Contracone. The corps will also participate in rallies, marches and other convention-related events. They will be accompanied by a professional video crew documenting their encounters.

WAC's ability to stage aggressive and evocative campaigns has been documented in The New York Times, The Village Voice, New York Magazine, New York Newsday, and elsewhere. Addressing a myriad of issues impacting women's rights nationwide, WAC will command the attention of resident politicians and press, furthering our reputation as an organization that demands prompt and unequivocal change.

WAC is an open alliance of women committed to DIRECT ACTION on issues affecting the rights of all women. Since our formation in January, 1992 (following the Anita Hill/Clarence Thomas hearing), WAC's membership has skyrocketed, with new chapters now forming in San Francisco, Los Angeles, Boston, Nashville, and Toronto. **See attached background statement for more information or call: Tracy Essoglou (212) 966-0380/(713) 528-5858 after Aug. 15, or Joyce Parente (212) 398-1550 for a complete press kit. Spokeswomen are available for interviews.**

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Contact: Tracy Essoglou 212-966-0380
Ellen F. Salpeter 718-875-0124

FOR IMMEDIATE RELEASE

REQUEST FOR COVERAGE

OH SAY CAN YOU SEE: TEN MILLION MORE WOMEN VOTERS THAN MEN

What do you do with 98,468,000 angry women voters? Listen.
In the United States, ten million more women than men are eligible to vote, yet our current government and laws do not reflect this fact.

New York City, July 1, 1992 -- The **Women's Action Coalition** (WAC) will sponsor a demonstration comprised of a coalition of women's groups and supporters during the Democratic National Convention on Tuesday, July 14 to alert delegates, the nation and the public to women's power within the electorate. WAC challenges all delegates to recognize both the needs and the potential of women voters and women candidates. By dramatizing women's majority position WAC demands a Democratic Party platform that is responsive to women's issues. Our voices will be heard and our platform recognized.

EVENT: **WAConvention** - Banners, balloons, sashes, signs, pamphlets, women voter statistics, voter registration, alternative platform (Support for ERA, Reproductive Freedom, Economic Parity, Political Equity, Health Care, Child Care and an end to Violence Against Women, Homophobia, Racism, Religious Prejudice), information on upcoming legislation directly affecting women.

DATE: **Tuesday, July 14** during the Museum Mile program when Democratic Convention delegates and the public will be assembled along Fifth Avenue.

TIME: WAConvention convenes at El Museo del Barrio (Fifth Avenue at 104th Street) at **6:00 pm** and marches to a rally at the Metropolitan Museum of Art (81st Street and Fifth Avenue)

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For more information please contact Tracy Essoglou at 212-966-0380 or Ellen F. Salpeter at 718-875-0124.

Rel. by Sandra York to WAC meeting in NY?

As you know, WAC New York guidelines call for a standing action planning committee. Since the very beginning we knew this was something we really needed, but it's taken us five months to get the volunteers. Now I'm happy to announce that the committee is finally organized. Several people have signed up, including representatives of the drum corps and most of the service committees -- marshalls, graphics, phone tree, media liaisons, and everyone else we could sucker into it. We still need a representative of the multicultural caucus.

The purpose of the planning committee is to help WAC members design and present thoughtful, well-planned actions and stage them to run as smoothly as possible. Our role is to make sure that each action benefits from the input of various standing committees, have focused visual and conceptual ideas, and are well-planned according to the guidelines in our orientation packets.

Here is how it works.

Before an action is proposed to the floor, facilitators need to make sure it has been discussed with the planning committee to receive preliminary input. Then, after the floor approves the action, we will review final plans before the action takes place. The exception would be a zap action, when all details must be reviewed before going to the floor.

At both stages -- before the action goes to the floor and again before it actually happens -- we will provide input as representatives of other WAC committees. We will also run it past the two planning checklists in our orientation packets.

The preliminary checklist includes basic questions such as who is the target, what are the desired results, the timeframe, the media implications, and so on. The answers to these questions should be spelled out to the floor when the action is proposed so WAC can make an informed decision. The final checklist is to assure that the action is thoroughly planned and researched: that the location has been confirmed, a visual concept developed, follow-up planned, committees like marshalling, graphics and media have handled all their details, and so on. Again, these checklists are straight from WAC orientation packets as action planning guidelines, and we've put copies in the back of the room.

We understand that this is how New York operates, and we've all seen how effective it is. With this committee finally in place, we think we'll see less confusion on what we're actually voting for. Our actions will be stronger, because they will unite the efforts and expertise of more committees. We hope that this thoughtful planning process will result in the kind of WAC actions that inspired us all when those New York women marched into town.

Planning Action Committee

The Planning Action committee is composed of representatives from various standing committees and other interested members. Its purpose is to help WAC members design and present thoughtful, well-planned actions and stage them to run as smoothly as possible.

The planning committee will work with all action committees to assure that each action benefits from the input of other committees, has focused visual and conceptual ideas, and is well-planned according to WAC guidelines.

A. General Action Planning

Before an action is proposed to the floor, it must be discussed with the planning committee so that the following questions can be considered with input from various committee representatives and can be answered for the floor:

1. Who or what is the target?
   Why?

2. What are the desired results?
   What do we want to change, effect, or communicate?

3. Are there other groups already dealing with the issue?
   What is the time frame/immediacy of the action? Is it realistic?

4. What is the range of possible actions?
   What are the pros and cons of each? Is CD involved?
   What are the potential legal ramifications for participants?

5. How will this action be presented to the media?
   What possible media attention will it receive?

6. Is more than one action involved?

B. Specific Action Planning

Before the action takes place, it must be reviewed by the planning committee to be sure that the following issues have been addressed with input from representatives of the standing committees:

1. When will it be?
   Are there any particular reasons for the chosen day, date and time?

2. What type of coalition should be built around the action?
   What outside groups should be contacted?
   How many people are needed?
   What accessibility issues are involved (language, mobility, money, etc.)

3. Where will it be? Inside or outside?
   Has the location been researched/confirmed?
   Is a permit required?
   If theaction is outside Houston, have the appropriate groups in the area been contacted? Have transportation and housing been arranged?

4. Is there a theme? A visual concept?

5. How much will it cost?
   What is the budget?
   What materials/resources are needed? (Be sure to consider such items as posters, flyers, fact sheets, research, phone calls, mailing, translations, media packets, transportation, and visuals.)

6. Should follow-up actions be planned?

7. Who will be responsible for the following:
   Before the action --
   - Detailed research for action
   - Flyers announcing the action
   - Educational fact sheets for distribution at action
   - Liaison to Media Liaison Committee for press release & media plan
   - Liaison to WAC Productions (if video documentation is desired)
   - Budget and disbursement of funds/treasury liaison
   - Selection of marshalls and media liaison (or action spokesperson) for on-site press
   - Arranging speakers and PA system
   - Transportation and directions/housing
   - Poster/video components and special visuals
   - Organizing CD/contacting lawyers, police, DA, or other officials
   - Action wrap-up/clean up

   After the action --
   - Follow-up actions/thank you or complaint letters
   - Resolving legal issues
   - Reporting to the floor
   - Assessment of action
   - Delivering print and electronic media coverage to archivist