



our *Lifetime* commitment

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# *Lifetime*

Meredith Wagner  
Senior Vice President  
Public Affairs

May 5, 1998

Dear Retreat Guest:

I am delighted that you are able to join the Strategic Retreat being held in Vermont on May 14 -16. Your participation will add invaluable depth and breadth to this project.

The attached kit will bring you up to speed on the *Caring for Kids: Our Lifetime Commitment* campaign and includes the retreat agenda, directions to Whimsy Hill and recent child care articles. At the retreat you will receive updated information including biographies of all attendees.

We are organizing logistics for Albany airport and Amtrak pick-ups and will call and fax you with final meeting place information on Monday. If you have any questions about the retreat or any of the related arrangements, please call Rogan Carlesimo at 212-424-7459. If you have not yet faxed your participation form and bio, please fax it as soon as possible to 212-957-4264.

We look forward to thoughtful conversation and creative ideas leading to a long-term vision and a short-term plan for action on child care.

Sincerely,



Meredith Wagner

Enclosure



our *Lifetime* commitment

**LIFETIME TELEVISION, THE CONGRESSIONAL CAUCUS FOR WOMEN'S ISSUES  
AND ADVOCACY GROUPS ANNOUNCE NEW EFFORT TO MAKE WOMEN'S  
VOICES HEARD IN THE NATIONAL CONVERSATION ON CHILD CARE**

WASHINGTON, D.C., March 31, 1998 -- President and CEO of Lifetime Television, Doug McCormick, today joined the Co-Chairs of the Congressional Caucus for Women's Issues, Nancy Johnson (R-CT) and Eleanor Holmes Norton (D-DC), and representatives from leading national advocacy groups and announced a new effort, *Caring for Kids: Our Lifetime Commitment*, to give women a louder voice in the national debate on child care.

*Caring for Kids: Our Lifetime Commitment* marks the most comprehensive plan to date using electronic media and cyberspace to give women the opportunity to participate in the national debate on child care. Lifetime Television for Women has arranged for its website, [www.lifetimetv.com](http://www.lifetimetv.com), and a toll-free number, 1-800-522-0925, to be a place where women and their families can share their stories, messages and photographs on child care and add their voices to the 1998 debate on child care.

McCormick said, "*Caring for Kids: Our Lifetime Commitment* is a campaign to have the voices and faces of women and their families front and center during the debate on child care. Lifetime Television will work with a national network of advocacy groups to get out the word that 1998 is the year for action on child care."

The coalition of advocacy organizations joining Lifetime Television in its *Caring for Kids: Our Lifetime Commitment* campaign includes YWCA of the U.S.A., 9to5, Child Care Action Campaign, Camp Fire Boys & Girls, Center for Policy Alternatives, Child Welfare League of America, Children's Defense Fund, Coalition of Labor Union Women, Childtime Learning Centers, Committee for Hispanic Children and Families, Families and Work Institute, Girls Inc., Girl Scouts of the U.S.A., Goodwill Industries International, Inc., Hadassah, National Center for Children in Poverty, National Women's Law Center, New York Women's Agenda, The Salvation Army, NOW Legal Defense and Education Fund, United Neighborhood Centers of America, Inc. and United Way of America.

McCormick concluded, "We are thrilled to be spearheading a project to create an electronic neighborhood where women and their families can tell us in their own words what child care means to them. Their personal stories we have received so far have been compelling. The depth and range of the responses are both encouraging and challenging. The good news is that the political will is there -- people want what is best for our kids. Our e-mails poignantly emphasize, however, that there is no single solution to solve our child care situation. There must be a range

(MORE)

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**LIFETIME/Child Care**

of solutions. We will work with women, their families and communities to build a climate where those solutions can occur.”

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 8,300 cable systems and alternative delivery systems nationwide, serving over 71 million households. Learn more about LIFETIME Television on the Lifetime Online web site at <http://www.lifetime.tv>.

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# Congress of the United States

Washington, DC 20515

March 31, 1998

The Honorable Newt Gingrich  
Speaker of the House  
H232 Capitol Building  
Washington, D.C. 20515

Dear Newt:

As members of the Congressional Caucus for Women's Issues, we are writing in support of congressional action during this session on legislation to promote quality child care choices for American families. **Child care must remain a priority for this Congress.**

We have developed bipartisan consensus on a list of principles that should govern new child care spending this session. These concepts, as well as viable funding proposals, are contained in many of the over 50 bills that have been introduced to date. We believe these principles contain a bipartisan set of goals that will dramatically help the millions of families who struggle every day in America with difficult child care decisions. These decisions are extremely personal. Many parents feel handcuffed by economic concerns, others worry about the safety of child care, and others have children with needs that require special settings. We must respect and enable parents' ability to make the child care choice that is best for their situation. While all families face different circumstances that make their decision-making process unique, they all are confronted with issues related to availability, affordability and quality of care.

Congress can and should take actions that will improve parents' prospects for finding child care that meets these concerns. If we expect our work on welfare reform to be successful, we have to face the hard facts that child care is a necessity for helping parents find independence from public assistance. The Bureau of Labor Statistics reported that in 1996, 96 percent of fathers and 63 percent of mothers with children under age 6 worked. Some of these parents worked part-time and others worked full-time, but they all faced decisions about what to do with their children when they were at work. For most families in America today, child care is not an option, but a necessity. For most working parents, child care is not a luxury, but a fact of everyday life.

These are the key principles on which the Women's Caucus has found bipartisan support. Each principle complements the others and all should be included in any legislation that comes before the House.

**Increase Certificate Funding for Low-Income Families** — We have put tremendous pressure on the states to comply with our work targets as part of welfare reform. This pressure is causing states to invest the majority of their Child Care and Development Block Grant (CCDBG) funding in finding child care for families who are leaving welfare. This help is crucial for families gaining independence. But if that independence is to be permanent and if the thousands of low-income families who are struggling to maintain jobs are to stay off welfare, we have to invest additional funds in CCDBG to give states the resources they need to meet the increasing demand for

vouchers. When you visit day care centers, you hear of the pressure to drop very low-income working families who have not been on welfare to make room for women coming off welfare. This is unfair and intolerable. It also will not accomplish our goal of fostering work.

**Lower Taxes for Working Families and Stay-at-Home Spouses** — We must modernize the Dependent Care Tax Credit to provide more realistic assistance for low- and middle-income families who pay taxes. This would allow families to lower their taxes, keep more of their income and help meet child care expenses. In addition, we should seriously consider changing the DCTC to make it available to families in which one spouse stays at home to care for children. If the income guidelines are met, the DCTC should flow to the family regardless of whether a parent or provider cares for the child.

**Promote Quality Child Care** — Since quality in child care services varies throughout states and localities, we must give communities the flexibility to design programs that best fit their needs. While there is no one-size-fits-all solution for quality child care, there are things we can do at the federal, state and local levels to improve and enhance the quality of care our children receive. These initiatives could include assisting states in enforcing health and safety standards and state-determined staff/child ratios for center-based care, improving provider and parent training and education in early childhood development, and encouraging competitive wages for child care workers.

The Women's Caucus supports action on these critical issues and encourages the Leadership to move forward with legislation before the 105<sup>th</sup> Congress adjourns. We urge you to join us in finding room for increased funding for child care within our commitment to a balanced budget. We must listen to the concerns of America's working families and help them meet their child care needs.

Sincerely,

Nancy J. Johnson

Eccoff North

Sen Kelly

Carol B. Malay

Lanie Myrle

Ellen Tauschen



## Congressional Quotes

On March 31, 1998, Lifetime Television and its partners\* launched **Caring for Kids: Our Lifetime Commitment**. At a press conference on Capitol Hill in Washington, D.C. members of the Congressional Caucus on Women's Issues, child care advocates, and children from local communities lent their voices to the call for action on child care. At the press conference, members of Congress supported Lifetime's **Caring for Kids: Our Lifetime Commitment**.

"I love the idea of a national neighborhood. More women need to speak up and tell their stories because democracy does work - it is just not a spectator sport. So, the online neighborhood town forum will help women share their stories with us and help us to raise a more powerful voice in Washington in support of better child care services."

- **Representative Nancy Johnson (R-CT)**

"Lifetime and the Women's Caucus are leading the way... for millions of American families who are marching behind us. Congress must be ashamed, no, afraid to go home for the elections without passing child care legislation this year."

- **Representative Eleanor Holmes Norton (D-DC)**

"It is a crucial issue to families, this is not an issue that only women care about this is an issue that families care about today. In fact, how are they going to make ends meet, how in fact while they work and try and take care of their families how in fact are they going to try and provide the best quality child care for their families?" - **Representative Rosa DeLauro (D-CT)**

"I want to commend Lifetime Television... this is a wonderful creative way in which to engage the entire country and getting involved in legislation that is so important to their lives."

- **Representative Rosa DeLauro (D-CT)**

"I want to thank Lifetime for recognizing that child care is a lifetime investment."

- **Representative Connie Morella (R-MD)**

"And I can tell you that tomorrow I intend to log on to this website. It's a fantastic idea. Thanks to Lifetime, we all appreciate you on behalf of all the mothers and working families in America, we thank you for this opportunity." - **Representative Carolyn Maloney (D-NY)**

"We can't fail our working parents. We need to provide quality and accessible care. The time is now. I'm impressed with Lifetime Television for taking the lead, for making this a household topic and you will succeed and we'll be with you." - **Representative Lois Capps (D-CA)**

\*Partner Organizations: 9to5, Camp Fire Boys & Girls, Child Care Action Campaign, Childtime Learning Centers, Child Welfare League of America, Coalition of Labor Union Women, Committee for Hispanic Children and Families, Communications Consortium, Families and Work Institute, Girl Scouts of the USA, Girls, Inc., Goodwill Industries International, Inc., Hadassah, National Center for Children in Poverty, National Women's Law Center, NOW Legal Defense and Education Fund, Proteus International, Strategy Communication Action, Ltd., The Salvation Army, YWCA of the USA

The following e-mail responses were received through Lifetime's online petition calling for action on child care. The petition is at [www.lifetimev.com](http://www.lifetimev.com).

Monica  
Kids: yes  
Age: 25  
Elbert, CO

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I am a single mother, who also happens to be a welfare recipient, if it wasn't for the fact that I am trying to obtain my college degree the State of Colorado would not be helping me in any way shape or form. It was just recently enacted in my state that if you are on welfare and not getting some form of education you must get a job, but I live out in the country where it is an hour's drive into the nearest town for employment. Colorado Springs does not pay above minimum wage to workers and these moms are expected to work a job, which most of them do want, but to also find quality childcare for their children on the wages they earn.

I looked into getting a job while finishing my degree because I did not want to feel like a burden to the taxpayers, but then my social worker informed me that if I did find a job and made as much as \$400 in a month I would only receive maybe \$40 of my monthly check.

Now, I don't know about other states, but in Colorado the social service department does not care if you can afford housing or own a car, so how do they expect women to find quality childcare? I was one of the lucky ones that has the drive to get my college diploma with or without help from anyone else. But, because I did the endless paperwork and the many interviews my county does help me pay for my son's childcare and I do consider myself lucky to have found a high quality facility to take care of him while I am trying to improve our future.

But, I find it very disturbing when my friends and fellow college students can't continue their classes or must scrape by to put their children into daycare that costs almost half their monthly take home pay. It is even more disturbing, when I hear about bad daycare centers or family group homes that mistreat and abuse the children in their care through either neglect or physical abuse. Isn't the future of our country more important to this nation? Shouldn't the lawmakers in Washington care more about the citizens of our country? Why, if we are one of the leading industrialized countries in the world so far behind many other countries in the welfare of our children?

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Cheryl  
Kids: yes  
Age: 35  
Fayetteville, NC

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I have had children in child care for the last 12 years. I can honestly say that good childcare, not even great childcare is very hard to come by. I have been calling pre-schools in my area off and on for 6 months and there are no openings. They all have waiting list. My husband and I have gotten to the point that we are selling our house and moving so that I can stay at home with our children. We are tired of less than able people raising our children. There comes a point and time when you say...NO MORE!

I constantly worry about my children in daycare and the care that they are receiving. I have been in the medical field for 17 years and can honestly say that I have had enough. My children are in a private home now and I just found out that the sitter is transporting 8+ children in a vehicle for 5 people and that my 3 year old is riding unrestrained in that car. The childcare services really need an extra boost.

My sister has a daycare in her home that is registered with the state. Recently funding has been reduced for the meals program. My sister has had to go up on her childcare rates to help now with the meals that she is preparing for these children. It takes everything we earn to pay for our house, food, transportation and childcare. Something has got to change. What, I don't know. Government funding? State funding? We are in other countries taking care of their children but yet we are not taking care of our own children here in the USA. I know that nothing that is started now will help me in the way of childcare. I will be taking care of my own, but I know that by starting now, this will help my grandchildren one day. If a woman wants to stay at home with her children, let us... if not I think that there needs to be great daycare ready and waiting for these children. Where they can grow, learn, and be loved just as if they were at home.

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Teresa  
Kids: yes  
Age: 33  
New York, NY

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When I had my only child nine years ago, the absolute joy soon turned to panic when I was scheduled to go back to work during his fourth month. Being just a few thousand dollars over the official poverty line, my husband and I did not qualify for any federal or state funded child care facilities. Luckily, I held a position in a very liberal workplace, and had him by my side for five months.

After that, I stayed home with him until he was two while my husband held down two jobs: leaving at 5am and returning at 11pm. No parent should have to worry about leaving their most precious gift in the hands of strangers. Do something for our country's future - affordable and quality child care is crucial.

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Jacques  
Kids: yes  
Age: 29  
Malden, MA

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My wife and I are struggling just to make ends meet. We have two children. The youngest one, a girl is only 2 years old. I have to take her to work with me every day (I'm one of the fortunate ones that can). I know that I should appreciate that fact but it is taking a toll on our entire family. I get very stress on the job and at home when I don't even get an hour to my self without the kids just because we can't afford it.

Please, give us an alternative. I'm not sure how long we can survive. The kids are getting to be a burden and neither me, nor my wife, see any relief in sight. My wife can't quit her job, and of course neither can I.

Thanks for whatever help you can provide.

\_\_\_Jacques\_\_\_

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Joy  
Kids: yes  
Age: 27  
Houston, TX

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I am a single parent of two daughters and childcare is so expensive. I don't get child support and trying to feed, shelter and clothe my children is not easy. There needs to be more funding available to help people in my situation and they need to look at all of our debt to decide how much daycare should be. The go my family size and gross income and that is just not fair. Some of us have to have a car to get to work, insurance for the car, credit cards to buy clothes and shoes for the kids and loans to afford to go to school to get a better paying job. It is just a vicious cycle and it needs to stop. I live with my mother because I can't afford my own place and pay my bills. At this time I get help but because 10.00 an hour for a family of three is to much I will loose that help in 6 months. I am very sad!!

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At the request of the respondent, anonymity is kept.  
Kids: yes  
Age: 42

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My husband and I have both worked since my 17 year old was a baby. I worked nights as a waitress then because I had no one to watch my son. I probably could have found someone to watch him, but I felt the money I would have had left after paying the sitter would not have made leaving him with a stranger worth while.

Now, my second child is 11 years old and the days of child care problems are over for me, BUT I see women at work going through what I did and worse because they are single mothers. Guess where I work? I work for the government at a Federal government agency. They have absolutely no form of child care or any type of maternity leave. In fact, I recently watched a young girl doing physical labor until giving birth because she could not afford to stop working and she was afraid to speak to unsympathetic superiors. So, when I hear the President or First Lady speak about child care I think why not look at the problems for federal employees before going to the private sector. Thank you for allowing me to sound off...

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Iris  
Kids: yes  
Age: 30  
Las Vegas NV

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I think childcare is extremely expensive. I work as a temp, because I have a disabled 5 year old daughter who always has doctor appointments or needs to go to doctors out of state and I need the flexibility. I also have 4 other children and my husband stays home with the youngest 3. The older two go to school all day.

Anyway in order for my husband to help out financially, he would either have to find a night job (which is difficult) or a decent daycare, which we can't find for the disabled one. Things are tough enough and then these day cares rip you off completely.

That is why some women opt to stay home and collect welfare. If you make \$10.00/hr that's \$400.00 per week (minus taxes even less), then the day care is \$65.00/wk on average, you end up with practically nothing. Then they have the nerve to charge you extra for every minute you may be late due to bus problems or car trouble or anything, they don't care one bit. Just the money is all they want to see and hear about.

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Kristin  
Kids: yes  
Age: 32  
Des Moines, WA

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There need to be laws in place to protect the child that is entered into childcare. We as parents need to know that our children are safe and well cared for when we cannot be with them. Childcare is not affordable, nor is there a national standard. If you try to find out the status of a particular daycare, you cannot readily find the information.

Most of the women of America have to work today just to make the ends meet. Why, do the lawmakers always put this on the back burner. Let the thousands of abuse cases in the childcare industry stand and be heard. Let the lawmakers realize that they work for "we the people." Let us have safe affordable childcare for the future generation.

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Shelley  
Kids: no  
Stratford, NJ 08084

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Two years ago, my mother gave birth to a little boy. With the 21 year difference in our ages, many things are different now then they were when I was born. However, the biggest difference is not the toys or the car seats. It is childcare. When I was born, my mom was able to stay at home with us during the day and work for extra money in the evenings. Now, in order to make the money she needs to meet her bills, she must work full time during the day. But instead of being able to find an grandmotherly neighbor or a friend that stays home during the day, she must depend on childcare. She is lucky because a wonderful day care establishment is right across the street and the cost is not astronomical. However, this is not always the case. Many daycare establishments cost as much or more than many working women make in a week. Or require you to pay for the entire week whether the child is there or not. And that does not even begin to take into consideration whether our children are being loved and educated as well as enjoying themselves in these places.

=====



*Caring for Kids: Our Lifetime Commitment*

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New York, NY 10001

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FAITH A. WOHL

#### **Statement by Faith Wohl, President**

**Child Care Action Campaign**

**March 31, 1998**

The Child Care Action Campaign welcomes the participation of the Congressional Women's Caucus, Lifetime Television and a new coalition of leading national non-profit organizations to support our common goal: action in 1998 to improve child care for America's families and children.

1998 is the year that child care must take a giant step forward. Its moment is here. We must capture the moment and ride the momentum of bipartisan support to improve the quality, affordability and availability of child care, early education and after-school programs. And we must do it now. America's child care is not only beyond the pocketbook limits of most young families but 80% of it is rated "poor to mediocre" in quality. We are putting the future at risk if we do not make needed changes this year.

For fifteen years, the Child Care Action Campaign has led national thinking in defining child care as an issue of concern for all Americans. CCAC has worked throughout its history to build strong consensus and a unified voice among national advocacy organizations to create a climate for policy change.

We congratulate Lifetime on the leadership it is taking to speak out on an issue of such significance to the future of our nation. And we especially welcome the steps they are taking to bring the voices of women into the national dialogue on child care. This year we have to keep decision makers focused on the real child care needs of children and their families. The stories from women and families that are already pouring in to Lifetime's web site offer compelling testimony in support of those needs. We cannot fail to meet them.

#### **Child Care Action Campaign contact:**

**Ellen Lubell, Communications Director**

**212-239-0138**





Contact: Colleen McCabe  
(212) 691-6262

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Suite 301  
New York, NY 10118  
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Fax: 212-465-2281

## **THE YWCA CARES FOR CHILDREN**

### **CHILD CARE SERVICES**

296 YWCAs provide child care services to 451,319 children

### **CHILD CARE CENTERS**

276 YWCAs care for more than 388,991 children at more than 1,000 sites

### **SCHOOL AGE CHILD CARE**

233,000 school age children are cared for in 384 YWCA sites

### **CHILD CARE FOR ABUSED CHILDREN**

7 YWCAs care for 2,461 abused children

### **DAY CAMP FOR CHILDREN OF WORKING PARENTS**

210 YWCAs care for 59,178 school-age children in day camps

### **TRAINING FOR CHILD CARE PROVIDERS**

44 YWCAs train 7,957 child care providers

### **BABYSITTING TRAINING**

98 YWCAs train 7,618 babysitters;  
92 YWCAs include babysitting for 8,594 teens in their youth development programs

### **PARENTING EDUCATION AND OTHER SERVICES FOR PARENTS**

290 YWCAs provide parenting education and other services for 503,914 parents;  
52 YWCAs teach parenting skills to 5,241 teens

The YWCA of the U.S.A. is the nation's oldest and largest women's organization and is committed to the empowerment of women and girls and the elimination of racism. With 336 member associations in thousands of locations in all 50 states, the YWCA of the USA represents more than two million women, girls and their families.

## Children's Services

The YWCA of the U.S.A. is a women's membership movement dedicated to the empowerment of women and girls and the elimination of racism. From its inception, YWCA leaders have realized that in order to accomplish the YWCA's mission, programs and advocacy must join together to meet the needs of children from birth.

YWCA's nationwide provide services for children 0 to 3. Programs provided locally are based on each community's individual needs. Child care, pre-natal services, housing, parenting programs and motor development are among those benefiting the very young at a critical time in their development.

YWCA pre-natal services reach more than 5,500 parents, including many high-risk pregnant teens. The YWCA, recognizing that parents are the first teachers of children, provide parenting services to more than a half million parents, including parenting classes for 175,000 parents in 234 cities.

The YWCA is the nation's oldest provider of child care, having established the first day nursery in 1864 and today is one of the largest non-profit providers of child care in the country. In 1994, the YWCA provided child care to more than 450,000 children, including direct child care for more than 350,000 children in 276 programs in more than 1,000 sites.

Quality child care requires professional development opportunities for caregivers. In addition to such opportunities for YWCA employees, YWCA's have classes for other providers in 44 communities. Babysitters for short term care are also trained in almost 100 YWCA's.

Parent and child development activities in 122 communities benefit almost 23,000 children and begin with age-appropriate activities for the very young.

Our society requires attention to children for whom basic needs such as safety and housing are not guaranteed. YWCA's provide violence prevention programs and services for more than half a million parents. Children in abusive family situations, including very young children, receive services in almost 100 YWCA's.

Housing for 200,000 people is provided by the YWCA. Young children live with their mothers in safe, self-kept residences. In many situations, case management, job training and other services are provided so that when families move out of the YWCA, young children will continue to live in homes where the mothers can be self-sufficient and the children safe.

Children have to be carefully taught from birth that racism is wrong and to believe in dignity for and equality for all people. YWCA's include that teaching and modeling in all programs. In addition, many associations offer culturally-sensitive and bilingual services to reach racially, culturally and economically diverse members of the communities they serve.

Program services are combined with advocacy efforts on the national, state and local levels to ensure the legislation and necessary funding is available to ensure safe, affordable and accessible child care. The YWCA Child Care Advocacy Network has more than 200 members across the country. The YWCA works in partnership nationally with other child care advocacy organizations on these and other issues of importance to the empowerment of women and girls and the elimination of racism.



Remarks on Child Care by Prema Mathai-Davis  
CEO, YWCA of the U.S.A.  
Lifetime Television Child Care Campaign  
March 31, 1998

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Thank you Doug. I'm Prema Mathai-Davis, the Chief Executive Officer of the YWCA of the USA. I'm here today to let our elected representatives know that the women and men and their families of America need Congress to increase mandatory funding for the Child Care and Development Block Grant.

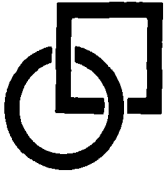
The YWCA represents more than two million women in the United States and we provide child care and after-school programs for more than 750,00 children and youth each year. The YWCA has provided childcare for millions of children in the United States since 1868. And we know firsthand of the incredible shortage of affordable, quality childcare and afterschool care that women and men and their families continue to face everyday in America. Approximately 24 million school age children require care while their parents are at work. This shortage of childcare is often expressed in terms of the millions of children and families who cannot get the care and support they need. But America's failure to provide for our children can also be expressed in the despair, frustration and unmet needs of any one child---any one family----or any one community.

In fact we must also acknowledge that last week's tragedy in Jonesboro, Arkansas, is in some part, a failure of our nation's childcare policy--- in addition to issues of gun control, sexism and violence in the media. Our children are not being taught to handle their anger and frustration in nonviolent, socially acceptable ways.

We at the YWCA know that the 400,000 young people involved in our school-age care and youth programs are less likely to engage in negative behavior than their five million classmates who are home alone in the afternoon and on days when there is no school.

Our experience is now documented by a recent study showing that thirteen-year-olds left unsupervised in the afternoons are more likely to smoke cigarettes, drink alcohol and experiment with drugs. Can we really afford to continue to risk the health and well-being of our children, for the sake of political partisanship and the cold calculus of budget cuts? Congress needs to find the strength of will to take action on behalf of America's children.

Thank you.



**Families and Work** Institute

**For further information,  
contact Ellen Galinsky  
at (212) 465-2044**

All too frequently when there is a policy discussion about child care, an either/or—one option versus another—discussion tends to ensue: mothers who work versus mothers at home; relative care versus more formal child care; families solving their own problems versus government or employer assistance.

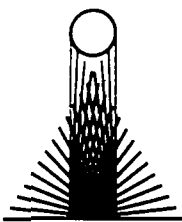
All of this discussion neglects the real voices of parents. Most parents don't see these issues as either/or and don't want to be pitted, one against another. They want real choices and many don't have them now.

- Many parents don't feel that they have a choice about whether they work. According to the Families and Work Institute's nationally representative study of the U.S. workforce, employed mothers in dual-earner families contribute 39 percent of family income.
- Many parents don't feel that they have workplaces that support them in their dual roles as workers and as parents: currently 44 percent of employed parents in the U.S. have access to flexibility in scheduling their work hours. Only 50 percent of parents can take time off for sick children without losing pay, using vacation days, or making up some other reason.
- Many parents don't feel that they have choices when they select child care. We have found that among U.S. workers who looked for alternatives to the child care arrangement they were currently using, 58 percent found no acceptable choices.
- Many parents don't feel that they can find quality care. In our National Study of the Changing Workforce, we asked an open-ended question about their main problem with child care. We found that 62 percent said finding quality child care was the major problem. It wasn't just finding child care, it was finding quality care.

We talk about being a country that values giving families choices, but many parents don't feel that they have real choices.

That's why as a research organization, the Families and Work Institute is pleased to participate in Lifetime's Campaign. For the first time, it brings parents' real voices into this debate. Perhaps hearing what is going on in parents' lives will help shift the child care debate away from either/or rhetoric toward real solutions that families need and want.

Ellen Galinsky  
President, Families and Work Institute  
March 31, 1998



# CHILD CARE: A NATIONAL PRIORITY

**NOW LEGAL DEFENSE  
AND EDUCATION FUND**

99 HUDSON STREET, NEW YORK, NY 10013-2815 (212) 925-6635 FAX (212) 226-1066

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## **Statement of Kathy Rodgers, Executive Director NOW Legal Defense and Education Fund**

March 31, 1998 -- Today the NOW Legal Defense and Education Fund joins in partnership with *LIFETIME Television*, women's and children's groups and Congress to ensure that our nation makes affordable, accessible, quality child care a reality in every family's life. While this issue has a tremendous impact on women, child care is not only a women's issue, or only a family issue, but a major public policy issue that has broad economic and social implications for our country and for our children.

When the women's movement was gathering steam 30 years ago, child care was at the top of the agenda -- and it still is. While women have made great strides in the workplace over the last three decades, this progress has not been matched by an easing of burdens in the home. On-site day care and other "family-friendly" employment practices are limited to a very few enlightened corporations. Men, by and large, aren't taking up their share of family care -- and those who do, or would like to, face the same obstacles that confront working women.

Why hasn't Congress responded to this need? We know it isn't because Americans don't want it. In fact, it's what the American people do want: in a NOW Legal Defense and Education Fund poll, 69% of voters surveyed said they favor increased federal funding to expand child care options for working families. It can't be because we can't afford it. We are the richest nation in the world. In fact, we can't afford not to do it. Taking care of our families now is the best future we can have. And it can't be because we don't know what to do. We know what good child care looks like. We know how it works. And we can deliver it in a way that meets the varying needs of America's families. It's simply a question of priorities.

Today we begin the Congressional countdown to a new era where the children and working families of this country are made a national priority. Together with policy makers, the private sector, advocates and families, we can make affordable, accessible, quality child care a reality for everyone in this country.

*In its 28th year, the NOW Legal Defense and Education Fund (NOW LDEF) is the oldest national legal advocacy organization dedicated to women's rights. Today, it continues to be at the center of every major social and economic justice concern on the women's rights agenda, a leader in defining the issues and bringing them to public attention. NOW LDEF pursues equality for women and girls in the workplace, the schools, the family and the courts, through litigation, education, and public information programs. NOW LDEF's legal docket of 65 cases covers a wide range of gender equity issues. NOW LDEF also provides extensive technical assistance to Congress and state legislatures, employs sophisticated media strategies, and organizes national grassroots coalitions to promote and sustain broad-based advocacy for women's equality.*



# NATIONAL CENTER FOR CHILDREN IN POVERTY

154 Haven Avenue  
New York, NY 10032-1180

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FAX 212-544-4200 or 544-4201  
www <http://cpmenet.columbia.edu/dept/nccp/>

## Contacts:

Larry Aber (212) 304-7101  
Julian Palmer (212) 304-7117  
Ann Collins (212) 304-7127

The NATIONAL CENTER FOR CHILDREN IN POVERTY (NCCP) was established in 1989 at the School of Public Health, Columbia University, with core support from the Ford Foundation and the Carnegie Corporation of New York. The Center's mission is to identify and promote strategies that reduce the number of young children living in poverty in the United States, and that improve the life chances of the millions of children under age six who are growing up poor.

## The Center:

- Alerts the public to statistics about child poverty and to the scientific research on the serious impact of poverty on young children, their families, and their communities.
- Designs and conducts field-based studies to identify programs, policies, and practices that work best for young children and their families living in poverty.
- Disseminates information about early childhood care and education, child health, and family and community support to government officials, private organizations, and child advocates, and provides a state and local perspective on relevant national issues.

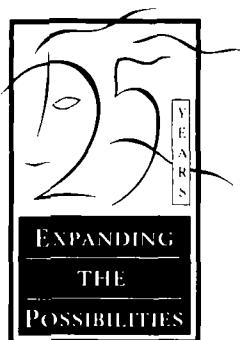
A strong focus on child care has always been a hallmark of the Center. NCCP's Child Care Research Partnership is a multi-year research initiative with collaborators in Illinois, Maryland, New Jersey, and New York. The Partnership uses information from state child care programs and U.S. Census data to improve the capacity of state and city agencies and child care organizations to improve policy; better understand the impact of the child care market on the employability of low-income parents and the development of their young children; and learn more about "underground" and "informal" care markets.

NCCP is also conducting a major five-year study of low-income child care in partnership with Abt Associates. This study tracks child care policies and trends in 17 states and 25 counties and will spotlight "informal care"—a type of child care which is likely to be used more often as welfare reform moves more parents into the workforce. Finally, NCCP's Kith and Kin Child Care Project also focuses on "informal" care provided by the network of family, friends, and neighbors who care for the children of working parents.



CSPH

Columbia School of Public Health



# NATIONAL WOMEN'S LAW CENTER

## WHY WOMEN CALL ON CONGRESS TO SUPPORT AFFORDABLE, QUALITY CHILD CARE

The child care needs of American women and their families have increased dramatically in recent years, as women with children have entered the paid workforce in unprecedented numbers. *Seven out of ten American women with children under the age of 18 -- and nearly eight out of ten women with school-age children -- work in the paid labor force today*, representing a major societal change since the days when few women with children worked outside the home. Working women want to provide their children with the best child care -- a safe and nurturing environment that can make an important contribution to their children's healthy development.

Unfortunately, high-quality child care is too often unaffordable or simply not available. Recent studies have shown that much child care and early education in the United States is of mediocre to poor quality. Low-income families are especially hurt by the lack of affordable, quality care for their children. Despite increases in the Child Care and Development Block Grant included in the 1996 welfare act, a 1998 survey of state child care administrators confirms that only about one in ten eligible children in low-income families are currently getting the child care assistance they need.

Women have another interest in effective child care policies as well: as child care providers. The vast majority of child care providers in this country -- some 98% -- are women. These women are working in a demanding occupation, charged with providing loving care and a healthy learning environment for the children entrusted to them. Yet the compensation these teachers and care-givers receive -- between \$6,000 and \$13,000 per year, on average, often with no benefits -- shortchanges not only the workers but also the children in their care, because the lack of decent wages and career advancement opportunities in child care make it difficult to attract and retain trained, qualified care-givers.

In short, women have a profound and dual interest in the enactment of effective child care policies. As parents, they need access to high-quality child care that will help their children learn and grow. As providers of child care services, they need compensation, training and advancement opportunities that will reflect the value of their important work while enhancing their skills and the quality of the care they provide to our nation's children.

**That is why we call on Members of Congress -- from both Houses and both sides of the aisle -- to come together *this year* to pass a comprehensive child care initiative that will ensure that all families have access to affordable, high-quality child care for infants and toddlers as well as school-age children. This initiative must include a substantial expansion of the Child Care and Development Block Grant to enable states to better serve eligible families.**

*With the law on your side, great things are possible*

11 Dupont Circle, NW • Suite 800 • Washington, DC 20036 • (202) 588-5180 • FAX (202) 588-5185



**Girls Incorporated®**

# **Helping Girls Become Strong, Smart and Bold<sup>SM</sup>**

**G**irls Incorporated is a national nonprofit youth organization dedicated to helping every girl become strong, smart and bold. For over 50 years, Girls Incorporated has provided vital educational programs to millions of American girls, particularly those in high-risk, underserved areas. Today, innovative programs help girls confront subtle societal messages about their value and potential, and prepare them to lead successful, independent and complete lives.

## **Membership**

Girls Incorporated serves 350,000 young people ages 6-18 at over 1,000 sites nationwide. Fifty-four percent of the girls the organization serves belong to racial and ethnic minority groups; 61 percent come from families earning \$20,000 annually or less; and over half are from single parent households, most headed by women.

## **Programs**

Girls Incorporated develops research-based informal education programs that encourage girls to take risks and master physical, intellectual and emotional challenges. Major programs address math and science education, pregnancy prevention, media literacy, adolescent health, substance abuse prevention and sports participation.

## **Research**

The National Resource Center (NRC) is the organization's research, information services and training site. Extensive research and evaluation conducted by the NRC provide the foundation for all Girls Inc. programs. The NRC also responds to requests for information on girls' issues and distributes Girls Inc. publications.

## **Advocacy**

Girls Incorporated informs policy makers about girls' needs locally and nationally. The organization educates the media about critical issues facing girls. In addition to teaching girls how to advocate for themselves, proactive community activities take girls' voices into the public arena.

## **Funding**

Girls Inc. is a nonprofit organization which receives 87 percent of its revenue from public support—corporations, foundations, government grants and individuals. The remainder comes from affiliate dues, fees, interest and dividends. More than three-quarters of the organization's functional expenses go directly into program services for girls.

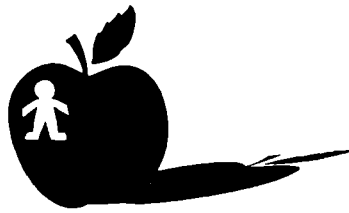
12/97

*For more information contact:*

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**Girls Incorporated  
National Resource Center**  
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Indianapolis, IN 46202-3287  
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Fax: (317) 634-3024

**girls  
inc.®**



## child care and early education

### KEY FACTS ON CHILD CARE AND EARLY EDUCATION

#### How many children need child care in the U.S.?

12 million children under age 6 and 17 million children between the ages of 6 and 13 have both parents or their only parent in the work force.

(Source: composite figure of Bureau of Labor Statistics data, *National Child Care Survey*, 1990, Hofferth, *et al.* Urban Institute Press, Washington, DC, 1990, and Child Care Action Campaign calculations)

#### How many children have received child care and early education before they enter kindergarten?

By the age of six, 84% of children have received supplemental care and education.

(Source: U.S. Department of Education, National Center for Education Statistics, *National Household Education Survey*, 1995)

#### What kind of child care do families use?

According to the U.S. Census Bureau, of the 9.937 million preschoolers (under age 5) with employed mothers in 1993:

- 29.9%, or 2,972,000, were cared for in child care facilities (*i.e.*, child care centers, nursery schools, preschools).
- 25.3%, or 2,516,000, were cared for by relatives either in the child's home or in the relative's home.
- 22.2%, or 2,201,000, were cared for by their own parents (mothers while working at home or away from home: 6.2% or 616,000; fathers caring for children at home: 16% or 1,585,000).
- 16.6%, or 1,645,000, were cared for in the home of a non-relative provider.
- 5.0%, or 492,000, were cared for in their own homes by non-relatives.
- 1.0%, or 111,000, were cared for in other arrangements.

(Source: Casper, Lynn M., *Current Population Reports: Who's Minding Our Preschoolers?*, U.S. Census Bureau, March 1996)

#### Child Care Action Campaign

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#### Communications Consortium Media Center

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(202) 326-8700 Fax (202) 682-2154

## What is the percentage of mothers in the workforce whose youngest child is age 12 or under?

- Youngest is under the age of one - 56.9% (or 1,651,000)
- Youngest is under the age of three - 58.7% (or 5,650,000)
- Youngest is under the age of six - 62.3% (or 10,395,000)
- Youngest is between the ages of six and thirteen - 75.1% (or 10,003,000)

(Source: Bureau of Labor Statistics, Division of Labor Force Statistics, "Employment status of the civilian noninstitutional population by sex, age, presence and age of youngest child, marital status, race, and Hispanic origin, March 1995, Table 3, unpublished data)

## What is the average family expenditure for child care, and what proportion of family income does this represent?

Families with employed mothers of preschool children (under age 5) spend an average of \$74 per week on child care, or about 8 percent of their annual income.

Families whose monthly income was:

- Less than \$1,200 paid \$47.29/week or 25% of their income.
- \$1,200 to \$2,999 paid \$60.16/week or 12% of their income.
- \$3,000 to \$4,499 paid \$73.10/week or 8% of their income.
- \$4,500 and over paid \$91.93/week or 6% of their income.

(Source: Casper, Lynn M., *Current Population Reports: What Does It Cost to Mind Our Preschoolers?*, U.S. Census Bureau, September 1995)

## What is the size of the child care work force in the U.S.?

There are approximately 3 million child care teachers, assistants, and family child care providers in the U.S.

(Source: NCECW, figures derived from Hofferth, S., et al., *The National Child Care Survey Revisited*, 1991, The Urban Institute)

### Family Day Care

- **Regulated** family child care providers = 298,515
- **Non-regulated** family child care providers = 550,000 to 1.1 million<sup>1</sup>

### Center-Based Care

There are 93,221 licensed child care centers nationwide.<sup>2</sup>

(Sources: The Children's Foundation, *1996 Family Child Care Licensing Study*, 1996)

<sup>1</sup> Estimated by Willer, B. et al., *The Demand and Supply of Child Care in 1990: Joint findings from The National Child Care Survey 1990 and A Profile in Child Care Settings*, a joint publication from: National Association for the Education of Young Children, Administration on Children, Youth and Families, U.S. Department of Health & Human Services, and the Office of Policy and Planning, U.S. Department of Education) -

<sup>2</sup> State licensing requirements vary. States may or may not require licensing of Head Start programs, pre-schools, nursery schools, prekindergartens, religiously affiliated centers, or programs operated by public schools.

### **What is the average salary for child care providers?**

Teachers, Assistant Teachers, and Teacher-Directors working in child care centers earn an average of \$6.89 per hour, \$12,057.50 for 35 hours/week, 50 weeks/year.

(Source: *Cost, Quality & Child Outcomes*, University of Colorado at Denver, 1995)

### **What is the average turnover rate for child care providers?**

The turnover rate for all providers in child care centers is 36% per year.

(Source: *Cost, Quality & Child Outcomes*, University of Colorado at Denver, 1995)

In contrast, average turnover in other professions is much lower. The turnover rate for public school teachers is 5.6% per year.

(Source: *National Child Care Staffing Study Revisited: Four Years in the Life of Center-Based Child Care*, 1993)

### **How much does American business lose each year due to child care problems?**

U.S. employers lose \$3 billion annually due to child care-related absences.

(Source: Reisman, Barbara, *Child Care: The Bottom Line*, p. 66, Child Care Action Campaign, 1988, based on Bureau of Labor Statistics data, 1988)

### **How many U.S. businesses offer work-family benefits to their employees?**

Approximately 6,000 employers nationwide offer work-family benefits to their employees. Four percent of all employees are eligible for employer-assisted child care benefits in the U.S.

(Source: Bureau of Labor Statistics, *Employee Benefits in the United States 1993-94*, March 1995)

### **How many U.S. businesses provide on-site or near-site child care for employees who pay for it?**

Approximately 2,200 employers sponsor child care centers.

(Galinsky, E., *The Changing Workforce*, Families & Work Institute, 1993)

**Public sector:** The U.S. Government operates over 800 on- or near-site centers in the U.S. and abroad. Six hundred forty-four of these are sponsored by the U.S. Armed Forces.

(Source: Wohl, Faith, interview in "Uncle Sam Leads the Way on Worksite Child Care," *Child Care ActionNews*, January-February 1996)

**Caring For Kids: Our *Lifetime* Commitment**  
**STRATEGIC RETREAT**  
**MAY 14 - 16, 1998**

**Directions to Whimsey Hill**  
**E. Arlington, Vermont**

**FROM TACONIC STATE PARKWAY:**

Taconic State Parkway North to Rt. 295.  
Route 295 East past Queechy Lake to Rt. 22 North.  
Rt. 22 North to Rt. 43 East.  
Rt. 43 East to Rt. 7 North.  
Rt. 7 North through Williamstown, MA and into Vermont.  
Continue Rt. 7 North through Bennington, Vermont.  
Exit from Rt. 7 at Exit #3 (Arlington/Manchester Village)

Turn left at stop sign and take Rt. 7 Access road to Historic 7A (approx. 2 miles) and turn left again (South.) Go approximately 1 mile and turn left onto Depot Rd (just after Valhalla Motel on right.) Make immediate left and enter Whimsey Hill at the sign of the dog. (Do not turn right toward Whimsey Farms.)

**FROM NEW YORK STATE:**

NY State Thruway North to Albany, NY - exit onto Interstate 787 North.  
Interstate 787 North to NY Rt. 7 East.  
NY Rt. 7 East to Vermont (NY Rt. 7 becomes Rt. 9)  
Rt. 9 into Bennington, Vermont.  
In Bennington turn left onto Rt. 7 North and follow directions above.

**FROM BOSTON:**

Interstate 90 (Mass Pike) from Boston to 91 North in Springfield.  
Follow 91 North to Brattleboro, then follow 9 West to Bennington, Vermont.  
Pick up 7 North and follow directions above.

NATIONAL AFFAIRS

# It's 4:00 p.m.

## Do You Know Where Your

### Jacob Inlong CALIFORNIA

SEVEN-YEAR-OLD JACOB was worried about the rain. For the first half of the school year, the second grader had to hang around the playground of his school for two hours every afternoon until his folks could pick him up. His working parents hated leaving him without activities, but had to spend their child-care resources on Jacob's 2-year-old brother. After months on a waiting list, Jacob was admitted to one of his city's best after-school programs—one inside the school, 40 yards from his playground.

*For a snapshot of life in the after-school hours, NEWSWEEK canvassed the country. The pictures and captions in this package illustrate the tensions working parents face—and some of the solutions they've found. Each child pictured was interviewed and photographed with a parent or guardian's knowledge.*

# m.

## ur Children Are?



The most dangerous time of day for kids isn't late at night. It's from 2 p.m. to 8 p.m., when children are out of school and their parents are still working. This can be crime time, and prime time to get them on the right path.

BY JONATHAN ALTER

IT'S 4 P.M., AND SGT. MIKE GWYNES of the Jacksonville, Fla., police department is maneuvering his squad car past Jack Horner and Goldilocks toward Cinderella Street, where some teens are hanging out at a bus stop. Down in the Sweetwater section of town, the streets have fairy-tale names, but it's the kids who risk turning into pumpkins. And not at midnight. "The problem's 3 p.m. till about 8 p.m., when they go home unsupervised and get in with the wrong crowd," Gwynes says, making a sharp left. Over on Bo Peep, a few teenagers are playing some rough basketball in a driveway; on Tinkerbell, the activity looks a bit more suspicious. Drugs are a big problem here.

Up on Wilson Boulevard sits a big solution. An old National Guard armory restored by the Jacksonville Children's Commission now serves as an innovative charter school, a police substation and a Boys & Girls Club all rolled into one. At 4 p.m. the 5- to 9-year-olds are playing kickball, the 10- to 12-year-olds are playing board games or finishing up "Power Hour" homework help and the older kids are in the teen center, playing pool and flirting, under adult supervision. Cursing risks a fine (25 cents) and boomboxes aren't allowed, which means some kids won't show up. But plenty of others do, including some just out of juvenile detention. Youth crime in the area has plummeted.

It doesn't take a Ph.D. to figure out that young people need some place positive to go after school to stay off the streets and out of their empty homes. If they end up in jail, in drug treatment or pregnant, we all pay. And even if they're good kids from good neighborhoods, we're anxious. A NEWSWEEK Poll shows that the number of Americans who worry "a lot" that their kids will get involved with troublemakers or use

TURNER, TURNER - BLACK STAR

drugs or alcohol was up by a full one third since 1990. With 17 million American parents scrambling to find care for their school-age children during work hours, the problem keeps growing.

More than a decade after the media discovered "latchkey kids," the answers are still elusive. When budgets get tight, after-school programs—wrongly dismissed as "frills"—are often cut first. When talk turns to society's worst problems, it's easy to shrug off concerns about kids home alone watching afternoon television or hanging with friends. After all, many of their parents did the same, and turned out just fine.

**B**UT TIMES HAVE CHANGED, and not just because "Jerry Springer" has replaced Jerry Mathers (the star of "Leave It to Beaver") as the TV babysitter. Among cops, social-service types and policymakers, there's a new awareness that structured activity during out-of-school hours is absolutely critical to confronting many of the country's most vexing social problems. For years, local TV-station public-service announcements sternly intoned: "It's 10 p.m. Do you know where your children are?" It was the wrong question. The answer was usually yes; relatively few kids are allowed to roam freely at that hour. Only one seventh of all juvenile crime is committed in the late night and early morning. But substitute "4 p.m." and millions of parents would have to answer no.

If idle hands are the Devil's workshop, the hellish consequences are being felt in the American heartland. Crime is down in metropolitan areas, but up in hundreds of small communities, especially among kids. Drug use in suburban middle schools is surging. Many rural counties now report teen-pregnancy rates equal to those in big cities. Sixty percent of the cases of sexually transmitted diseases are contracted by teens. The absence of parents from the home in the afternoon has made it much more convenient to get into trouble. More than three quarters of first-time sexual encounters occur at someone's house (usually the boy's). "We had to use Chevys," says criminologist James Alan Fox of Northeastern University. "Now kids don't need cars. When the cat's away, the mice will have sex."

And commit crimes, both petty and serious. Juvenile crime *triples* starting at 3 p.m. In fact, the 2 p.m. to 8 p.m. period—"Crime Time"—now accounts for more than 50 percent of all youth offenses. Not your kid, you say? Well, he or she might be a victim; they outnumber perpetrators of crime by 10 to 1. Juvenile homicide, which has doubled in a decade, is usually connected to after-school fights, not late-night crime. But even for those who don't worry about a potential

## Jeremy Reese

### ALABAMA

JEREMY (PEEWEE) REESE has a wide choice of after-school programs in and around the Metropolitan Gardens housing project—he just doesn't always feel like joining in. The sixth grader sometimes drops by an inner-city athletic club for a little basketball or pool, but the volunteers won't hesitate to kick him out if he gets out of line. When that happens, he heads over to Marconi Park, even though he says two Disciples gang members approached him there last summer. "I told them 'I don't want to,'" says Peewee, who lives with his grandmother. "They'll get you in trouble." He doesn't want to be in a gang, but he says he's not interested in the homework teachers assign him for the afternoons, and he doesn't often feel like following the rules. What does he want? "If I can't be a ballplayer, I want to be a judge. I want to be the one that makes the decisions."

## Anthony Scimeca Kelsey Kordas

### ILLINOIS

"NO HUGGING!" SHOUTS ONE of a dozen teenagers at Vanessa Swanson's suburban house, and everyone laughs. "I guess it's reasonable that we can't hug at school," says Anthony, 12—but here there are fewer rules for him and his buddy (not girlfriend, they insist) Kelsey, 13, to follow. The kids know to call in and tell their folks where they are and what they are doing. This usually amounts to playing Nintendo 64, jumping on the trampoline and blasting dance music. "If I didn't come here, I'd probably be at the mall," says another 13-year-old. "But it's a cool place to hang out." Vanessa's working mom, Victoria, thinks it's worth investing in a case of soda a day to give the group a place to go. "At first I had some concerns," she says. "But at least I know where my kids are."



FROM TOP, LEFT TO RIGHT: MARK PETERSON—SABA (2)  
MICHAEL KEVIN DALY



## Benny Morales OREGON

WHEN 8-YEAR-OLD Benny gets home from school, it's not his mom but his brother Cesar who is waiting at the door to their mobile home. Cesar, 16, does his best to keep both Benny and Eloy, 13, occupied until their mother comes home from her waitressing job around 9 p.m. "I feel safe with my brothers," says Benny. "All you do at day care is play Legos, and I don't like Legos." Twice a week, Eloy walks the second grader to T-Ball practice, but most afternoons in this economically depressed rural town are extremely quiet. When it starts to get dark, the boys sit down in the kitchen to do homework and help Benny with his school projects, dishing up dinner from a pot their mother Edith Sanchez has left bubbling on the stove whenever they get hungry. Cesar says he doesn't mind the way things are. How long will he be the caretaker? "As long as it takes."

Jonesboro massacre in their neighborhood, everyday teen problems of all kinds get worse when the last school bell rings.

The research confirms common sense. According to one University of Southern California study, eighth graders looking after themselves were more likely to smoke, drink and use marijuana than those who have some supervision after school. Another study of sixth graders showed those in "self care" were more likely to get poor grades or behave badly.

Good youth-development programs not only keep kids safe, they often change their lives. Finally, social policymakers are getting the message. Last week Vice President Al Gore stumped for the administration's after-school initiative and foundations funded by Charles Stewart Mott and George Soros planted some seed money. Organizations like Save the Children (which until recently concentrated its efforts overseas) are also turning to this issue. So is Colin Powell's America's Promise, an umbrella group for hundreds of nonprofits and corporations that's working to secure millions more "safe places" for kids (sidebar).

The struggle starts in the schools, which in many places still close in midafternoon. Even wealthy communities are beginning to recognize the folly of locking buildings for large chunks of the day when they're needed for recreation, tutoring and arts. Some districts embrace change: for years, Murfreesboro, Tenn., has kept schools open from 6 a.m. to 6 p.m. Others are actually moving in the wrong direction. Recently, Atlanta horrified child-development experts by canceling recess on the theory that there wasn't "enough time" for a break between classes. But the school day extends only until 2:30 p.m. Why? The current school schedule—six hours a day, nine months a year—was invented when the United States was an agrarian nation and children were needed in the fields.

Today, three out of four mothers of school-age children work outside the home. So it's not so surprising that by the time they are 12 years old, nearly 35 percent of American children are regularly left on their own. For the rest—the lucky ones—parents work by remote control to pull together a patchwork of supervised activities: soccer on Tuesdays, Scouts on Wednesday. Some child-care programs provide terrific enrichment; others amount to little more than warehousing. TV and videogames usually fill the gap. The average American child spends 900 hours a year in school—and 1,500 hours a year watching television.

For the working poor, having their kids watch TV at home is often the *best* option—far better than the streets. But the child-care arrangements can be alarming. According to a study sponsored by Wellesley College, more than 15 percent of low-income parents

reported that their 4- to 7-year-old children regularly spent time all by themselves, or in the care of a sibling under the age of 12. Neighbors—who for generations helped out absent parents by shushing the kids—are no longer around much, either.

The schools that poor children attend are unlikely to have after-care. Currently only 30 percent of American schools offer after-

hours supervision, and the vast majority of them charge fees. The average cost to parents is \$45 a week per child, or more than \$2,000 a year, which is too much for many who need it most. The YMCA, the largest provider of after-school activities, serves half a million kids a day from all back-grounds. But even Y's cost an average of \$36 a week. The equation is straightfor-

ward: "If parents are well off, they purchase after-school care. If they're poor, [the kids] often get nothing," says Indianapolis Mayor Stephen Goldsmith, one of many mayors now trying to find new solutions.

Among the biggest backers of after-school programs are the nation's police chiefs, who argue that recent reductions in crime, while gratifying, are temporary.

# 'I Wasn't Left to Myself'

When I was a kid, the safety net protected me. Here's how to put it back in place. BY GEN. COLIN POWELL

**W**HEN I WAS growing up in the South Bronx, I was as liable to be led astray by the temptations of the street as any other inner-city youth, then or now. Left to myself, I could have ended up on Rikers Island rather than chairman of the Joint Chiefs of Staff.

But I wasn't left to myself. The tough neighborhood of Banana Kelly where I grew up had a heart: people cared about kids. I was surrounded by family, church and a wonderful public-school system. And when I set off to school each morning, I had an aunt in every other house, stationed at the window with eyes peeled, ready to spot the slightest misbehavior on my part and report it back to my parents. The instant communication of today's Internet pales in comparison to the "Aunt-Net" I remember from my childhood.

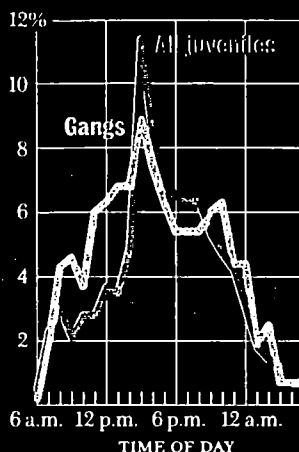
My relations weren't the only caring adults who took an interest in my welfare. I think of Jay Sickser, the kindly merchant who gave me my first job—helping out at his store



A general's call for after-school 'safe places'

## The Troubled Hours

PERCENTAGE OF VIOLENT JUVENILE CRIME OCCURRING BY HOUR ON SCHOOL DAYS



SOURCES: FBI, NATL. CENTER FOR JUVENILE JUSTICE, FIGHT CRIME, INVEST IN KIDS

after school. Or the folks at the Young Men's Hebrew Association who provided me with a place where I could spend time in a secure environment. Given a safety net with a mesh that fine, it took work for even the most rambunctious kid to get into real trouble.

Fast-forward several decades. Today our society is materially richer, but it is easier than ever for kids to go wrong—in the suburbs as in the cities. Because many of the social structures that once

kept our kids secure have broken down, we have today's appalling data on juvenile crime, gangs, drug abuse, pregnancy and dropouts. We know juvenile crime and other pathologies are at their worst in the hours immediately after school lets out. It is just common sense that if we don't provide young people with some kind of sanctuary—I call them "safe places"—and give kids something constructive to do once the last bell rings, they are go-

ing to be easy marks for drug dealers, gang recruiters and other predators.

A safe place can be a YMCA, a Boys & Girls Club, a rec room at a house of faith, a playground or a school. Ronald McDonald House Charities has donated \$4 million to keep

a hundred Chicago schools open after hours so that children can have a safe place until their parents pick them up. Not long ago I visited St. Elizabeth's Hospital in Beaumont, Texas. St. Elizabeth's is part of a program called Health Adventures, in which hospital staff members mentor needy youngsters. While I was there, one young man proudly told me about the medical skills he had acquired by learning to suture an orange. He might just grow up to be a brain surgeon.

Safe places do not have to cost a lot of money. In many instances, the building

or location already exists; all you need are volunteers to donate their time. A few dollars contributed to a local youth service organization—or a few hours invested in being a mentor—can make a safer world for kids today and a better world for all of us tomorrow.

POWELL is chairman of America's Promise—The Alliance for Youth. Those interested in volunteering should call 888-55-YOUTH.

In the NEWSWEEK Poll, 64% of parents worry at least a little about their children's getting hurt or into trouble if a parent can't be with them after school

"We've come to the realization that we're not going to arrest our way out of this problem," says Salt Lake City Police Chief Ruben Ortega, who heads an association of big-city police chiefs. "If we don't change our strategy, we'll be complaining in five or 10 years about how bad crime has gotten again."

Los Angeles is a good object lesson. Until Proposition 13 in 1978, all L.A. schools offered after-school enrichment programs. By 1992, when riots broke out in the wake of the Rodney King verdict, not one public high school had anything after school except interscholastic sports. The riots erupted in mid-afternoon. Would as many kids have been on the streets to join in if they had had somewhere else to go? Would the city's gang problem have gotten so out of hand? A program called L.A.'s Best is now trying to bring back after-school programs in a few schools. The waiting lists are long.

This is not touchy-feely do-gooder territory. A survey of 548 police chiefs showed them favoring prevention programs by an astonishing four-to-one margin over tougher sentencing and more cops on the street. But their lobbying often falls short in Washington and state capitals. When it comes to crime, "politicians believe in the three R's: Retribution, Revenge and Retaliation, which they think takes them to the fourth R—Re-Election," says Fox.

There are signs that the politics of prevention might be changing. Gore, for example, has seen how the after-school issue resonates, and he's grabbing it. After a town meeting in New Orleans last week, he held a teleconference with local officials from Atlanta to Anchorage, Alaska, who are working on answers. One common worry: the organizational headaches involved in bringing schools, churches, parents, nonprofits, corporations and different levels of government together. That takes a new breed of leader at the local level.

In Washington, Republican attacks on "midnight basketball" as liberal waste helped sink prevention programs in 1994. But the stigma is wearing off. As part of its child-care plan, the Clinton administration wants to spend \$200 million a year for after-school programs. The idea is to get schools and community nonprofits working



RICHARD SCHULZ/MAHER

## Stephen Ruggs MASSACHUSETTS

ASK STEPHEN RUGGS WHERE he would be without the Rev. Eugene Rivers's after-school program, and he doesn't hesitate. "I'd be at the park somewhere, where people beat up on other people just for looking at them." Or worse—the 14-year-old had a friend who he says was killed over a \$2 I.O.U. Instead, Stephen is bent over a table at the Ella J. Baker House, a renovated Victorian building in the rough Boston neighborhood of Dorchester, working hard at an anti-smoking campaign he and his friends in the program will be presenting to younger children. Stephen's grandparents, both of whom work for the city transit authority and have raised him since he was a baby, see Baker House as "a haven," and the boy agrees. "The kids here are the lucky ones," he says.

together to serve an additional 500,000 kids a year on school grounds. At best, however, even with matching contributions from nonprofits, that's only one tenth of the 5 million "latchkey" kids.

**T**HE REPUBLICAN LEADERSHIP in Congress opposes the Clinton plan, but doesn't want to go into the November midterm elections with no after-school program in hand. As a result, Congress is giving \$20 million a year directly to the Boys & Girls Clubs of America. That's better than nothing, but the money will build only a few new clubs a year—and address one hundredth of the after-school problem. Unlike many social challenges, this one is not hugely expensive; \$2 billion or \$3 billion a year would go a long way toward solving it.

Skeptics say that even the best programs can't attract tougher kids who prefer life on the streets. Maybe so. Gang members very rarely quit their gangs. But predators can be made less dangerous. In Ft. Worth, Texas, 1,000 gang members go to "Coming Up" programs at eight Boys & Girls Clubs for late-night recreation and counseling. The

police, at first dubious, are now pleased with the decline in gang-related violence.

But programs to reach out to the estimated 650,000 gang members across the country are still scarce. The key: when programs are established, they must be well run—or risk driving gang members away for good. "We need to make sure positive things will happen for the kids who are there, or they'll leave," says Sanford Newman of a Washington, D.C., group called Fight Crime/Invest in Kids.

The stakes couldn't be higher, and not just for the kids themselves. The larger society has a huge financial interest in confronting this problem. Juvenile crime surges at 14 and drops off at 18. Experts agree that if kids can get through this four-year period, the chances are good they will stay out of serious trouble. If they don't, the aggregate fiscal consequences are astronomical. Combining jail costs and lost taxes, career criminals cost taxpayers an estimated \$1 million each during their lives. The United States

now has 15 million at-risk children, several million of whom are in danger of going off track in the next 10 years. According to Ray Chambers, a financier and chair of America's Promise (which grew out of last year's Presidents' Summit in Philadelphia), that sends the stakes in this crisis into the hundreds of billions of dollars.

Back at the converted armory in Jacksonville, it's nearly 5 p.m. Some cops are talking about taking a few kids to a Go Kart track, or maybe to play some pinball. Navy Lt. Cmdr. Robert Sanders, who helped start the youth center, is reflecting back on his own life. "I think back to the kids I grew up with who are not dead or in jail. What did we have in common? Those who succeeded had some kind of structure that let us go to the next level. A few years ago, the big thing was to say that kids had to have food in their stomachs to think. But that's not enough. We have 8-year-olds raising 3-year-olds and they're supposed to grow up to compete in the world economy? Our whole future, our national security, depends on what kids can do tomorrow." And that depends on what they do this afternoon.

With T. TRENT GEGAN, CLAUDIA KALB, DEBRA GWARTNEY and ADRIAN MAHER

46% of parents say it is very important that schools stay open all day; 43% think after-school activities should be a high priority despite limited education budgets

# Administration

## ■ AN INITIATIVE'S FADING FORTUNES

BY MARK MURRAY



**MICHAEL KHARFEN:** The push for Clinton's child care plan is "definitely not over."

**B**y any standard, Jan. 7 was a triumphant day for President Clinton. Before a standing-room-only crowd at the White House, Clinton unveiled his \$21.7 billion initiative to improve the quality, affordability and accessibility of child care. His package included an increase in the Child Care Development Block Grant, an expansion of tax deductions for low- and middle-income families, tax breaks for businesses with day care facilities and scholarship funds for child care providers.

This proposal, the President proclaimed, was "the single largest national commitment to child care in the history of the United States." Throughout the ceremony, the throng of child care advocates and Administration officials in attendance cheered and roared. Nothing, it seemed, was going to obstruct the President's plans for child care.

What a difference three months make. An unresponsive Congress, questions about tobacco money, and the dark, hovering cloud of scandal have all imperiled Clinton's child care package. In fact, at a March 31 press conference outside the Capitol on child care, it was obvious that the once-jubilant mood among child care advocates and other supporters of the President had transformed into one of urgency and desperation. "There must be child care legislation this session," said Del. Eleanor Holmes Norton, D-D.C. Rep. Lois Capps, D-Calif., repeated the message: "We can't fail our working parents. . . . The time is now."

Child care isn't the only White House domestic initiative in jeopardy, however. In his fiscal 1999 budget, Clinton proposed \$22 billion in interest-free bonding authority to build and improve school facilities, \$1.1 billion to reduce classroom size and an additional \$70 mil-

lion to fund work-study scholarships for college students. The recently passed Senate budget resolution, however, omitted all of this increased education money.

Also in trouble is Clinton's plan to allow early retirees—those between the ages of 55 and 64—to buy into Medicare. Sen. John B. Breaux, D-La., Clinton's choice to head a bipartisan commission on Medicare's future, has said it would be counterproductive for Congress to consider Clinton's proposal at the same time the commission was trying to agree on ways to keep Medicare solvent.

When President Clinton announced his child care proposal, its adoption appeared likely, because he tailored it with the Republican-controlled Congress in mind. There were block grants, tax credits for families, tax breaks for businesses and no national standards for child care regulation—things all dear to the hearts of Republicans. (*See NJ*, 1/17/98, p. 126.) How could Republicans, the thinking went, ever reject an initiative that looked like one of their own?

But, so far, Republican members have hardly shown enthusiasm for the White House's child care plan. For one thing, they contend that the initiative largely favors working parents who send their kids to day care facilities, while it ignores a favorite Republican constituency: stay-at-home moms. (*See NJ*, 1/24/98, p. 167.) Such an omission was a "miscalculation" by the Clinton Administration, said Michael Franc, the vice president for government relations at the conservative Heritage Foundation.

Indeed, ever since Republicans made it an issue, supporting both working and stay-at-home parents seems to be a bipartisan goal. A resolution by Rep. William F. Goodling, R-Pa., which stressed that any child care initiative must consider

the parents who remain at home to care for their children, passed the House, 409-9, on Feb. 11.

In addition, Republicans such as Sen. Larry E. Craig, R-Idaho, say that the package gives government too big a role in child care. The country is saving, Craig argues, that "we don't need the federal government being nannies." The Administration insists, however, that the President's proposal—because it expands existing tax credits and block grants—is far from the creation of a federal program. "We're not talking about another huge federal bureaucracy," said Michael Khurten, spokesman at the Health and Human Services Department's Administration for Children and Families.

The Senate budget resolution that passed along partisan lines, in fact, reflects the Republicans' discontent with the child care proposal. Unlike the White House initiative, which sets aside \$7.5 billion over the next five years in mandatory funds to increase the block grant, the Senate budget blueprint has just \$5 billion in discretionary spending. And before that amount can even be used, the Senate Budget Committee's Democratic staff points out, the Appropriations Committee will have to make offsetting reductions in other discretionary programs, such as those that support education and the environment.

The Senate budget resolution includes up to \$9 billion in tax breaks for all families to use for child care expenses. But because this tax cut is nonrefundable, argue Democrats, it would hardly help the low- and middle-income families Clinton's proposal intends to benefit.

Helping to sidetrack the child care initiative has been tobacco. The White House suggested funding one-third of its \$21.7 billion package from last year's \$368.5 billion proposed tobacco settlement, mainly as a way of increasing spending on domestic priorities without endangering last year's balanced budget agreement. But Congress is moving in another direction. The Senate budget resolution earmarked any tobacco settlement proceeds that go to the federal government for Medicare, and House Budget Committee chairman John R. Kasich, R-Ohio, says he wants to set aside those proceeds for tax cuts. There's even the chance that there won't be any tobacco money—at least not anytime soon. Although Sen. John McCain, R-Ariz., has drawn up a \$506 billion tobacco bill, Senate Majority Leader Trent Lott, R-Miss., has indicated that it may not come to a vote this year.

And, of course, the world's introduction to Monica Lewinsky hasn't helped

the child care agenda, either. It has been difficult for the Administration to rally the public behind the child care proposal and launch a counteroffensive against its critics—especially with Clinton ducking the media and with key aides devoting their time to scandal control. For Sen. Craig, the investigations into the President's sex life, alleged obstruction of justice and alleged perjury have rendered Clinton "but an echo on this issue right now."

But perhaps more important than anything else, passage of the President's child care package was always unrealistic, say

said Faith Wohl, the president of Child Care Action Campaign. In addition, the bipartisan Congressional Caucus for Women's Issues sent a March 31 letter to Speaker Newt Gingrich, R-Ga., urging passage of child care legislation.

"We must listen to the concerns of America's working families and help them meet their child care needs," the letter stated, affirming commitments to better quality, increased financial assistance for low-income families, and lower taxes for both working families and stay-at-home spouses.



**HELP FROM HILLARY:** Despite the First Lady's public support, the child care initiative has faltered.

some child care advocates and policy experts. According to Ellen Galinsky, president of the Families and Work Institute, the child care issue has never been popular with Congress. "There was a sense of surprise in January," she said, but "now it is back to debate as usual."

And Stephen Hess, a senior fellow at the Brookings Institution, explains that the prospects for Clinton's domestic agenda seemed promising at first only because Congress wasn't in session and wasn't able to immediately pounce on his policies. "What happened was a very shrewd build-up to the State of the Union. [Clinton] was having a proposal a day with a lot of hoopla." In reality, he said, "there was more hype than it was really worth."

Despite the gloomy outlook, child care advocates are blowing the battle horn to do their part to get meaningful child care funding passed. "Women's voices have to be heard, and those voices have to be angry and compelling and demanding,"

The Administration isn't giving up, either. Ever since Judge Susan Webber Wright dismissed Paula Jones's lawsuit against Clinton on April 1, a reinvigorated President has been battling to keep child care and the rest of his domestic agenda alive. For example, he recently attacked the Senate budget resolution, arguing it "will squeeze out critical investments in education and children." He also spent this week on the bully pulpit reiterating his commitments to increased education funding, a tobacco settlement and preserving Social Security.

"It's definitely not over," said Khurten. "The past few years have certainly shown that you can never completely predict what is going to happen in the budget process."

But with just a few dozen more scheduled working days in Congress and with members eyeing the November elections, time seems to be running out on Clinton's child care proposal. "Obviously, he's going to start to see if he can regain the momentum," said Brookings's Hess. "The question is time: Can he do it at this stage of the congressional cycle?" ■

# Clinton Pushes for Congressional Action on Child Care Tax Credit

By JOHN F. HARRIS  
*Washington Post Staff Writer*

Trying to revive a stagnating debate on Capitol Hill over child care subsidies, President Clinton yesterday chided Congress to take a stand on his bill to give tax credits for working parents, even as he signaled willingness to negotiate over whether there should be also be tax relief for parents who stay at home.

While there is a raft of bills sponsored by both parties to help parents with child care, White House officials

acknowledged that neither these proposals nor Clinton's have demonstrated much momentum.

"The fundamental question is not so much over the specifics of our proposal, but whether the national government has a responsibility to do more," said Clinton. "That is the decision every member of Congress should make. . . . Everybody should just stand up and say 'yes' or 'no'—because the budget is going to be in balance; we have the money to make a major step forward."

Clinton's remarks came at a Rose

Garden ceremony in which he and first lady Hillary Rodham Clinton greeted administration officials' children participating in Take Our Daughters to Work Day.

After a short speech by Clinton, reporters pressed the president on whether he would cede to GOP demands that any child care legislation provide relief for stay-at-home parents. "I'm willing to negotiate with anybody who wants to help people raise their children better so that people can succeed at home and at work," he responded. "But the

question is, most parents are in the work force and we have to do something serious about it."

Clinton's plan, at a five-year cost of \$21.7 billion, includes increases in an existing tax credit plan to offset the cost of child care, as well as new grants for localities to spend on child care and more funding for the federal Head Start program. Under the administration's budget, about a third of the cost would be funded with money contingent on passage of comprehensive tobacco legislation.

Some Republicans are backing a

\$15 billion plan, sponsored by Sen. John H. Chafee (R-R.I.) that would give a modest credit to families where one parent stays home with children. Chafee yesterday said his is a "middle-of-the-road approach" more likely to win passage.

At yesterday's event, Clinton also touted reports by the Treasury and Labor departments that concluded that businesses making robust efforts to help employees with child care benefit from higher productivity and better worker retention. The Labor Department announced it would

serve as a "clearinghouse" on information for companies trying to establish or improve child care benefits.

While yesterday's event was designed to prod Congress into future action, Clinton finished the day looking to the past. He hosted a reception last night at the White House for Democratic members of Congress who voted to enact his 1993 budget plan. Aides said Clinton believes Democrats, who were pilloried for that plan's tax increases, never received sufficient credit for the measure's success at reducing the deficit.

# Low Day-Care Salaries Undervalue Children As Well as Providers

**W**HEN American businesses open their doors today to a future generation of workers for the annual Take Our Daughters to Work Day, many of those daughters – and a growing number of curious sons – will flock to glamour industries. Who can blame them for wanting to see law offices, brokerage firms, and computer companies – corporate worlds with career ladders, paneled boardrooms, and livable salaries?

No one expects a similar student stampede to child-care centers. On the basis of wages, child care hardly ranks as an upwardly mobile career. Only 15 occupations pay lower median wages, according to the Bureau of Labor Statistics, which tracks 764 occupations. A typical child-care worker earns just \$6.12 an hour, compared with \$6.38 for a parking lot attendant, \$8.50 for a data entry keyer, \$11.58 for a bus driver, and \$19.16 for a kindergarten teacher.

So critical is the situation that a report to be released Tuesday by the Center for the Child Care Workforce in Washington finds that child-care salaries have stagnated at near-poverty levels, despite above-average levels of education for many workers. The resulting turnover and understaffing, the report warns, produce poor quality care.

## MAKING CONNECTIONS

Marilyn Gardner

**If child-care workers' paychecks ever increase enough to support a middle-class lifestyle, the revolving door would probably stop.**

Today the US Treasury Department will also release a report on child care, showing its importance to the economy and its value to businesses in increasing productivity and reducing absenteeism. It also describes successful corporate and community initiatives.

These reports coincide with other events calling attention to the needs of young children. This week marks the 28th annual Week of the Young Child, sponsored by the National Association for the Education of Young Children in Washington. And next week, on May 1, the Center for the Child Care Workforce

will hold its seventh annual Worthy Wage Day, designed to show how wages and training affect the quality of care children receive.

That subject holds special relevance this year as welfare reform creates an urgent need for more child care. The good news about welfare reform, says Barbara Willer, president of the National Association for the Education of Young Children, is that it has helped to focus public attention on the need for child care.

But then there is the bad news: As welfare reform forces mothers to go to work, it pushes some children into substandard care.

"We're growing the child-care system, but not in a very thoughtful way," says Marcy Whitebook, co-director of the Center for the Child Care Workforce. "To be so focused on getting mothers to work, without focusing on quality care for their kids, is shortsighted and stupid at best, and criminal at worst."

As the stock market soars into the stratosphere, reflecting prosperous times, child-care centers face even stiffer competition for staff members. Why take such low-paying work, potential employees reason, when other jobs are available?

Yet prosperity makes poor-quality care all the more indefensible. As Ms. Willer observes, "Given the relatively flush times, I don't think states have done all they could in terms of addressing child-care needs."

Singing nursery rhymes, wiping noses, reading stories, and sharing hugs and love will never add up to a glamour job by the usual definitions of corporate success. But Ms. Whitebook underscores its importance by saying, "It's not a throwaway, anybody-can-do-it service. The care and education of young children is vital not only to the quality of life for these kids today, but ultimately to who these kids are going to be tomorrow."

If child-care salaries ever increase enough to support a middle-class life, the revolving door would probably stop. The combination of satisfaction and remuneration could then make it an option to future daughters and sons as they check out careers on some Take Our Children to Work Day early in the 21st century.



F. Carter Smith for The New York Times

Patricia Sanders, a child-care provider, supervising toddlers at the Educare Learning Center in Houston.

## Struggling for Personal Attention in Day Care

By TAMAR LEWIN

HOUSTON — It is snack time in the toddler room at the Educare Learning Center, and Patricia Jackson and a co-worker are handing out crackers to nine little ones seated around the curved table and to Joseph, who eats in a high chair while making the transition from the infant room next door.

"Your hands go in your lap," Ms. Jackson says cheerfully. "Remember, don't eat yet. We've got to say grace."

The children, ages 1 to 2, are quiet, starting their crackers and juice only after Ms. Jackson finishes saying: "Lord is great. Lord is good. Let us thank him for our food." Each child eats calmly, then goes to the rug where Ms. Jackson has put out a bin of Duplo blocks. Ty'Shierra builds a tower, Stefan says

"Aaayyy" and starts to clap, and Joseph just bangs two blocks together. But everyone plays with the blocks and no one leaves the rug. Ms. Jackson, now alone with the children, intervenes only with an occasional "Don't grab" or "Be nice." And when she announces clean-up time, all the toddlers help put the blocks back into the bin.

Such day care routines are the fabric of life for an increasing number of American preschoolers. Most children under 5 are cared for by people other than their parents and, according to the Census Bureau, a rising percentage, nearly a third, are in formal day care centers. Day care regulations vary by state, with some, like New York, imposing stringent standards, including one adult for every seven 3-year-olds. Other states, like Texas, allow more than twice as many children per adult.

Recent visits to three Houston centers — Educare, the Magnolia Branch Y.W.C.A. and Center 532 of Kindercare, the largest national for-profit child-care chain — offer a glimpse of how such care often forces the workers to change their emphasis from individual attention to group management.

Nationwide, more children are starting day care as young as 6 weeks and spending 10 or more hours a day in centers. So questions about what makes good day care have become a prime concern both to parents and to politicians; the Clinton Administration has proposed a \$21 billion program to improve the quality and availability of child care. And with welfare reform pushing more mothers of young children into the work force, the needs for low-cost,

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# Struggling for Personal Attention in Child Care

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high-quality child care are more urgent than ever.

But there is still passionate debate about how child care affects children. While the largest, longest-running study, by the National Institutes of Health, has offered reassurance that high-quality child care does not interfere with mother-child attachment and fosters intellectual development, other studies have found that most care is mediocre — and more than 1 in 10 children are in care that is unsafe and harmful to their development.

"The key issues are how many infants or children one person can care for, how the caregiver is trained and whether the pay is enough to attract and keep good people," said Marcy Whitebook, co-director of the Center for the Child Care Workforce, a nonprofit research and advocacy group in Washington.

For many years, children's advocates have argued for national standards for training, child-to-adult ratios and group size. But many conservatives say that the Government should not favor working parents by investing in child care and that standards should be left to the states.

Texas, and Educare, are at the far end of the spectrum, allowing more children per adult than recommended by professional groups, like the National Association for the Education of Young Children. For accreditation by the association, a center must have at least 1 adult for every 4 babies under 2, every 6 2-year-olds and every 7 3-year-olds. Texas's licensing requirements allow each adult to look after 9 toddlers ages 18-23 months, 11 2-year-olds or 15 3-year-olds.

While the most expensive Texas day care centers often have more workers than the state requires, the more affordable ones tend to use the state standards.

Each of the Houston centers visited had a different atmosphere and culture: The Y program is part of a community center; Educare has strong Christian underpinnings, with quotations from Scripture posted in the rooms, and Kindercare Learning Centers is a large corporation, offering state-of-the-art toys. Reflecting their neighborhoods, the Y's teachers and children were mostly Hispanic, Educare's were mostly African-American and Kindercare's were mostly white.

Even in the largest groups, there was neither neglect nor bedlam. The rooms were orderly and pleasant, with care providers who — at least while observed by a reporter — were unfailingly warm, loving and instantly responsive to any sign of distress.

"I think it's an ivory-tower issue at those groups who say one teacher can only take care of four children," said Leon J. Wynn, the founder of Educare. "I know that in the real world our ratios work fine. Children learn the majority of what they know from other children, and if you are clear on what they are expected to



F. Carter Smith for The New York Times

At a Kindercare center in Houston, Elke McCartt, left, and Brenda Ebert tended children. Texas requires one adult for every four infants.

## More children in day care and more concerns about its quality.

do, they will do it."

The children at the three Houston centers were well behaved. However, an as-yet-unpublished analysis of the research by the National Institutes of Health found that over all, there are more behavior problems in day care centers where each adult cares for more children.

And with so many children per adult, there is a limit to how much personal attention each child receives. Most of the workers' pronouncements are either admonitions or what child-care experts refer to as to-whom-it-may-concern statements, like, "It's line-up time."

None of the care providers kept up anything like the stream of language that researchers have found to hum through the best day care centers.

Talk like "Caitlin, is that a pie? Mmmm, delicious. Is it blueberry? Is that your favorite?" is a form of stimulation and responsiveness that researchers say helps children's intellectual development.

At the three Houston centers, workers seemed to see their role more as managing children than interacting with them. If a child was not having a problem, not in need of feeding or diapering or nose-wiping, no one was likely to engage that child.

In one room at Educare recently, Shirley Arceneaux was responsible for 15 children, most of them recently turned 3: 8 were in the kitchen corner, shaking and baking and pouring imaginary food, 3 were building with plastic blocks, 2 were at a table with foam shapes and animals, and 2 were pushing wooden beads up and down a winding wire track. Although it was noisy and some children wandered around somewhat aimlessly, there was no fighting and no crying.

Ms. Arceneaux monitored the group, reminding children who knocked things over to pick them up, and making sure they shared. But she never joined the play, or discussed what the children were doing.

And most of the children quickly sought attention from a visitor in the room, coming over to offer a pretend cup of tea, show off their new shoes, tell about their birthdays or have the drawstrings of their pants tied.

At all three centers, what child-care experts call "teachable moments" were often overlooked. At the Kindercare infant room, there was more than an hour and a half on a recent Thursday morning when no one said a word to 13-month-old LaRhonda, who navigated the room with the staggering gait of a new walker. Once, a teacher picked her up to smell her diaper, decided it was fine, and put her back down, without addressing her. And three times in the period, LaRhonda got stuck trying to get in or out of a blue plastic tugboat; each time, she whimpered slightly, and was immediately picked up and moved out of the boat. But no one showed LaRhonda how to manage it herself.

The center's rules sometimes run up against children's routines. For example, Kindercare does not allow teachers to give children bottles in their cribs. Most child-care experts would approve, given the chance to make feeding a more personal interaction and the risk of dental problems and choking. But some of the babies accustomed to sucking a bottle as they fell asleep at home cannot drowse off without a bottle. So they get a bottle in a highchair, where they gradually droop into a contorted sleep and then are moved to a crib.

During a reporter's visit, there were 10 children in Kindercare's youngest room, from Audrey, a 6-week-old trying out the center for the day, to Justin, a 15-month-old getting ready to move to the toddler room.

The youngest — Audrey and Shelby and Kelby, 10-week-olds — spent most of the day in their cribs and were taken out only when they cried or needed diapering or feeding. And while they seemed content, gazing at the brightly colored Easter art hanging nearby and at the older children, no one stopped to talk to them as they sat in bouncy chairs in their cribs, or, if fussy, in the wind-up swing.

There were two care providers in the room. But with the center director, the area manager and a corporate communications officer, there were sometimes six adults in the room — and all had babies playing with their shoes, climbing into their laps and staying with them as long as they remained available. Jill Eiland, the Kindercare communications officer, took this as an indicator of how friendly and open to strangers the children were; others might see it as an indicator that they craved more adult interaction.

At the Y, where Maria Villegas cares for a group of nine, from 18 months to nearly 3, it was easy to pick out a recent addition: Rosita, who popped up irrepressibly from the line and said "My turn," or "No, me" whenever one child was to be selected to wash hands, get dessert or pour milk. Even with two of the nine absent, Ms. Villegas had her hands full. When the children were in the gym, Gerson, the youngest, was determined to pick up tiny shreds of paper from the floor and stick them into his mouth. Ms. Villegas tried to be vigilant, crooning "No, mi amor. That's garbage. Basura." But then she had to retrieve Rosita, who had wandered off to the men's locker room.

At all three centers, the quality of the teacher-child relationship would change, noticeably, when there were fewer children — before 8 A.M., when many children had not yet arrived, late in the day, when many had been picked up, and at nap time, when most had gone to sleep.

In Ms. Jackson's room, at 5 P.M., all but four children were gone, and sitting on the rug with the late ones she began to sing a song with a verse for each child. "Where is Donna, where is Donna?" she sang. "Please stand up, do a little jumping and a little clapping, please sit down."

And Donna, who had been placidly content but showed no visible emotion all afternoon, got to her feet and jumped up and down, a slow smile spreading across her face, making her face shine in delight in a whole new way.

## For Centers, Balancing Quality and Cost of Care

By TAMAR LEWIN

The ratio of adults to children in day care is an issue of both quality and cost.

In March, a study of 150 day care centers in Florida by the Families and Work Institute, before and after that state tightened its ratios, found that children and care providers did better when there were fewer children per adult. The institute is a nonprofit New York research group that advocates lower ratios.

But many day care operators said hiring more people would make their centers unaffordable to many families. In Texas, when the issue of ratios went to the Legislature two years ago, Leon J. Wynn, who founded the Educare Learning Center, one of the largest day care providers in Houston, lobbied against tighter standards.

"I worry about families that are

going to be excluded if you need to pay so many adults," Mr. Wynn said.

Texas did tighten its ratios for infants last year, requiring 1 care provider for every 4 infants instead of the former 1 to 6 — a ratio still allowed in several other states. Mr. Wynn said the change immediately forced him to raise his rates for infant care 20 percent: Educare now charges \$125 a week for infants, \$90 for children 12 to 17 months, \$85 for children 18 to 24 months and \$75 for 3-year-olds.

Texas's ratios for some ages remain the highest in the nation, to the dismay of some children's advocates there.

"We fought for a year for lower ratios, and for a while it looked like we were doing pretty well with the Legislature," said Karen Hughes, director of child-care programs at

Houston Community College.

"Then in January 1997, we were called in and told that if we didn't reach a compromise with the for-profit owners, the whole thing would be thrown out. So we concentrated on the infants, at the expense of the older children."

Kindercare Learning Centers, a nationwide chain, bases its ratios and costs on state regulations; in Houston, it charges \$119 a week for infants and \$95 for 2-year-olds.

"It really comes down to a business issue," said Jill Eiland, a communications officer for the chain. "No matter what we, as a company that knows a lot about child development, think might be the best ratios, we have to compete with other local providers. And if we had a company policy requiring smaller groups per caregiver than the place down the block, we couldn't compete."

# Home Economics

BY ROCHELLE L. STANFIELD ■

With one hand, Katie Stone checks the feverish brow of her 17-month-old son, William. With the other, she offers a treat to Erik, who is almost 3 years old and slightly jealous of his sick brother. The critical moment passes without tears, and a hint of personal triumph crosses Stone's face. "If there were not any economic considerations, my husband and I would both like me to stay at home, at least until they go to school," she says,

gazing fondly at her progeny. "But, unfortunately, I may have to go back to work."

"Katie Stone" is not her real name. Nor are "Erik" and "William" the names of her sons. She and others who shared personal financial information about their families asked that they not be identified. But the families are real, and so are their financial situations. So is the crucial role that economics plays when married couples with young children decide who works, and when.

As a stay-at-home mother, Stone is distinctly in the minority. Only 36 per cent of married women with children under age 6 stayed out of the labor force last year, the Bureau of Labor Statistics (BLS) reported. Forty-one per cent worked full-time, 20 per cent part-time, and 3 per cent were unemployed but actively seeking a job. The proportion of employed mothers of young children has grown steadily since 1960, when it amounted to less than 19 per cent.

But the questions of whether that's a good thing—and whether the trend should be reversed—still prompt passionate debate. Politicians and advocates, to say nothing of parents themselves, go round and round on such agonizing questions as whether leaving a child with paid caregivers



LIZ LYNN

hampers the child's development and whether mothers who do want to work have acceptable options for their offspring's care.

President Clinton triggered the latest round of political crossfire on Feb. 2 when he released his fiscal 1999 budget, which proposed \$20 billion over five years in new federal support for day care. The allocation would be divided between tax relief for middle-income families and a block grant to states for child care programs aimed at poor and working-class families. The Republican-dominated Senate Budget Committee dropped the child care provisions from its version of the 1999 budget

resolution, which it approved on March 18 by a 12-10 party-line vote. But the committee did endorse a resolution favoring tax relief for families paying for out-of-home child care. The Democrats failed to reinsert elements of the President's proposal when the full Senate considered the revised budget. The House is expected to write its own budget plan later this month.

Meanwhile, House Republicans responded to Clinton's initiative with a resolution—introduced by Rep. William F.

**POLITICS AND IDEOLOGY DOMINATE THE CHILD CARE DEBATE. BUT THE DECISION TO BE A STAY-AT-HOME PARENT OFTEN COMES DOWN TO DOLLARS AND CENTS.**

Goodling, R-Pa., and passed 409-0 by the House on Feb. 11—that any child care legislation must “take into account” the needs of stay-at-home parents.

Opponents of federal support for child care say they are motivated by the conviction that the government mustn’t interfere with family decision making. “Our concern [with the Clinton plan] is, you’re going to get the government involved in setting up a child care system where the incentives are all toward the mother working in the wage market for income,” said Charmaine Yoest, an adjunct fellow with the conservative Family Research Council.

Child care supporters counter this view by arguing that the majority of parents have already made their decisions about whether to work outside the home and are looking to their government for improvements in quality, affordability and availability of child care. “It’s time we give parents a greater choice and peace of mind, as they juggle the responsibilities of work and home,” Sen. Christopher J. Dodd, D-Conn., told a Senate hearing on child care on March 5.

Putting aside the emotional, political and ideological pros and cons of being a working mom, an essential question arises: Is it economically feasible in a two-parent family today for one parent to devote full time to the care of their young children? It turns out that even this practical dollars-and-cents issue is controversial.

Jared Bernstein, a labor economist with the liberal Economic Policy Institute (EPI) in Washington, said the notion that one parent can afford to stay home, “I feel pretty strongly, is a pipe dream. It’s nostalgia for a period when maybe life was simpler,” he says. In *The State of Working America, 1996-97*, a book he co-authored for EPI with Lawrence Mishel and John Schmitt, Bernstein has set out figures that support his view.

Others look at the statistics and arrive at the opposite conclusion. “It’s nonsense to say that it now takes two incomes to produce the standard of living that one[*-income families*] used to have in the 1950s,” said Robert Rector, senior policy analyst for family issues at the conservative Washington-based Heritage Foundation. The standard of living for middle-class families was much lower in the 1950s than it is today, he argues, and further, “What you really have are two different sets of values.” Millions of families do live on one income now, he said, but make an enormous sacrifice to do so.

In the 1950s, living standards were much lower than they are today, but they were going up so fast that it seemed a time of great bounty, Robert J. Samuelson explained in his 1995 book,

*The Good Life and Its Discontents: The American Dream in the Age of Entitlement, 1945-1995*. “If you grew up in the 1950s,” he wrote, “you were a daily witness to the marvels of affluence. There was a seemingly endless array of new gadgets and machines.”

In 1950, for example, median family income was only \$19,655 in 1996 dollars, less than half of the 1996 median family income of \$42,300. Air-conditioning was very rare except in public buildings at the start of the decade. Even by 1970, according to Census Bureau statistics, only 34 per cent of new single-family homes came equipped with central air-conditioning. By 1995, 80 per cent did. In 1950, 35 per cent of all housing units lacked complete plumbing facilities; by 1993, less than 2 per cent did. In 1995, 48 per cent of new homes had at least two and a half bathrooms.

The policy debate over whether a family can afford for one parent to stay home gets tangled in indirectly related fights over tax cuts (a conservative goal) and a minimum-wage raise (a liberal objective), in which each side can cite government statistics to make its point. The numbers may be ambiguous, but the real-life decisions they reflect are not.

“It comes down to need,” Stone said, speaking in her home, a modest rambler in a small town about 40 miles outside Washington, D.C. To illustrate her point, she recalled a conversation with a friend she described as “an older gentleman” who had raised a large family with a stay-at-home wife. “I said, ‘I’d like to stay at home, if we can afford it,’ and he said, ‘If you can stop listening to what society tells you you need, you *can* afford it.’ We try to turn off what society tells us we need,” she went on. “But the needs still creep in.”

#### BALANCING CONTRIBUTIONS

Whether a family can afford to do without one parent’s earnings would logically seem to depend on how much those earnings are and what proportion of family income they constitute. The BLS figured that working married mothers with children under age 6 contributed, on average, 32.6 per cent of family earnings in 1996; mothers in this category who worked full-time, year-round, provided 43.6 per cent of the pot. And to expect to do without that contribution “is unrealistic,” said Howard Hayghe, supervisory economist of the BLS division that makes these calculations.

But that’s just what the Stones are trying to do. Doug Stone, 44, is a self-employed general contractor who counts on bringing in about \$40,000 a year. Katie, 36, was a high school German teacher and made \$30,000 when she worked full-time, before Erik’s birth in April 1995. That computes to 43 per cent of the family income, right about the median. Between the births of Erik and William, she worked half-time for \$15,000—half her former salary, and 27 per cent of the family’s income.



**KATIE STONE:**

**“We try to turn off what society says we need, but the needs still creep in,” says the 36-year-old mother of two.**

The Stones' income is just about the median for a two-parent family with children under 6 years old, according to the Census Bureau. In such families, with the husband working full-time, year-round, income averaged about \$52,000 in 1996. Counting only the families in which the wife also worked full-time, median family income rose to \$62,500; counting only those in which the wife didn't work at all, it fell to \$37,400.

Soon after Katie Stone left her part-time teaching job, the Stones realized how much they had depended on her income to pay for routine expenses. She has not reentered the formal labor force—yet—but she is supplementing the family income. "Last summer, I made and sold pies at local county fairs to help our income a little bit and take some of the pressure off my husband," she said. Now she is tutoring high school students in German, holding an informal German class in her home for younger children and chauffeuring neighborhood youngsters. She figures she can bring in as much as \$900 in a good month.

Presumably, a family with above-average income would find it easier for the wife to stay home. Easier, but not hassle-free. Take the case of the "Singers" of New York, whose income makes the cut for the top 5 per cent nationally. When Susan, now 30, quit her \$80,000-a-year job as a lawyer upon the birth of the couple's son, Benjamin, 13 months ago, she was earning half the family income. Since then, her 32-year-old husband, Greg, a marketing executive with a publishing company, has received a promotion that could bring his earnings to \$120,000 this year. Even so, they feel the pinch of living on one income, and have had to make lifestyle changes to accommodate the reduction. "We definitely did notice [the drop in income]," Susan Singer said recently. "First of all, we had to move out of Manhattan, because we couldn't afford to live in the city anymore. And even [in a suburb] we had to buy a co-op apartment, because we couldn't afford a house."

As advocates on all sides of the issue have discovered, the requirements for middle-class existence are at once more personal and more society-driven than a simple dollars-and-cents equation. "Our standard-of-living levels are set in a world where a very large share of women are working," said economist Marvin H. Kusters, a resident scholar at the American Enterprise Institute in Washington. "It's a lot harder to keep up with the Joneses when Mrs. Jones is working, too."

#### CAN YOU AFFORD TO WORK?

A stay-at-home mom gives up her salary, but she also has fewer expenses. A job outside the home can require extra money for food, transportation and clothing—not to mention child care. Indeed, such costs are high enough to prompt arti-

cles in parents' magazines with titles such as, "Can You Afford to Work?" Yet most studies find that while job-related expenses narrow the gap between one income and two, they rarely close it altogether.

For Susan Singer, who worked in Manhattan, lunch was an expense that added up. She recalled that she spent \$7-\$10 every working day, \$1,750-\$2,500 a year.

In 1995, as part of a project to design a new formula for calculating the poverty line, the National Research Council (NRC) estimated job-related expenses. The council skipped lunch but included the costs for transportation, uniforms, equipment and union dues and arrived at an average of \$29 a week in 1992 dollars. In 1997 dollars, that would amount to \$32.50 a week, or \$1,630 a year.

Teachers and attorneys might not wear the kinds of uniforms the NRC had in mind, but working usually does require career clothes, especially for Singer. That's one saving, she said. "I'm obviously not spending a lot of money on clothing now. In addition, I'm able to save a lot of money on dry cleaning."

That's less of an issue for Stone. "As a teacher, I don't have to be a clotheshorse," she said. "And I do have all those teaching clothes in the attic I could still wear." So, of the NRC's job-related expenses, only transportation would apply to Stone if she returned to the job market soon. (She would bring a pack lunch.) But her 25-mile round trip to school would add up to \$37.50 a week, assuming 30 cents a mile in transportation costs. As a teacher, Stone would work only 38 weeks a year, but the commute still would cost her up around \$1,425 annually.

Unless there's a stay-at-home grandmother nearby, or the husband-wife schedules can be juggled to cover the house 24 hours a day, the biggest-ticket item for two-income families with young children is child care. A 1995 Census Bureau study, "What Does It Cost to Mind Our Preschoolers?" estimated that such families spent, on average, \$79 a week on child care in 1993. In 1997 dollars, that would amount to \$86.50 a week, or \$4,325 a year.

In Stone's area, child care comes much dearer. A nearby family day care center—run by a woman who cares for several children in her home—charges \$200 a week for two children; the most expensive commercial child care center locally costs \$281 a week. For 38 weeks a year, that would add up to between \$7,600 and \$10,678 annually. Even if Stone remains at home, she plans to send Erik to preschool two days a week, to help him learn to play with other children. That will cost \$45-\$100 per month, or \$450-\$1,000 a year.

Together, child care and transportation would consume almost one-third of Stone's earnings from teaching school. But the remaining two-thirds would make life a lot easier, she acknowledged. In addition, not working costs her \$500

LIZ LYNN



RICHARD A. BLOOM



#### RECTOR AND KOSTERS:

"It's a lot harder to keep up with the Joneses when Mrs. Jones is working," says Kusters (right). Rector says families need more tax relief.

a month in health insurance. Doug Stone's company is too small to pay for family coverage, so Katie Stone continues to participate in her school system's plan but has to pay for it out of pocket. "One reason I'm doing these supplemental things is to make our insurance money," she said.

Otherwise, to make up the difference between what they earn now and what they would earn if Katie went back to work, the Stones give things up.

Katie has stopped buying herself any "nonessential clothes," she said, "and the kids' clothing is mainly second-hand. I shop yard sales religiously." For groceries, she clips coupons and visits four grocery stores a week "to make sure I buy this and that on sale—I never did that before." They now make or bake presents for family and friends. They used to travel to Europe; now all their vacations are to visit relatives they can reach by car.

They've also had to make some sacrifices with serious consequences for their future. "We have a little nest egg, but we've gone into that more than we should have," Stone said. "And college—we always thought we'd be saving for that," but there's never any extra to put aside at the end of the month.

Ironically, the Singers, despite their much-larger income, have ended up doing much the same thing. First to go is savings. Singer lamented, "We're not putting money aside for [Benjamin's] college. And we have credit card balances that we never had before."

Both Singer and Stone also ponder an intangible cost of their recess from the labor market—the impact on their future earnings. Since law firms have very set rules about career paths, Singer says that when she goes back to work, especially if she goes part-time, "I may have to do something else. Something other than being a [corporate] lawyer."

And in Stone's case, the school system where she taught reserves a new mother's job for only a year. After that, she said, "the question becomes: What am I going to go back to?"

Experts agree. "Leaving the labor market for a couple of years to stay home with young children doesn't just reduce your income in the years you're staying at home," said Maria Cancian, assistant professor of public affairs and social work at the University of Wisconsin (Madison). "It takes you off that [career] path."

The economic realities of a one-income household have also intruded into the most intimate decision both couples face. "The timing of having a second child is going to be more dependent on when we can afford to buy a house than on when we would like to have a second child," Singer said. "I'd like to have a third child, and I have always said that finances shouldn't make that decision for us," Stone said. "But another thing I just realized is—that's very dependent on our income."

Neither the Stones nor the Singers factored taxes into their calculations for living on one income, but taxes can make a big difference. The absence of the wife's earnings can drop the family into a lower income-tax bracket. A recent article in *ParentTime*, an online parenting magazine, cited calculations that a family whose income declines from \$70,000 to \$45,000, for example, would save \$7,500 in income taxes and nearly \$2,000 in Social Security taxes.

The Heritage Foundation's Rector would like to cut everybody's taxes, but especially those of families with young children. Last year's \$500-a-child tax credit is an important start, he said, lowering the average family's income tax burden from 24.5 per cent to 23.5 per cent.

"Over the course of 50 years, we have piled up enormous tax burdens on all these families with children, that are a very significant problem in enabling mothers to stay at home," he said. "The Left will say, 'There's nothing you could do to help them stay at home, so we ought to subsidize day care centers.' No. We ought to begin to roll back this very large tax burden."

Others contend that the problem isn't taxes, but the larger changes in the society over the past 40 years.

Mothers of young children, they say, are simply responding to economic reality.

"Lower-income wives work less. That's one of the reasons they're lower-income," EPI's Bernstein said. "But, because of a long-term decline in the wages of middle-earning males, it's actually fallen to working wives to keep family income from stagnating. So, for middle-income families, wives have worked longer hours at higher wages."

Not all economists agree. Gary Burtless, a senior economist at the Brookings Institution, counters that "the sharpest increases in employment rates and hours of work have been amongst women in the most-affluent households, who are married to upper-middle-class husbands. That makes it a little tough to say that necessity has pulled women against their will into the workforce. . . . My guess is that the biggest single reason that Mom is at work is that Mom *wants* to be at work," he adds.

Some moms might disagree. Both Susan Singer and Katie Stone want to reenter the workforce at some point, but what they want to do now is stay at home with their children.

Others are struggling to make the same decision, regardless of the outcome of the child care debate in Washington. "Sarah Pierre," 27, is pregnant with her first child. She wants to quit her \$20,000-a-year job as a clerk in a midsized southern city. The question is whether she and her husband, Brad, and their baby can live on Brad's \$45,000-a-year salary in the computer field. "Things have been pretty tight," she said recently. "But we think it's do-able. And we're going to try."

ARCHIVES PHOTOS



#### THE 1950s DREAM:

Stay-home moms were common in the era of Ozzie and Harriet. Living standards were much lower, but so were expectations.



## Public Affairs Initiatives

1998

### **Caring for Kids: Our Lifetime Commitment**

In March 1998, Lifetime Television and a coalition of leading non-profit organizations launched an extensive public affairs campaign designed to keep high quality, affordable child care a priority issue in Washington and with policymakers around the country. Using PSAs and community outreach, Lifetime and its partners seek to multiply and amplify the voices of women and their families to keep child care a visible, priority issue and encourage action.

Beginning February 16 -- Presidents Day -- Lifetime and its partners used on-air PSAs and online solicitations to collect signatures and child care stories from women around the country. The project will continue throughout the spring and summer, as Lifetime and its partners implement national and grassroots outreach activities. The campaign will culminate in a Capitol Hill event (tentatively scheduled for the week of Labor Day) at which the coalition will present to members of Congress and other policymakers the thousands of child care messages collected since February.

"Caring for Kids: Our Lifetime Commitment" includes: a series of public service announcements, including one from First Lady Hillary Rodham Clinton; a comprehensive website featuring an email petition and Lifetime Online resources on child care; a child care summit that will bring together leading policymakers and advocates; Capitol Hill events and numerous community outreach activities.

### **Lifetime Breast Cancer Awareness Campaign -- "2 by 2"**

In 1995, Lifetime launched an unprecedented multi-year campaign to raise awareness of breast cancer, a disease which kills nearly 200,000 women annually. The campaign, titled *Lifetime Applauds: The Fight Against Breast Cancer*, has maximized Lifetime's extensive on-air and off-air resources and features original programming, special PSAs and extensive outreach and educational activities.

Lifetime has received numerous awards for its efforts to raise awareness of breast cancer, including the 1997 Leadership Award from the **National Breast Cancer Coalition**; the 1997 Pathfinder Award from the **National Alliance of Breast Cancer Organizations**; the National Media Award from the **Susan G. Komen Foundation -Race for the Cure®**; the 1997 Achievement Award in Women's Health Research for Communications from the **Society for the Advancement of Women's Health Research**; a Beacon Award from the **Cable Television Public Affairs Association**; a Clarion Award from **Women in Communications** and two Commendation Awards from **American Women in Radio and Television**.

This year, Lifetime expands its breast cancer public service campaign to include a national and community golf series, “2 by 2.” In a groundbreaking partnership with the LPGA, “2 by 2” offers national and local opportunities for Lifetime and its affiliates to educate the public about breast cancer (while also extending the mission of the Lifetime Sports initiative described below). Through the Network’s affiliates and partnerships with NABCO, the National Alliance of Breast Cancer Organizations, The Women’s Sports Foundation and now the LPGA, Lifetime will help educate communities across the country about breast cancer. Lifetime is the co-sponsor of the LPGA Tournament of Champions, which airs in October, and this year will dedicate funds to the battle against this disease.

### **“Defending Our Daughters: The Rights of Women in the World”**

In honor of International Women’s Day on March 8, Lifetime partnered with the YWCA of the U.S.A., the nation’s oldest and largest women’s organization, to increase awareness about women’s human rights around the world. This outreach effort included a premiere screening event of Lifetime’s documentary, “Defending Our Daughters: The Rights of Women in the World.” Similar screening events will take place at local YWCA chapters, in addition to panel discussions with local activists and distribution of human rights-related education outreach material.

Hosted by Meryl Streep and produced by Academy Award-winner Barbara Kopple, “Defending Our Daughters: The Rights of Women in the World” examines violations of women’s human rights in Bosnia, Africa and Pakistan and tell the stories of the courageous women working to end these atrocities.

### **Take A Minute**

These nightly one-minute vignettes, on the air since 1997, are produced and anchored by Linda Ellerbee and cover topics including finance, career, health and family. The vignettes are complemented by additional information and resources on Lifetime’s web site. Highlights include:

- “Drive Through Mastectomy” generated 17,000 cyber-signatures on Lifetime’s website. Lifetime was recognized by Hillary Rodham Clinton at a White House event and at a Capitol Hill Bi-Partisan Press Conference.
- Women’s History Month featured profiles of 20 American women currently making history--including Dr. Florence Haseltine of the Society for the Advancement of Women’s Health Research and Anita Perez Ferguson of the National Women’s Political Caucus.
- In response to the White House October Child Care Summit, “Take A Minute” featured a special series of spots dedicated to the issue of child care.

### **Lifetime Sports**

Lifetime is committed to supporting women’s sports as a means of illustrating the power and potential of its positive impact on girls and women. By televising special women’s sporting events including the WNBA season and the first national telecast of women’s hockey, as well as documentaries, Lifetime is sending important messages about self esteem, healthy competition and community. These messages are reinforced by public affairs activities in partnership with Boys & Girls Clubs of America and The Women’s Sports Foundation. Lifetime also sponsors the “Lifetime in the Classroom” academic/athletic scholarship for girls ages 12-18. Through

programming and public affairs campaigns, Lifetime highlights new role models for girls: women breaking barriers in the sports arena.

Lifetime has received numerous awards for its efforts to raise interest and support for women and girls in sports, including the 1998 Messenger Award from the **Women's Institute on Sports and Education**, the 1997 **Women's Sports Foundation** Sports Journalism Award and the 1996 Commendation Award from **American Women in Radio and Television**.

Lifetime's commitment to girl's and women's sports continues with the Lifetime Team Challenge, the Network's first triathlon event held April 4th in Encinitas, CA. Beginning in May, Lifetime will air the second WNBA season and implement a related outreach plan, as well as air on-going quarterly sports documentary specials.

### **Take Our Daughters To Work Day**

Each year, Lifetime Television supports the Ms. Foundation for Women's "Take Our Daughters To Work Day" which the Network helped launch in 1993, providing participating affiliates with video and print materials to support local efforts.

### **Multiple Sclerosis**

For the fourth year, Lifetime is the media sponsor of one of this country's largest public service events, the annual Multiple Sclerosis Walk. This event educates the community and provides support for more than 300,000 Americans who have MS. Throughout March and April, the Network airs public service announcements and participates in MS events with more than 15 million people in communities across the country. In 1996, the Network received the Media Organization of the Year Award from the Multiple Sclerosis Society.

### **Lifetime Online**

The Lifetime website (<http://www.lifetimetv.com>) is designed for women and the people in their lives with information regarding parenting, health and fitness, relationships and entertainment, as well as highlights from Lifetime programming. Lifetime Online supplements the Network's public affairs campaigns by providing interactive opportunities for advocacy, giving Lifetime viewers a voice to help shape the policies that shape our lives.

### **Cable in the Classroom**

Lifetime is a founding member of the ten-year-old industry initiative, Cable in the Classroom, and continues to contribute original programming from its "Intimate Portrait" series, award-winning documentaries and acclaimed parenting and child development programming. Lifetime provides participating affiliates with outreach and marketing kits, which include youth-oriented materials created to increase students' understanding of issues.

### **NCTA's Cable in Focus**

Lifetime has participated in the NCTA initiative, Cable in Focus, since its inception in 1995, on issues ranging from "Politics" (1996-97) to "Diversity" (February 1997). By providing original programming such as the acclaimed Lifetime original movie "Sophie and the Moonhanger," and Women's History and Black History Month vignettes, Lifetime helps highlight important issues for community education-based screenings and classroom activities.

1997

### **Lifetime Women's Summit**

In March, 100 women from across the country participated in the Lifetime Women's Summit for a day devoted to thoughtful discussion of the issues facing women as we approach the next century. To inform "Take A Minute" and long-form programming, participants were asked to share their ideas and offer solutions via email, letters and phone calls. "Shoot the Clock," a documentary produced by Linda Ellerbee, premiered in November and examined issues raised at the Summit. Lifetime's child care campaign is a direct result of the summit where time, balance and family were identified as key issues.

### **Lifetime Sports**

As part of its commitment to women's sports, Lifetime aired the WNBA inaugural season and implemented an outreach plan designed to teach girls self esteem, healthy competition and a sense of community. Working with the Boys & Girls Clubs of America, Lifetime brought these lessons to the community. On-air, Lifetime introduced programming like "Breaking Through: Our Turn to Play," which highlighted the 25th anniversary of Title IX and was previewed for legislators on Capitol Hill. Lifetime's sponsorships include:

***The Colorado Silver Bullets*** - the only women's professional baseball team

***Lyn St. James*** - the only woman to be named "Rookie of the Year" at the Indianapolis 500

***USA Basketball Women's National Team*** - Official sponsor

***USA Women's Hockey Team*** - Official sponsor

### **Lifetime Applauds: The Fight Against Breast Cancer**

Lifetime Television demonstrated its on-going commitment to the fight against breast cancer through this Golden CableACE Award-winning annual campaign. Conducted in collaboration with NABCO, the National Alliance of Breast Cancer Organizations, this campaign included the acclaimed documentary "Say It, Fight It, Cure It" directed by Academy Award-winner Lee Grant. The campaign also included public service announcements and community outreach activities. More than 1,100 cable systems participated in the campaign, the highest level of participation for a public service effort ever.

### **Take A Minute...with Linda Ellerbee and Dana King**

These nightly 60-second informational vignettes originated in 1997, and highlight events, trends, individuals, organizations and issues of particular interest to women. The vignettes address Lifetime advocacy issues including cyberliteracy as a means of enhancing work/family conflicts and women's health priorities such as breast cancer. The spots, produced by Lucky Duck Productions, also focus on unique women, celebrating them as role models and heroines.

### **Race for the Cure®**

For two years, Lifetime was a national sponsor of Race for the Cure®. Lifetime and participating affiliates took to the streets to raise awareness of breast cancer through The Susan G. Komen Breast Cancer Foundation's Race for the Cure® series of 5K race events. With more than 300,000 participants in over 75 cities, Race for the Cure® continues to reach, fund and educate women in the race to fight breast cancer.

### **Women's Inaugural Ball**

Lifetime partnered with The National Women's Political Caucus for the first-ever Women's Inaugural Ball, held on the eve of President Clinton's second term. Lifetime created a special video for the event featuring founders and leaders of the Caucus, including Senator Barbara Boxer, Secretary of Health and Human Services Donna Shalala and Representatives Cynthia McKinney, Loretta Sanchez and Constance Morella. Copies were provided to all members of the House and Senate. The National Women's Political Caucus currently utilizes the video for educational purposes, to encourage women to become involved in the political process.

### **Lifetime Honors the Congressional Caucus on Women's Issues**

Lifetime honored the 20th anniversary of the Congressional Caucus on Women's Issues by producing a special video for the gala Washington event, which highlighted the history of the bi-partisan organization and recognized the accomplishments of the Caucus. Interviews featured founding members Margaret Heckler and Liz Holtzman, as well as all of the Caucus co-chairs including Olympia Snow, Patricia Schroeder, Constance Morella, Nita Lowey, Nancy Johnson and Eleanor Holmes-Norton. The video has been distributed throughout Congress and was used for Cable in the Classroom during Women's History Month.

**1996**

### **GO VOTE: '96**

Lifetime launched the year-long GO VOTE: '96 to encourage women's involvement in the political process. Working in partnership with the Council of Presidents, a coalition of more than 100 leading women's organizations representing over six million women, the campaign included PSAs, televised roundtable discussions in communities across the country hosted by Linda Ellerbee, and nightly news breaks airing 100 days prior to the elections, anchored by Dana King.

### **"Perspectives on Lifetime"**

A wide range of voices and opinions were heard on Lifetime Television through "Perspectives on Lifetime," a series of commentaries, news features and profiles. "Perspectives" reflected the news of the day and shone a light on issues and stories that did not always receive the spotlight, such as Senator Barbara Boxer, poet laureate Maya Angelou, pro hockey pioneer Erin Whitten, and the inventors of a breast cancer prevention device, the Sensor Pad, which after 10 years of delay finally received approval from the Food and Drug Administration, on the heels of several "Perspectives."

**1995**

### **"Talk It Over"**

Hosted by Blair Brown and Toukie Smith, this 1995 talk and advocacy series focused on important issues relevant to women's lives. Women shared their stories of breast cancer, widowhood, raising girls and boys and caring for the elderly while experts offered advice and resource information. Working with national and local information-based organizations such as the YWCA of the U.S.A., American Association of Retired Persons, the Alzheimer's Association, and the Ms. Foundation for Women, Lifetime provided affiliates and viewers with tools and take-away information to enhance their lives.

## **1994**

### **Picture What Women Do**

This award-winning 1994 public awareness campaign sought to acknowledge women's everyday responsibilities and encourage support for more effective systems of care and community. The campaign began March 8, International Women's Day, and built to its May 17th centerpiece. On that day, all across the nation, women recorded their everyday activities and responsibilities, having their husbands, friends and co-workers photograph them in their homes, on the job and in their communities, creating a portrait of the contemporary woman. Working with nine leading non-profit women's organizations including the Junior League, Wider Opportunities for Women, the National Association of Working Women and the PTA, Lifetime reached out to recognize women nationwide. Selected photographs were showcased on Lifetime, at exhibitions across the country and at Washington D.C.'s National Museums of Women in the Arts. The photographs are now a permanent exhibition at the White House Office of Women's Outreach and Initiatives.

### **Woman-To-Woman on Lifetime**

United States poet laureate Rita Dove served as spokesperson and consultant for this series of ten animated 60-second segments interpreting works by living American women poets.

## **1993**

### **MISSION 100**

For the first 100 days of President Clinton's term, Lifetime solicited input from viewers about issues ranging from child care and pay equity to health and education. These suggestions and responses were then compiled into a handbook of action tips and possible solutions. The handbook was presented to President Clinton, who responded to Lifetime's viewers on the Network. Mission 100 also included a series of vignettes featuring women from a number of fields who have made unique contributions such as Helen Thomas, U.P.I. White House Correspondent; Naomi Wolf, author; Pam Keaton, Captain, U.S. Army, Persian Gulf Veteran and Secretary of Health and Human Services, Donna Shalala.

## **1992**

### **Women & Politics: A Lifetime Challenge**

This Lifetime public affairs campaign encouraged women to take part in the political process and gave them the information and resources to "make a difference in their lifetime." Through programming and community outreach efforts, in partnership with the League of Women Voters and the National Women's Political Caucus, Lifetime aired public service announcements, profiles of women in politics and a two-hour special produced by ABC News.

**1991**

**Your Family Matters**

Lifetime Television's award-winning public service campaign celebrated the family and sought to raise awareness of the issues that challenge its well being. Combining documentaries, public service announcements, community outreach activities and educational materials, Lifetime examined issues such as child care, sex education, single parenting, violence against women and self-esteem in youngsters.

# *Lifetime*

*Television for Women*

## LIFETIME VIEWERS

- Lifetime's primetime ratings currently rank 5th among all basic cable networks.
- According to A.C. Nielsen, Lifetime delivered almost twice as many households in 1997 than such a popularly recognized network as CNN and almost three times as many households in 1997 as MTV for Prime Time (Mon. - Sun. 8pm-11pm).
- Lifetime is the prime conduit to reach women. For example, in 1997, Lifetime delivered three times as many women ages 18-49 as CNN and more than twice as many as MTV.
- In the 4th QTR 1997, Lifetime delivered the highest concentrations of women 18-49 during Total Day among basic cable networks with 60 million plus subscribers (A.C. Nielsen, 4th QTR 1997).
- According to Media Mark Research, women ages 18-49 who watch Lifetime during primetime are 88% more likely to vote than the average woman.
- In a November 1997 Yankelovich Study, when women were asked what, if anything, on TV has impacted their lives, Lifetime was mentioned 4 to 1 as THE TV Network that has impacted women's lives.
- Lifetime Television ranks sixth as the most recognized TV slogan (behind NBC, ABC, TBS, CNN, DISC) in a TBS Phone Survey conducted by The Myers Report.
- In the 1997 Beta Research Cable Subscriber Study, Lifetime ranks 1st in perceived value by women among entertainment networks and 1st by women as important to their enjoyment of cable among entertainment networks.
- In a 1997 Tracking Study conducted by Keleman Associates, the majority of Lifetime viewers surveyed felt that Lifetime is THE NETWORK that addresses women's issues of the 90s and has programs of particular appeal to women.
- Women's importance in our society is evidenced by women's growing importance as consumers. For example, women handle 75% of family finances; home ownership by women has increased 25% in the past 16 years; women represent 40% of business travelers up from 1% in 1970; 43% of persons with assets over \$500,000 are women and less than 25% of new mothers quit working.
- The January 1998 Original Movie "Fifteen and Pregnant" was the second most-watched LIFETIME movie ever, garnering a 5.2 rating (3.6 million households in the Lifetime universe). This movie was also the highest-rated basic cable program for all of January.

2-2-2-2

- A recent study of women put LIFETIME Original Movies at the top of the list in both popularity and excellence. Forty-two percent of the 300 respondents said that LIFETIME Original Movies were excellent -- receiving more votes than any other cable or broadcast network. In addition, 22 percent of the women said that LIFETIME was their favorite network for original movies -- again more than any other network. (Keleman Associates)
- LIFETIME is the favorite cable network of women, according to a Keleman Associates Study conducted with 301 women 18-64 years of age. The results: LIFETIME, 12%; Discovery, 9%; USA, 5%; Nickelodeon, 5%; all others below 5%.
- Consumers recognize Lifetime as the leader in women's television in a way that is comparable to leadership brands in other categories. (Keleman Associates)

# *Lifetime*

*Television for Women*

## PUBLIC SERVICE HONORS

### Organizations

Women's Institute on Sports and Education  
The New York Festival Award  
New York Women's Agenda  
Women in Communications  
Women in Cable & Telecommunications  
Girls, Inc.  
American Women in Radio and Television  
Junior League of Los Angeles  
National Alliance of Breast Cancer Organizations (NABCO)  
National Women's Political Caucus  
National Breast Cancer Coalition  
Society for the Advancement of Women's Health Research

Los Angeles Commission on Assaults Against Women (LACAAW)  
National Multiple Sclerosis Society  
Susan G. Komen Breast Cancer Foundation - Race for the Cure®  
National Breast Cancer Awareness Month (NBCAM)  
Angel Award  
National Academy of Cable Programming  
Cable Television Public Affairs Association (CTPAA)  
Cable Television Public Affairs Association (CTPAA)  
National Women's Political Caucus  
Cable Television Association of New York  
Cable Television Association of New York  
American Women in Radio and Television  
National Women's Political Caucus

### Awards

1998 Messenger Award  
Community Service Series  
Honorable Mention to Doug McCormick  
Clarion Award - Excellence in Communications  
Network of the Year Award  
Media Award  
1997 Annual Gracie Allen Awards  
1997 Media Award  
1997 Pathfinder Award  
1997 "Good Guy" Award  
1997 Leadership Award  
1997 Achievement Award in Women's Health Research for  
Communications  
1996 Media Award  
1996 Media Organization of the Year Award  
1996 National Media Award  
1996 Cable Leadership Award  
1996 Excellence in Media  
1996 Golden CableACE Award/Breast Cancer  
1995-1997 8 Beacon Awards for Outstanding Public Affairs Projects  
1995 CTPAA President's Award  
1995 Emma Award for Public Service  
1995 Gilbert Awards/Outstanding Public Service  
1994 Gilbert Awards/Outstanding Public Service  
1993-1997 16 Awards/Programming for Women  
1993 Emma Award for Public Service

# *Lifetime*

## *Television for Women*

### **LIFETIME TELEVISION HISTORY**

Launched on February 1, 1984, LIFETIME was created by the merger of Daytime and Cable Health Network (CHN). Daytime, operated by Hearst/ABC Video Services, began in March, 1982, as a four-hour per day weekday service featuring alternative programming for women. CHN, operated by Viacom, debuted in June, 1982, as a 24-hour service offering programs on personal and family health and fitness, science and medicine, and became the forerunner for LIFETIME Medical Television (LMT), from November 1983-July 26, 1993. In April, 1984, Thomas F. Burchill was named President and Chief Executive Officer, succeeded by Douglas W. McCormick on February 11, 1993. On April 1, 1994, Viacom sold its share of LIFETIME to Hearst and Cap Cities/ABC, its other partners in the joint venture that owns the Network.

It was McCormick who crowned LIFETIME as "Television for Women," after spearheading an ambitious expansion of original programming and public service initiatives targeted to women. The Network has subsequently experienced its best ratings ever, with primetime audience delivery increasing 77 percent since 1993.

McCormick has also been instrumental in supporting women's causes as president of LIFETIME. In March, 1996, McCormick was honored by Girls Incorporated for promoting the positive portrayal of girls and women on television. For two consecutive years, he has served as corporate chair of the Ms. Foundation's Gloria Awards, drawing further attention to the mission of this important organization and raising needed funds to support such activities as "Take Our Daughters to Work Day." The Network's commitment to its viewers has been recognized many times over from leading women's and non-profit organizations, including the National Multiple Sclerosis Society, the National Women's Political Caucus, the Susan G. Komen Foundation, the New York Women's Agenda, Women in Communications, Women in Cable & Telecommunications and the Cable Television Public Affairs Association, among others. LIFETIME was also the recipient of the industry's highest honor, the 1996 Golden CableACE, for its efforts on behalf of the fight against breast cancer.

LIFETIME's corporate headquarters are located in Manhattan, and the LIFETIME Astoria Studios, one of New York City's largest television production facilities, are in Queens, N.Y.

### **PROGRAMMING**

LIFETIME is dedicated to providing contemporary, innovative entertainment and information programming of particular interest to women.

(MORE)

## **LIFETIME TELEVISION HISTORY 2-2-2-2**

### **I. INFORMATION**

LIFETIME's information programming offers new insights and updates on topics that appeal to women, including careers, romance and relationships and personal growth.

**"FINAL TAKE"** -- A series of specials airing after select LIFETIME Original Movies where a panel of experts further explore issues that are featured in these productions. "Final Takes" have focused on sexual harassment in the workplace, body image and breast cancer.

**"NEW ATTITUDES"** -- Hosts Leanza Cornett and Suzanne Whang offer an alternative to late-night programming fare with a fast-paced source for the latest information on today's hot topics including beauty, fashion, fitness, finance, relationships, travel, trends and technology.

**"OUR HOME"** -- Toni DiBuono and Deborah Duncan are the new hosts of this one-hour LIFETIME original series designed to focus on today's woman, the people she loves, the home she lives in, the money she spends and the world around her.

**"THE PLACE"** -- A weekend programming block geared towards women 18-34. The series that make up "The Place," including "The Wire" and "Three Blind Dates," all focus on giving young women helpful information in a light-hearted, entertaining manner.

### **II. LIFESTYLE AND FITNESS**

LIFETIME offers viewers practical, hands-on information that can improve their health and help them make their house a home.

**"NEXT DOOR WITH KATIE BROWN"** -- A new half-hour lifestyle series that offers a practical and realistic look at how to do everything -- from throwing a small dinner party, searching for a bargain at a garage sale to making your house a home. Host Katie Brown shares quick and easy ideas for cooking, decorating, gardening and antiques.

**"EVERYDAY WORKOUT"** -- Exercise educator Cynthia Kereluk has been helping LIFETIME viewers through a unique exercise regimen since May 1, 1989. Using a split screen, one for low impact and the other for higher intensity, Kereluk offers viewers a choice of workouts that best suits individual needs.

**"DENISE AUSTIN'S DAILY WORKOUT"** -- Denise Austin -- fitness expert, author and mother of two -- will prepare you physically and mentally to begin your day with a warm-up, an aerobic daily fat-burning workout and "Do It With Denise," a daily body spot toning and cool down. The show wraps each day with either "Ask Denise," where a viewer on location asks Denise questions about fitness and nutrition, or a "Daily Deniseology," which is Austin's message-of-the-day specifically dealing with attitude, motivation and positive thinking.

**(MORE)**

## **LIFETIME TELEVISION HISTORY 3-3-3-3**

### **III. PERSONALITY PROFILES AND INTERVIEWS**

LIFETIME aims to inspire its viewers by featuring profiles of women who have influenced society.

**"INTIMATE PORTRAIT"** -- Profiles women who have made a difference in history. Subjects have included: Princess Diana, Mother Teresa, actress Ingrid Bergman, fashion designer Josie Natori, the Kennedy women, poet laureate Maya Angelou, Bette Davis, tobacco heiress Doris Duke, television pioneer Carol Burnett, singer/songwriter Carly Simon and newspaper publisher Katherine Graham.

**"A DAY WITH"** -- A special "bird's eye" view into the lives of high-energy, high-profile women. In the past, actress Rene Russo, television journalist Cokie Roberts and fashion designer Vera Wang have opened their homes to let viewers see the truth about their jobs and their experiences in an average day of their perceived above-average lives.

### **IV. LIFETIME ORIGINAL MOVIES**

In 1998, LIFETIME will premiere 14 original movies as part of its "LIFETIME Original Movie" franchise. After five years of producing its own original award-winning movies, the Network has expanded its movie production and continues to build on its reputation as a dynamic outlet for Hollywood's most talented women.

LIFETIME's first world premiere movie, **"MEMORIES OF MURDER,"** starring Nancy Allen and Vanity, debuted in July, 1990. Other films premiering that year included **"SUDIE AND SIMPSON,"** starring Louis Gossett, Jr. and Sara Gilbert, and **"STORM AND SORROW,"** starring Lori Singer.

In 1991, the Network debuted **"STOP AT NOTHING,"** with Veronica Hamel, **"THE KILLING MIND,"** starring Stephanie Zimbalist and Tony Bill, **"DEATH DREAMS,"** featuring Christopher Reeve and Marg Helgenberger, **"THE LAST PROSTITUTE,"** starring Sonia Braga, **"SILENT MOTIVE,"** with Patricia Wettig, and **"WILDFLOWER,"** directed by Diane Keaton and featuring Beau Bridges and Patricia Arquette, who received a CableACE Award for "Best Actress."

1992 movies included **"NOTORIOUS,"** starring John Shea and Jenny Robertson, **"MIDNIGHT'S CHILD,"** featuring Cotter Smith and Marcy Walker, **"GETTING UP AND GOING HOME,"** with Tom Skerritt, Blythe Danner and Julianne Phillips, **"SHAME,"** featuring Amanda Donohoe and Fairuza Balk, **"MAJORITY RULE,"** starring Blair Brown and John Glover, and **"THE GOOD FIGHT,"** with Christine Lahti and Terry O'Quinn.

**(MORE)**

## **LIFETIME TELEVISION HISTORY 4-4-4**

**1993** world premiere movies included **"BETTER OFF DEAD,"** starring Mare Winningham and Tyra Ferrell, the Emmy Award-winning **"STOLEN BABIES,"** starring Mary Tyler Moore, Lea Thompson and Kathleen Quinlan, **"SPENSER: CEREMONY,"** starring Robert Urich, Avery Brooks and Barbara Williams, **"NIGHT OWL,"** starring Jennifer Beals and James Wilder, and **"OTHER WOMEN'S CHILDREN,"** with Melanie Mayron.

**1994** world premiere movies included Urich, Brooks and Williams returning in **"SPENSER: PALE KINGS AND PRINCES,"** **"AND THEN THERE WAS ONE,"** starring Amy Madigan and Dennis Boutsikaris, **"UNTAMED LOVE,"** starring Cathy Lee Crosby, and **"AGAINST HER WILL: THE CARRIE BUCK STORY,"** starring Oscar winner Marlee Matlin and Melissa Gilbert and LIFETIME's first mini-series, **"LIE DOWN WITH LIONS,"** based on Ken Follett's best-selling novel with an international cast featuring Timothy Dalton, Marg Helgenberger and Omar Sharif.

**1995** premieres included **"CHOICES OF THE HEART: THE MARGARET SANGER STORY,"** starring Dana Delany, **"SHAME II: THE SECRET,"** starring Amanda Donohoe, **"DANCING IN THE DARK,"** starring Victoria Principal, **"SILENCE OF ADULTERY,"** starring Kate Jackson, **"DEADLY LOVE,"** starring Susan Dey, **"EBBIE,"** starring Susan Lucci and **"ALMOST GOLDEN: THE JESSICA SAVITCH STORY,"** starring Sela Ward, which became the most-watched movie in basic cable television history.

**1996** world premiere movies included **"SOPHIE AND THE MOONHANGER,"** starring Patricia Richardson and Lynn Whitfield, **"CLOSER & CLOSER,"** starring Kim Delaney, **"HIDDEN IN SILENCE,"** starring Kellie Martin, **"HOSTILE ADVANCES: THE KERRY ELLISON STORY,"** starring Rena Sofer, **"CHASING THE DRAGON,"** starring Markie Post, **"COLOR ME PERFECT,"** starring Michele Lee, **"DEVIL'S FOOD,"** starring Suzanne Somers and **"A DIFFERENT KIND OF CHRISTMAS,"** starring Shelley Long.

**1997** LIFETIME Original Movies include **"LITTLE GIRLS IN PRETTY BOXES,"** starring Swoosie Kurtz, **"THEIR SECOND CHANCE,"** with Lindsey Wagner, **"WHEN INNOCENCE IS LOST,"** starring Jill Clayburgh and Keri Russell, **"TWO VOICES"** with Mary McDonnell and Gail O'Grady, **"ANY MOTHER'S SON,"** starring Bonnie Bedelia and **"TIME TO SAY GOODBYE?"** with Eva Marie Saint and Richard Kiley.

**1998** premieres include LIFETIME's second most-watched movie ever **"FIFTEEN AND PREGNANT,"** starring Kirsten Dunst, **"WHEN HUSBANDS CHEAT,"** starring Patricia Kalembar, **"INDISCRETION OF AN AMERICAN WIFE,"** starring Anne Archer, and **"OKLAHOMA CITY: A SURVIVOR'S STORY,"** starring Kathy Baker.

## **V. CONCERTS, SPECIALS AND TRIBUTES**

LIFETIME presents exclusive entertainment specials featuring women with renowned musical talent and people whose everyday wishes become televised dreams.

**(MORE)**

## **LIFETIME TELEVISION HISTORY 5-5-5-5**

**“TORI AMOS: CONCERT TO BENEFIT RAINN”** --Recorded live at the Theater at Madison Square Garden in New York City, Tori Amos performed her achingly honest songs to help raise money and awareness for her organization RAINN, the Rape, Abuse, Incest National Network.

**“CARLY SIMON LIVE AT GRAND CENTRAL STATION”** -- Carly Simon returned to the live concert circuit after 14 years in conjunction with the heralded release of her album “Letters Never Sent.” Simon was taped exclusively for LIFETIME at Grand Central Station in front of a surprised group of commuters and bystanders. The concert aired in conjunction with LIFETIME’s **“Intimate Portrait: Carly Simon.”**

**“TAPESTRY REVISITED: A TRIBUTE TO CAROLE KING”** -- To mark the 25th anniversary of Carole King’s **Tapestry**, this one-hour musical tribute revealed the album’s enduring influence through rarely seen footage, candid interviews and personal reminiscences. Musical artists Aretha Franklin, Celine Dion, Rod Stewart and Amy Grant offered new renditions of King’s classic songs.

**“WEDDINGS OF A LIFETIME”** -- Each episode features one couple’s unique wedding story as it unfolds, concluding with a live wedding ceremony. Ceremonies have taken place at Walt Disney World’s Wedding Pavilion and Cinderella’s Castle, San Francisco’s Palace Hotel and the Sandals Dunn’s River Resort in Jamaica.

**“LIFETIME WOMEN’S FILM FESTIVAL”** -- Hosted by Susan Sarandon, the first annual LIFETIME Women’s Film Festival premiered March 9, 1997. This two-hour film festival was comprised of an original 30 minute short film commissioned by LIFETIME, entitled **“LOIS LIVES A LITTLE,”** and three acquired short films produced and directed by female independent filmmakers, **“WOMEN WITHOUT IMPLANTS,” “DR. HUGO”** and **“UNDERTAKER.”** The second **“LIFETIME WOMEN’S FILM FESTIVAL,”** to air in June of 1998, will be hosted by acclaimed director Penny Marshall and executive produced by Janet Yang and Lisa Henson. Titles include **“ICEBERGS”** with Joely Fisher and Barbara Bain, **“RITUALS,” “SEED,”** and **“WORLD UPON HER SHOULDERS.”**

## **VI. PARENTING**

LIFETIME serves as a leading source of information for parents who have just had a baby and for those who need advice on a child’s development years.

**“WHAT EVERY BABY KNOWS”** -- Hosted by Dr. T. Berry Brazelton, the renowned pediatrician Time magazine calls “the new Dr. Spock,” this critically acclaimed half-hour series, which premiered February 4, 1984, explores the many facets of child development and parenting. Endorsed by the American Academy of Pediatrics, the CableACE Award-winning “What Every Baby Knows” addresses such topics as separation and sibling rivalry.

**(MORE )**

## **LIFETIME TELEVISION HISTORY 6-6-6-6**

**"KIDS THESE DAYS"** -- Dana Fleming hosts this series which addresses the special challenges of raising kids aged 6 to 12 in the 90s. Topics include traditional subjects such as sibling rivalry and making friends, to cleaning bedrooms and self-esteem. Each episode features a field documentary piece focusing on a real family and its issues.

### **VII. ENTERTAINMENT**

LIFETIME presents quality entertainment programs that feature leading Hollywood names in award-winning television series, feature films and motion pictures for television.

**DRAMATIC SERIES** -- LIFETIME boasts an impressive dramatic series line-up that includes the acclaimed dramas **"Sisters," "Homicide: Life on the Streets," "Unsolved Mysteries,"** and coming in the Fall of 1998 **"Chicago Hope"** and **"Party of Five."**

**COMEDY SERIES** -- LIFETIME presents critically acclaimed comedy series, including **"Designing Women," "Almost Perfect,"** and **"Golden Girls."**

**"GIRLS' NIGHT OUT"** -- This comedy series, which features a celebrity guest host and a line-up of mostly female comedians, airs every Friday and Saturday night.

**AFTERNOON AND EVENING MOVIES** -- LIFETIME's afternoon and evening movies offer the best in feature films and motion pictures-for-television. LIFETIME viewers can unwind with great movies like **"DANGEROUS LIAISONS"** (Glenn Close, Michelle Pfeiffer), **"HANNAH AND HER SISTERS"** (Mia Farrow, Carrie Fisher), **"MERMAIDS"** (Cher, Winona Ryder), **"POSTCARDS FROM THE EDGE"** (Meryl Streep, Shirley Maclaine), **"WHEN HARRY MET SALLY"** (Meg Ryan, Billy Crystal), **"MEN DON'T LEAVE"** (Jessica Lange) and the Academy Award-winning **"DANCES WITH WOLVES"** (Kevin Costner.)

**GAME SHOWS** --David Ruprecht hosts the CableACE Award-winning **"SUPERMARKET SWEEP,"** which debuted on LIFETIME February 5, 1990, an updated version of the hit game show from the '60s. Game Show Legend Wink Martindale hosts **"DEBT,"** a half-hour, high-energy game show where contestants answer cutting-edge popular culture questions for the chance to wipe out their personal debts.

### **VIII. DOCUMENTARY SPECIALS**

Famous faces have helped LIFETIME bring attention to issues that are important to women and their families from AIDS, child abuse, rape and breast cancer to education and health.

**"DYING FOR LOVE: A LIFETIME SPECIAL ON THE IMPACT OF AIDS ON THE AMERICAN WOMAN"** premiered in October, 1987, during National AIDS Prevention Month. Documentaries telecast in 1988 included **"CHILD ABUSE: INNOCENCE ON TRIAL,"** with host Valerie Harper, **"ONCE UPON HER TIME,"** hosted by Lindsay Wagner, and **"GANGS:**

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## LIFETIME TELEVISION HISTORY 7-7-7-7

**NOT MY KID,"** hosted by Tyne Daly. In 1989, the Network debuted **"POSTPARTUM: BEYOND THE BLUES,"** hosted by Susan Sarandon, **"AGAINST HER WILL,"** which looked at the growing number of rapes on American college campuses with host Kelly McGillis, **"HUSH LITTLE BABY: THE CHALLENGE OF CHILD CARE,"** hosted by Mel Harris, **"ASK ME ANYTHING: HOW TO TALK TO KIDS ABOUT SEX,"** hosted by Jill Clayburgh, and **"WHO WILL LOVE JEANETTE?,"** in which host Jo Beth Williams provided a close look at open adoption.

Documentaries in 1990 included **"DON'T DIVORCE THE CHILDREN,"** hosted by Timothy Busfield, **"BREAST CANCER: WHAT YOU DON'T KNOW CAN HURT YOU,"** hosted by Veronica Hamel, **"THE PARTY'S OVER,"** hosted by Melanie Mayron, and **"THE TEST OF TIME: FROM HIV TO AIDS,"** hosted by Corbin Bernsen. 1991 documentaries included **"DANGER: KIDS AT WORK,"** hosted by Amy Irving, and **"PRISONERS OF WEDLOCK,"** hosted by Farrah Fawcett. In 1992, documentaries included **"SHATTERED LULLABIES,"** hosted by Kate Capshaw and Steven Spielberg, **"DANGEROUS PROPOSITIONS,"** hosted by Linda Ellerbee and Harry Hamlin, **"JENNIFER'S IN JAIL,"** which host Susan Dey examined the day-to-day experiences of female juvenile delinquents and **"BROKEN HEARTS, BROKEN HOMES,"** hosted by co-executive producer Glenn Close, which focused on the problems of the foster care system. 1993 documentaries featured **"CLAIROL PRESENTS -- JACKIE ONASSIS: AN INTIMATE PORTRAIT"** hosted by Sharon Gless, **"CAMPBELL'S PORTRAIT OF A TEACHER"** hosted by Phylicia Rashad, and **"A HEALTHY CHALLENGE: THE NATIONAL NUTRITION TEST"** hosted by Markie Post. 1994 documentaries included a behind-the-scenes look at one of the world's most famous models in **"CHRISTY TURLINGTON BACKSTAGE,"** Jill Eikenberry visited four new teachers in the follow-up **"CAMPBELL'S PORTRAIT OF A TEACHER II"** and **"ANNE RICE: BIRTH OF THE VAMPIRE"** profiled the best-selling author and how her early experiences prompted her to write her first novel "Interview with the Vampire."

More recent documentary specials include **"IDOLIZED, ENVIED AND ADORED: THE FEMALE ICON,"** produced in association with The New York Times, **"MEGAN'S LAW,"** which examined the violent rape and murder of seven-year-old Megan Kanka and the resulting law that requires communities to be notified when a convicted sex offender or pedophile is released from prison, and **"MOMS OF A LIFETIME,"** hosted by Jane Fonda. Receiving rave reviews, **"DINNER WITH OPRAH"** featured the queen of daytime talk opening up her home to author Toni Morrison and four viewers of her talk show for an informal yet emotional dinner table discussion about Morrison's book "Song of Solomon." On March 8, 1998, International Women's Day, Meryl Streep hosted **"DEFENDING OUR DAUGHTERS: THE RIGHTS OF WOMEN IN THE WORLD"** which examines the serious and often inhumane violations of women's rights around the world.

## IX. NEW MEDIA

On April 2, 1996, LIFETIME Television launched its site *Lifetime Online* on the Internet's World Wide Web at <http://www.lifetime.com>. The site is designed for women and the people in their lives with information regarding parenting, health and fitness, relationships and entertainment, as well as highlights from current LIFETIME Television programming and "In the House of Dreams," LIFETIME's interactive "digital drama."

## **X. LIFETIME'S SPORTS FOCUS**

In 1994, LIFETIME entered the world of sports, sponsoring women's teams who compete on the water, the court, the racetrack, the ice rink and the diamond. The network is dedicated to promoting women's sports as the popularity of all-women teams rises.

**WNBA** -- LIFETIME Television will carry the first five seasons of the Women's National Basketball Association beginning in June, 1997. The weekly presentations will air games from one of the league's ten cities.

**"ROCKING THE BOAT: WOMEN RACE FOR THE AMERICA'S CUP,"** a documentary showcasing the historic all-woman's team in competition for sailing's most coveted prize, premiered in 1994. The documentary was narrated by Christie Brinkley.

**"THE COLORADO SILVER BULLETS"** -- LIFETIME is also a sponsor of the Colorado Silver Bullets, the all-female pro baseball team. The team has appeared in the Network's award-winning short-form program "Perspectives on LIFETIME." The Silver Bullets' progress is charted on the Network's web site LIFETIME Online.

**LYN ST. JAMES** -- LIFETIME also supports Lyn St. James, the only woman to be named "Rookie of the Year" at the Indianapolis 500. The LIFETIME logo is displayed on St. James' race car, driver and team uniforms, transporter, show cars and pit equipment. St. James is an integral part of LIFETIME Online, including video clips and online interviews. The sponsorship also included on-air vignettes on her progress in the Indy Racing League (IRL) in 1996.

**"USA BASKETBALL'S WOMEN'S NATIONAL TEAM"** -- LIFETIME was an official sponsor of the USA Basketball's Women's National Team, which served as the core of the 1996 United States Women's Olympic Basketball Team. LIFETIME aired over 100 vignettes that profiled team players such as Rebecca Lobo and Sheryl Swoops and the special **"REACH FOR THE GOLD: THE USA BASKETBALL WOMEN'S NATIONAL TEAM,"** a one-hour special that followed the formation of the team and the long hours of work and travel that went into winning the gold medal in Atlanta.

**"USA HOCKEY'S WOMEN'S NATIONAL TEAM"** -- The Network is a sponsor of USA Hockey's Women's National Team, expected to serve as the core team for the USA Olympic Women's Ice Hockey team. Sponsorship included the live telecast of a match between the USA and Canada women's ice hockey teams on December 17 in Burlington, Vermont.

**"BREAKING THROUGH" SPECIALS AND VIGNETTES** -- Academy Award-winning actress Geena Davis will host LIFETIME's "Breaking Through" quarterly sports specials. These specials will highlight developments and achievements in women's sports. The first installment

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## **LIFETIME TELEVISION HISTORY 9-9-9-9**

**“BREAKING THROUGH: WOMEN BEHIND THE WHEEL”** profiled women auto racers and premiered in May, 1997. The second special, **“BREAKING THROUGH: OUR TURN TO PLAY”** examined the 25th anniversary of the passage of Title IX, the government provision requiring schools to equally fund men’s and women’s sports teams. **“BREAKING THROUGH: THE FIRST SUPERSTARS”** profiled Billie Jean King, Peggy Fleming and Nadia Comaneci. **“BREAKING THROUGH: THE NEW PIONEERS”** profiled trailblazers in women’s sports including snowboarding, curling, ice hockey and basketball.

### **XI. PUBLIC AWARENESS CAMPAIGNS**

LIFETIME is a leader in providing insight on issues affecting woman and has formed partnerships with an array of women’s organizations to highlight their work and resources:

“As the leading membership organization for working women, 9TO5 endorses LIFETIME as the standard by which women expect to be treated by the media”

Ellen Bravo, Executive Director

9TO5 -- National Association of Working Women

“LIFETIME had the courage to become one of the earliest supporters of Take Our Daughters To Work, now a nationwide success. Thank you, LIFETIME, for standing by and empowering the girls and women in our society.”

Marie Wilson, President

The Ms. Foundation for Women

“I cannot sufficiently express my appreciation for LIFETIME’s long time commitment to the Junior League. Once again, you gave us an opportunity to promote our organization on national television.”

Holly Sloan, Executive Director

Junior League

**CARING FOR KIDS: OUR LIFETIME COMMITMENT** -- In March 1998, LIFETIME Television and a coalition of leading non-profit organizations launched an extensive public affairs campaign designed to keep high quality, affordable child care a priority issue in Washington and with policymakers around the country. Using PSAs and community outreach, Lifetime and its partners seek to multiply and amplify the voices of women and their families to keep child care a visible, priority issue and encourage action.

Beginning February 16 -- Presidents Day -- Lifetime and its partners used on-air PSAs and online solicitations to collect signatures and child care stories from women around the country. The project will continue throughout the spring and summer, as Lifetime and its partners implement national and grassroots outreach activities, including an April summit on child care. The campaign will culminate in a Capitol Hill event (tentatively scheduled for the week of Labor Day) at which the coalition will present to members of Congress and other thought leaders the thousands of child care messages collected since February.

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## **LIFETIME TELEVISION HISTORY 10-10-10-10**

"Caring for Kids: Our Lifetime Commitment" includes: a series of public service announcements, including one from First Lady Hillary Rodham Clinton; a comprehensive website featuring an email petition and Lifetime Online resources on child care; a child care summit that will bring together leading policymakers and advocates; Capitol Hill events and numerous community outreach activities.

**TAKE OUR DAUGHTERS TO WORK DAY** -- LIFETIME was instrumental in working with the Ms. Foundation on the launch of "Take Our Daughters to Work" day and each year supports the initiative on-air and through grassroots activities.

**POLITICS** -- LIFETIME and the Council of Presidents' Women's Vote Project collaborated on a massive public awareness campaign -- **"GO VOTE: '96"** -- designed to get women's voices heard, provide information on key election issues and inspire women to go to the polls. Televised "roundtable" discussions, hosted by award-winning journalist Linda Ellerbee, served as the centerpiece of the campaign, giving women across the country the opportunity to voice their concerns and share solutions on topics ranging from healthcare to education. Lifetime also presented nightly newsbreaks on the campaign developments, anchored by Dana King, which aired the 100 days leading up to the election. The Council of Presidents is an historic coalition of 110 non-profit women's organizations representing over six million women.

**"TAKE A MINUTE"** -- Hosted by award-winning journalist Linda Ellerbee, LIFETIME's public affairs series "Take a Minute" offers relevant information and commentary to women on news, health, finances and technology by providing a perspective not currently available on television consistently.

**BREAST CANCER AWARENESS** -- In the past three years, LIFETIME has committed millions of dollars both on-air and off-air to promote breast cancer awareness. A significant amount of the programming aired in October, National Breast Cancer Awareness Month. However, in December, LIFETIME presented an entertainment special entitled, "LIFETIME Applauds: The Fight Against Breast Cancer," the first-ever two-hour entertainment special raising awareness of the battle against breast cancer. In 1996, over 1,100 cable affiliates conducted complementary campaigns to support Lifetime's national efforts, which included a second annual prime time special, hosted by Olivia Newton-John, and a "Final Take" documentary, which examined the current state of breast cancer research. In November, 1996, LIFETIME aired a :60 commentary from Linda Ellerbee soliciting viewers to respond to LIFETIME Online's petition against "drive-through" mastectomies. In March 1997, LIFETIME presented Congress with the 17,000 signatures received from November 1996 to January 1997. In October 1997, the Network premiered two specials produced to raise awareness. "Say It, Fight It, Cure It" was produced by Academy Award-winning director Lee Grant. "Voices of Hope" was produced by Lily Tartikoff and hosted by Jaclyn Smith.

**RACE FOR THE CURE** -- To build on its commitment to breast cancer awareness, LIFETIME served as a national sponsor of the Susan G. Komen's Breast Cancer Foundation's Race for the Cure® in 1996 and 1997. The network's support included special programming, PSAs and an area on LIFETIME Online.

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## **LIFETIME TELEVISION HISTORY 11-11-11-11**

**"PERSPECTIVES ON LIFETIME"** -- A wide range of voices and opinions were heard on LIFETIME Television through "Perspectives on Lifetime," a series of editorials, commentaries and short stories. The "Perspectives" shined a light on issues and stories that do not always receive the spotlight. Commentators included prominent women and men, as well as those who seldom walk the halls of power, including Sen. Barbara Boxer and pro hockey pioneer Erin Whitten. In 1995, a "Perspectives" vignette was responsible for the approval of the breast cancer sensor pad by the FDA. The sensor pad is a dry, lubricant-filled disc designed to help women detect lumps during self-examinations.

**"PICTURE WHAT WOMEN DO"** -- The 1994 public awareness campaign acknowledged women's everyday responsibilities and encouraged support for more effective systems of care and community. The campaign began March 8, International Women's Day, and built to its May 17th centerpiece. On that day, all across the nation, women recorded their everyday activities and responsibilities, having their husbands, friends and co-workers photograph them in their homes, on the job and in their communities, creating a portrait of the contemporary woman. Selected photographs were showcased on LIFETIME, at exhibitions across the country and at Washington D.C.'s National Museum of Women in the Arts. The photographs are now a permanent exhibition at the White House.

**"WOMAN TO WOMAN ON LIFETIME"** -- United States Poet Laureate Rita Dove serves as spokesperson and consultant for this series of ten animated 60-second segments interpreting works by living American women poets.

**"TALK IT OVER"** -- Hosted by Blair Brown and Toukie Smith, this talk and advocacy series focused on issues relevant to women's lives. Everyday women shared their stories of breast cancer, widowhood, raising girls and boys and caring for the elderly and specialists offer advice and resource information.

## **XII. AWARDS FOR LIFETIME TELEVISION**

LIFETIME's quality programming has earned over 300 awards and award nominations since its inception in 1984. They include an Emmy Award for Best Supporting Actress to Mary Tyler Moore for her role in the LIFETIME Original Movie "Stolen Babies," and 15 Emmy Award Nominations, six of which were for LIFETIME's parenting programs.

To date, LIFETIME has received 146 CableACE nominations, including 4 Golden CableACE nominations for the Network's public service campaigns: "Your Family Matters," "Women and Politics: A Lifetime Challenge," "Picture What Women Do" and "Lifetime Applauds: The Fight Against Breast Cancer," which won the award in 1996. Cable ACE Awards have been bestowed upon LIFETIME television in highly competitive and prestigious categories including "Best Actress" to Amy Madigan for her performance in LIFETIME's "And Then There Was One," and "Best Supporting Actress" Ja'Net DuBois for her role in another LIFETIME project "Other Women's Children."

In 1996, the Network earned 11 CableACE nominations, 6 of which were for LIFETIME Original movies. The network received recognition once again for Best Actress in a Movie/Miniseries for Sela Ward's performance in "Almost Golden: The Jessica Savitch Story" as well as two Best Supporting Actor in a Movie/Miniseries nominations to Jason Bernard for his

## LIFETIME TELEVISION HISTORY 12-12-12-12

role in "Sophie and the Moonhanger" and Dennis Boutsikaris for his work in "Chasing the Dragon." "Sophie and the Moonhanger" was also nominated for Best Movie or Miniseries. The Network earned 10 nominations in 1997, including Best Actress in a Movie/Miniseries for Bonnie Bedelia's performance in "Any Mother's Son." The LIFETIME special "Moms of a Lifetime," hosted by Jane Fonda, won in its category of Magazine Special or Series.

LIFETIME's programming and public affairs campaigns have also been honored with numerous awards from organizations including the American Women in Radio and Television, the Cable Television Public Affairs Association, the National Women's Political Caucus and the International Teleproduction Society.

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