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OAKLAND MEN'S PROJECT

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To: <i>Allan Shore</i>	From: <i>Thomas Boyd</i>	
Co. <i>Oakland Mens' Proj.</i>	Co. <i>ODN Prod.</i>	
Dept.	Phone # <i>212-366-0303</i>	
Fax # <i>510-835-2466</i>	Fax # <i>212-366-0894</i>	

November 5, 1992

Allan Shore  
Executive Director  
Oakland Mens' Project  
440 Grand Avenue • Room 320  
Oakland, CA 94610

Dear Allan:

Oralee Wachter has asked me to follow up on her conversation with you about your participation in the Ms. Foundation's "Take Our Daughters to Work Day," specifically your role in writing curricular materials for boys. The purpose of this letter is to formalize an agreement with Oakland Mens' Project, and to sketch out the scope of work we need from you. On April 28, teachers will be left with classrooms full of boys (girls will be off on their visits to worksites). What we need is a curriculum that helps teachers capitalize on this opportunity.

1. Working independently and not as an employee of Oralee Wachter or Ms. Foundation, Oakland Mens' Project (Project) will write certain materials that will become part of the "Who Do You Think You Are?" curriculum being developed as part of the Ms. Foundation's TAKE OUR DAUGHTERS TO WORK DAY initiative.

2. These are the specifications for the material we're asking you to develop:

A document of perhaps 5 manuscript pages or more giving teachers what they need to work with male students around DAUGHTER'S DAY. The document ought to begin with a brief "preamble" explaining to teachers (a) why it's important to work with boys on these issues; (b) how sex role stereotypes and gender-driven discrimination harm boys and girls; and (c) the possibilities for better communication and connection between boys and girls.

Following the preamble, we need suggestions and instructions for teachers: activities for the boys in the class; things for them to discuss, debate, research, inquire about; major themes and ideas for the teacher to develop in her/his teaching for that day; and ways to incorporate the DAUGHTER'S DAY theme into other classroom topics (e.g. math, science, history, English).

Finally, we need the curriculum to include some student worksheets, handouts, activity guides or other "hands-on" sheets at the end.



Allan Shore - Page 2

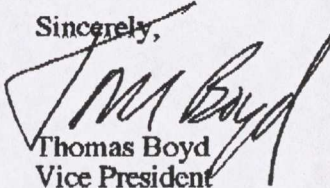
Allan, it's our sense that you ought to over-write at this stage, and give us more copy than we can use. That way, we'll be able to pull out the best and most cogent passages, the most provocative ideas, without feeling that we have to squeeze every word.

3. The Project is going to be paid a flat fee of \$5,000 for its work on this project.

4. Oralee will bring a deal memo to you when we meet on November 23 at 10:30am in your offices, or we will FAX you a deal memo prior to that date. In the meantime, this letter should be considered a commitment to you to go forward with the work, and an agreement in principal as to the scope and nature of the work.

We're looking forward to meeting with you and your colleagues on the 23rd. In the meantime, don't hesitate to call me (or Oralee).

Sincerely,



Thomas Boyd  
Vice President

TB:mac

cc Oralee Wachter





**FAMILY VIOLENCE  
PREVENTION FUND**

*A National Public Policy  
and Education Institute*

## SEARCH ANNOUNCEMENT

for

### COMMUNICATIONS DIRECTOR

The Family Violence Prevention Fund has been in the forefront of the domestic violence movement with its creation of pioneering approaches to reducing and preventing family violence. Since its inception as a national demonstration project in 1980, this San Francisco-based national organization develops public policy initiatives in the fields of health, law reform, services, and media, while simultaneously providing direct advocacy support to thousands of victims of domestic violence.

In 1991, the Fund initiated a National Domestic Violence Media Campaign with the express purpose of changing the attitudes of the American public about domestic violence, increasing their involvement in the issue and implementing public policy reform.

The foundation of the National Media Campaign has been carefully prepared in 1991-1992 in three ways: a broad-based, prestigious National Advisory Committee has been formed; funding has been secured; and in-depth market research — the first-ever conducted in the U.S. specifically on domestic violence — has been completed. Actual implementation of the Media Campaign is the next step.

In order to take this next step, a search has been launched for a qualified individual to assume a new full-time position as **Communications Director** for the Fund.

**Salary:** Competitive, commensurate with experience  
**Benefits:** Health, Dental and Vacation & Sick Leave

Interested applicants should direct a copy of their resume and three (3) professional references to:

Esta Soler, Executive Director  
Family Violence Prevention Fund  
Building One, Suite 200  
1001 Potrero Avenue  
San Francisco, CA 94110

**PERSONS OF COLOR ARE ENCOURAGED TO APPLY.  
WE ARE AN EEO/AFFIRMATIVE ACTION EMPLOYER.**

September 1992

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## FAMILY VIOLENCE PREVENTION FUND

*A National Public Policy  
and Education Institute*

### COMMUNICATIONS DIRECTOR

Under the supervision of the Executive Director, the Communications Director will hold major responsibility for developing and implementing the National Media Campaign, including assembling and coordinating a creative team; and in conjunction with that team, designing and managing news and advertising campaigns. The Communications Director will also immediately assume ongoing media relations for the Fund.

#### RESPONSIBILITIES:

##### **National Media Campaign**

1. Oversee search process and selection of media campaign creative team consultants from advertising and PR firms, as directed by Executive Director and in consultation with public policy and market research consultants
2. Coordinate and fully participate in creative team activities: e.g. develop themes, messages and strategies for news and advertising campaigns based on findings from 1992 market research
3. In conjunction with consultants and Executive Director, launch news campaign in 1992-93
4. Participate in design and testing of advertising campaign for introduction in 1993
5. Assist with fundraising for the advertising campaign, including solicitation of pro bono agreements from advertising and PR agencies

##### Press Relations

1. Cultivate pro-active relationships for the Fund with a wide range of media contracts
2. Create and implement the first comprehensive national database of print and electronic media, including opinion leaders and media sources
3. Initiate and orchestrate news coverage when domestic violence incidents occur through the creation of media events, dissemination of statistics, and editorial and op-ed campaigns

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4. Develop and produce materials, designed specifically to educate the journalism community, which emphasize consistent use of national data, political and social analyses of domestic violence, promotion of remedies, and referrals to trained media spokespersons
5. Develop and produce comprehensive press packets and press materials to accompany press releases for use by opinion leaders
6. Systematically track and compile print and electronic news and feature coverage on domestic violence

#### **Leadership & Media Advocacy Training Program**

1. Establish an electronic network among activists and media sources for rapid response to major news items relating to domestic violence incidents
2. In conjunction with consultants, design and implement a four-year training program in media advocacy for key national and state spokespersons
3. Edit and produce "News Alerts" for distribution to the network of key national and state spokespersons
4. Organize briefings for the National Advisory Committee of the Media Campaign

#### **Staff Role**

In conjunction with the Executive Director, develop budget for media campaign and work to keep program expenditures within that budget; as well as attend staff meetings, supervision meetings, Board meetings, and management team meetings of the Project.

#### **REQUIREMENTS:**

- Experience in design and/or management of a national multi-media effort to change public policy or public behavior
- Sophisticated understanding of and experience with electronic and print media
- Excellent writing/public speaking skills
- Extensive professional contacts within fields of advertising, public relations and journalism
- Proven organizational and administrative skills, including database and fiscal management
- Commitment to eradication of domestic violence