

Clearinghouse on Women's Issues

June 2018 CWI Newsletter

womensclearinghouse.org

**Invitation to the Tuesday, June 19, 2018 Meeting of the Clearinghouse on Women's Issues (CWI)
Noon-1:30 PM at the Alliance for Justice, 11 Dupont Circle, 5th Floor; entrance on New Hampshire
Ave., NW. (Nearest Metro Stop: Dupont Circle, north or south exit)**

Sustainable Energy: Key for Gender Equality and Women's Empowerment

Sustainable energy is a critical component for lifting women and their families in the developing world out of poverty. Time spent collecting fuel for cooking and the lack of electricity contributes to poverty and can put women at risk as they search far from their homes to gather fuelwood. Additionally, the fumes from smoke from wood cookstoves and kerosene lamps sickens children and their families and leads to chronic and acute health problems like pneumonia, burns, and heart disease. Fortunately, there are clean technologies for cooking and lighting like clean cookstoves and solar lanterns that are bringing life-changing and life-saving improvements to families in the developing world. Come learn about initiatives to improve the lives of millions of women around the world with presentations by representatives from the US Agency for International Development (USAID), the Global Alliance for Clean Cookstoves, and Solar Cookers International.

Moderator: Leslie Black Cordes currently serves as Vice President of Programs and Operations at the Alliance for Justice. Leslie has more than 25 years of experience in nonprofit management, resource mobilization, and legislative and government work including her most recent role as Senior Director of Strategic Partnerships at the UN Foundation's Global Alliance for Clean Cookstoves. Previous positions include Interim Executive Director, Global Alliance for Clean Cookstoves, Senior Director, Partnership Development for Energy and Climate at the United Nations Foundation, Chief of the Environmental Protection Agency's Energy Supply and Industry Branch, and roles as Acting Co-President, Vice President of Programs, and Director for International Programs at the non-profit Alliance to Save Energy. Leslie has also served as deputy director of the U.S. Agency for International Development's Energy Efficiency Program and spent eight years with the U.S. Senate Energy and Natural Resources Committee.

A representative from the Global Alliance for Clean Cookstoves is expected to join the following presenters:

Corinne Hart is the Senior Advisor for Gender and Environment in the Office of Gender Equality and Women's Empowerment at USAID. She provides technical leadership and assistance on gender integration into environmental programming, including the agency's work on energy, infrastructure, biodiversity and forestry, land tenure, urbanization, and climate change. Before joining USAID, Corinne served as the Director of Gender and Humanitarian Programs at the Global Alliance for Clean Cookstoves, an initiative of the United Nations Foundation. In that role, she designed and managed the Alliance's strategies on gender, women's empowerment, and humanitarian response. She has 10 years of experience in project and grant management, strategic planning, and capacity building, and worked to increase the capacity of the household energy sector to mainstream gender, support women energy entrepreneurs, and reach the most vulnerable populations.

Caitlyn Hughes is a program director at Solar Cookers International (SCI) where she facilitates knowledge sharing both within and outside of the solar cooking sector. She gathers and analyzes data and identifies best practices from SCI's field projects as well as the global solar cooking community, and manages the creation of the Solar Cooking Adoption and Impact Survey. She works with the Solar Cooking Webmasters to manage the world's largest online database of solar cooking knowledge. Caitlyn organizes opportunities for partners to share their knowledge through working groups, webinars and conferences. Caitlyn has a Bachelor of Science degree in Human Development from the University of California Davis and a master's degree in Humanitarian Action from Ruhr University in Germany. Her past experiences include interning with Development Assistance Research Associates (DARA) in Madrid, Spain; volunteering with United Action for Children (a local non-profit in Cameroon, Africa); working as an Assistant Director fundraising for non-profits such as Save the Children, The Nature Conservancy, and the Sierra Club.

CWI meetings are free and open to the public. Bring your lunch. Next CWI meeting, Noon Tue. Sept. 25, 2018.

Dear CWI Members,

CWI's Board and Officer Election is June 19, 2018

CWI will hold its election of Officers and Board Members for two year terms from July 1, 2018 to June 30, 2020 at our June 19, 2018 meeting. Five members of the CWI Board of Directors are continuing their 2017-2019 terms. They are Co-Presidents, Harriett Stonehill and Sue Klein, Membership Vice-President, Linda Fihelly, Technology, Vice President, Sherry Klein, and Board Member, D. Anne Martin.

The following CWI Board members have agreed to be nominated to renew their 2 year 2018—2020 terms. Holly Joseph has agreed to continue as CWI Treasurer, Jeanette Lim (Esbrook) will continue as Vice President, Legal Affairs, Loretto Gubernatis will continue as Vice President, Media Relations, and Connie Cordovilla as Board Member. To learn more about current CWI Board Members and Officers visit the CWI leadership page <https://womensclearinghouse.org/leadership/>. **For the 2018-20 Board Terms, Barbara Janey has accepted the nomination as CWI Board Secretary. Megan Corrado, Advocacy Manager, Women for Afghan Women, a new CWI organizational member, has accepted the nomination as a new CWI Board Member.**

We urge everyone to pay their modest CWI individual or organizational membership dues for 2018-June 30, 2019 or longer before or during the June 19 meeting so they can participate in the election and show their support for CWI. See the CWI membership form at the end of this newsletter. Since we are especially interested in serving a wider feminist community we encourage people to join CWI as **organizational members** and distribute information to their co-members. With permission from your organization you can give them a CWI organizational membership and serve as one of their two organizational member representatives to CWI. That way you will receive newsletters and announcements which you are encouraged to share with colleagues in your organization. We are also encouraging member organizations to suggest topics for CWI monthly meetings and even organize these meetings to educate many others about your organization's priorities.

Members of Clearinghouse on Women's Issues (CWI) VOTE.-Vote by vote, we change the world. We let our informed voices be heard.

CWI Members are longtime advocates for the **Equal Rights Amendment (ERA)**. In fact, Sue Klein took baby Sherry Klein (now CWI VP for Technology) to her first public Capitol Hill meeting to support the ERA when Sherry was an infant. Holly Joseph, CWI Treasurer, asked her Maryland U.S. Senator, Ben Cardin, to be the lead sponsor of legislation meant to bring new life to the effort to ratify the Equal Rights Amendment. Realizing the importance of establishing equality of all in our Constitution, he agreed to introduce ERA legislation using the "three state strategy" advocated by former CWI board member Carolyn Cook's United for Equality LLC. Nevada and Illinois (as of May 30, 2018) have both joined the original 35 states in ratifying the ERA - leaving just one more state to join the 37 states who have supported the ERA's ratification. Many believe that since the Madison 27th Amendment was finally added to the U.S. Constitution in 1992 -- over 200 years after it was introduced, the clause limiting the approval of ERA to 1982 should not interfere with full ratification of ERA whenever this is accomplished by one more state—meeting the ratification requirement by $\frac{3}{4}$ of the states

CWI has sponsored meetings on ERA and many other domestic and global topics. Topics of CWI informational and action focused meetings this year included: *Turning Anger into Change: 15 Ways to Stop a Bigot*, *Learning from Sisters of Color, and Each Other, on How to Bring it to The Polls*, *Networking Women's History Organizations and Sites*, *Social Media Strategies for CWI*, and *Working Women, Pay Equity, and Union Bargaining - Where Rubber Hits the Road*. CWI has provided this information so that each of us can make an informed decision as to who to vote for. It is now our obligation to VOTE and get out the vote on issues of concern to women. Women's activism and marches helped save the Affordable Care Act and led to town-hall meetings across the country. This led to the largest number of women running for local, state, and federal office. Now we are working as individuals on campaigns, "get out the vote," registering new voters and making sure all can vote.

Abraham Lincoln stated, "I appeal to you again to constantly bear in mind, that with you, and not with politicians, not with Presidents, not with office-seekers, but with you, is the question, 'Shall the Union and shall the liberties of this country be preserved?'"

Harriett Stonehill, CWI Co-President and Sue Klein, CWI Co-Presidents

Meeting Summary, May 22, 2018: How to Use Social Media to Advance Support for Feminist Issues

[View the latest CWI meeting at the bottom of the CWI YouTube Playlist](#)

Information on the background of the presenters Loretto Gubernatis, Sherry Klein, and Barbara Janey is in page 1 of the May 2018 CWI newsletter. Background information on Cari Stein is in this summary. It is also included in the introduction by Sherry Klein in the meeting youtube video. Following are some highlights from the meeting on the presenters' advice to an audience with much interest in, but a wide range of skills in using social media. The photo below shows Presenter Cari Stein with the video and screens in the Alliance for Justice conference room which the presenters used to illustrate key aspects of social media.

Presenters **Loretto Gubernatis** and **Sherry Klein** distributed handouts of some social media related terms from webopedia.com, except for "trending", quoted from the "Using Social Media in Business" course by Dr. Brad Semp, and one link to a marketing tools resource site provided by another online teacher. (<https://www.marketingtercom/tools/>).

Loretto Gubernatis introduced the concept of "Guerilla TV" – Media as having the capacity to influence mass audiences without much funding. She recommended not waiting for budget approvals or grants before beginning. Gubernatis focused on learning hard and soft skills for oneself so that you are not dependent on external agencies. Gubernatis's spirited and inspirational message included that you are "Never too old to learn", and emphasized always keeping up to date with modern technology. She suggested focusing on content in lieu of flashy tricks or gimmicks. Gubernatis shared her YouTube Channel HanberryCross. (<https://www.youtube.com/user/Hanburycross>). She implored meeting attendees and others to support each other's endeavors, for example, by "Liking" or "Subscribing" to posts, pages, channels, etc., and sharing intrapersonal networks focused directly on women's issues. Finally, Gubernatis emphasized the urgency in promoting women speakers and voices in order to counteract the impact of anti-women politicians, policies, and administrations. Hanburycross hosts the CWI videos as well as many other public access shows from a variety of topics and genres. There are children, teen, seniors, and political shows produced for Baltimore Public Access channel 99 and posted on the Youtube channel. Check them out!

Sherry Klein shared main lessons she learned from a free online Ed2Go/Gale/Cengage course offered through the local library called "Using Social Media in Business". 1) Post *at least* daily to social media platfor 2) Have a social media strategy – A) select your objective - awareness/loyalty/sales B) Be as specific as possible about your target audience, the more detail the better C) Pick which media platforms you will use – how many? – (She shared that the teacher suggested starting out with one or two.) 3) Use measurements collected in a template/dashboard to track progress.

Klein used CWI as an example of a social media diagram, which is one element included within a social media template provided by the library course. It shows the process flow including social media platforms used and who is responsible for updating information on each, how information flows, automated tools used to post, where information comes from, etc.

Finally, Klein showcased several feminist/feminist related websites and social media platforms such as those of

- Feminist Majority Foundation <https://feminist.org> <https://twitter.com/feministnews>
<https://twitter.com/FemMajority>
<https://www.facebook.com/FeministMajorityFoundation/?ref=share>
<https://www.youtube.com/user/feministmajority>
- Equal Pay2Day <https://www.equalpaytoday.org> <https://twitter.com/EqualPay2dayOrg>
<https://www.facebook.com/EqualPayToday/> <https://www.instagram.com/equalpay2dayorg>
https://medium.com/@ichaney_31a98
- Dialogue on Diversity <https://www.dialogueondiversity.org>
<https://www.facebook.com/dialogueondiversityorg> <https://twitter.com/dialogondiv>
<https://www.youtube.com/user/DialogueOnDiversity>
- Clearinghouse On Women's Issues (CWI) <https://womensclearinghouse.org/>
<https://twitter.com/CWInews> <http://www.facebook.com/womensclearinghouse>
<https://www.youtube.com/watch?v=z2Rk7RfiKzA&list=PLnfiFIIPQZAg2ZAITWPFpDE6Z4AxMTNC6>
<https://www.pinterest.com/clearinghouseonwomensissues/>

Barbara Janey began with the question of Content – asking “What is our mission? Who are we directing our work to?” Janey said to make sure you are “THE” website to go to – the importance of branding your mission, for example “Clearinghouse=Women’s Issues”.

Janey warned that if a website doesn’t instantly engage the viewer, it is possible the audience will never return to the site. Janey mentioned that it is difficult to trust content. There is uncertainty in knowing who is posting what (attribution) and the legitimacy of information. She suggested we be very suspicious of new content and sources and to read multiple sources in order to assert the accuracy of data. Janey suggests we be vigilant of branding, asking ourselves “What image is the source trying to promote?” Janey emphasized the importance of promoting content surrounding diversity, pulling information from every different group. Finally, Janey mentioned that it is important to evaluate what’s being looked at on your sites and how long the viewers are visiting for.

Cari Stein, the Executive Producer of “*To The Contrary*” (pbs.org/to-the-contrary) a show on PBS hosted by Bonnie Erbe’ focusing on issues of special interest to women from diverse perspectives. She is also President and Chair of the Board of the nonprofit production company that produces *To the Contrary*, Persephone Productions, Inc. Stein discussed how much social media has changed and will continue to develop in the future. In order to maintain long term engagement, she said we need to be working on social media on multiple platforms daily. She used “*To The Contrary*” as an example and said she often spends more time on communicating via social media than in producing the TV shows.

Stein explained that for “*To the Contrary*” they interconnect all their events and content, tweeting hashtags and changing the stream constantly. For example, they host content on the website and tweet links back to the website to encourage website visits, reinforcing a loop of information. Stein found that people will engage more with comments on Facebook compared to the other platforms they are using. Stein mentioned that there has been a shift away from paper mailings and manual distribution list administration towards online distribution systems like MailChimp. Another strategy “*To The Contrary*” has incorporated is the use of Google Hangouts to encourage interaction from the audience. She recommends visual posts and Google polls.

Coming 2018 DC Area and National Feminist Events and Resources

In 2018 we will send selected events to CWI members on our e-mailing list. Please share your upcoming feminist events to post in 2018 CWI newsletters to president@womensclearinghouse.org. Check out CWI's Facebook www.facebook.com/womensclearinghouse and Twitter www.twitter.com/CWINews pages! LIKE and FOLLOW us, as well as SUBSCRIBE and LIKE our Video sponsor and provider <https://www.youtube.com/user/Hanburycross>. **Times Below Are For EDT.**

Tuesday, June 12, 2018, 1 PM – 3 PM. I am Psyched! For LGBTQI Pride Month. American Psychological Association 750 First St. NE, Washington, DC 20002. \$5 [Registration](#)

Tuesday, June 12, 2018, 9:30-11:30 AM. A More Resilient World: The Role of Population and Family Planning in Sustainable Development. Wilson Center, Ronald Reagan Building, One Woodrow Wilson Plaza, 1200 Pennsylvania, Ave, NW, DC 20004. Will also be webcast. [RSVP](#)

Thursday, June 14, 2018, 9:AM Webinar Women's Rights & Climate Finance "Strategies for Organizing to Influence, Monitor and Track Climate Finance (From Global to Local). WEDO. [Information and Registration.](#)

Monday, June 18, 2018. 11:30 AM Reception 12:30 PM Justice First! Luncheon, To be Headlined by Senator Kirsten Gillibrand, Alliance for Justice, Hyatt Regency Washington on Capitol Hill, 400 New Jersey Ave, NW, Washington, DC 20001. [Purchase Tickets](#)

Wednesday, June 20, 2018, 9:30 AM-4 PM. Dialogue on Diversity's 2018 Health Care Symposium: A Quest for Policy Stability – Achieving the Wellness Society. UNIDOS US 1126 16th St. NW, Washington, DC 20036. [Register for Free Symposium](#)

Wednesday, June 20, 2018, 1:30 Webinar: Putting Mid-Term Elections in Context. National Council of Jewish Women (NCJW) [Register.](#)

Tuesday, September 25, Noon CWI meeting. CWI Board Members welcome future topic suggestions.

CWI's newsletter is endowed by friends in loving memory of our longtime editor Roslyn Kaiser.

*Photo from Cari Stein: Meeting summary Sherry Klein with the help of notes from Elle Winfield, FMF Intern.
Newsletter edited by Sue Klein*

CWI BOARD OF DIRECTORS, JULY 2017 – JUNE 2019

OFFICERS: Co-Presidents, Sue Klein and Harriett Stonehill; VP Membership, Linda Fihelly; Treasurer, Holly Taggart Joseph; Secretary & VP Legislation, Roberta Stanley; VP Media, Loretto Gubernatis, VP Legal Affairs, Jeanette Lim Esbrook, VP Technology, Sherry Klein. Directors: Connie Cordovilla, and Anne Martin

DIRECTOR EMERITA: Elaine Newman, **EX OFFICIO:** Barbara J. Ratner

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Clearinghouse on Women's Issues

Membership Form

womensclearinghouse.org

- Bring a check, payable to CWI, along with this form to a CWI Meeting or mail to:
 Holly Taggart Joseph, CWI Treasurer
 8504 Rosewood Drive, Bethesda MD 20814-1434
 joseph.holly@gmail.com
- Or you may also join online using PayPal by going to the membership section of womensclearinghouse.org

For membership questions: Contact VP Membership, Linda Fihelly, lfihelly@hotmail.com or 301-599-1942

NAME of Individual or Organization _____
 For Organizations also Provide Name and emails of two PRIMARY REPRESENTATIVES
 NAME/Title _____
 NAME (Org. Representative 2) _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ CELL _____
 EMAIL (Org. representative 1) _____
 EMAIL (Org. representative 2) _____
 WEBSITE ADDRESS: (URL)* _____

Enclosed is a check for CWI membership. Membership year is: **July 1-June 30** (Please fill in beginning and end date). If you pay before July 1 your membership year will start early but still end June 30 of the next year. _____

___ **Individual** ___ \$25 for one year ___ \$45 for two years ___ \$65 for three years

___ **Individual under 30 years old** (\$15/one year)

___ **Virtual** (\$20/one year) (Email newsletter only for members outside Washington, DC area)

___ **Organization** (\$40/one year or \$100/three years)

___ Additional tax-deductible contribution of \$ _____

TOTAL ENCLOSED \$ _____

*If organizational member, indicate if you would like a link to your organization to be listed on CWI's website. (Listing subject to CWI approval) Circle One: ___ YES ___ NO

Membership dues and contributions are tax-deductible to the extent provided by Section 501(c)(3) of the Internal Revenue Code.