

**FAX TRANSMITTAL COVER LETTER**

Please deliver the following pages to:

Name: Jennifer Klein

Company: The White House

Phone: 202/456-2599

Fax: 202/456-2878 Code: 51

Total number of pages, including this cover sheet: 5

From: Karen Cowles 202/326-8709

Date: 10/16/97 Faxed by (initials): _____

Comments/Message: Jennifer - Per Kathy Bonk's voice
mail, attached is our media advisory
and an example of the letter going out to
reporters w/ the 800 # to call for the audio
press briefing. Call if you have any questions

If you do not receive all the pages as indicated, please call 202/326-8700.
Or need our assistance next week.

Fax Back Form for Tuesday, October 21, 1997

Child Care Advocates Audio Press Briefing

Please fax this sheet to 202/682-2154
by Monday, October 20, 1997
Attention: Karen Cowles

PLEASE PRINT

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

☐

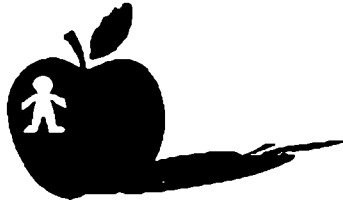
Yes, I would like to participate in the child care audio press briefing on October 21, 1997. Please send me access information.

☐

No, I cannot participate in the child care audio press briefing on October 21, but please send me the child care and early education press kit.

☐

No, I am not interested. Please remove me from your list.



child care and
early education

MEMORDANDUM

TO: Barbara Vobejda
FROM: Karen A. Cowles
DATE: October 15, 1997
RE: Instructions for Briefing

Per your request, below is the information you will need to participate in the **October 21, 1997 11:30 a.m. (EDT)** audio press briefing on child care. Also enclosed is the child care and early education press kit and biographical information on the children's advocates who will be speaking at the briefing.

Reporters will be able to ask a question and a follow-up after all of the brief presentations. The call should last no more than 60 minutes. We urge you to call the following number **between 11:20 and 11:25 a.m.** to obtain instructions on how to ask a question and to ensure you are properly connected for the 11:30 a.m. briefing.

1-800-966-0969
Conference Identification Code 6016
Reference: Child Care

New Brain Research Highlights Need for Quality Care – Recent research on brain development shows that children's relationships and experiences in their earliest years directly shape their mental, social, emotional, and physical capacities. Good quality care is critical to children's developing brains. For more information on the role child care plays in child development, learning, and school success, contact: **Lynette Clervo, Zero to Three, 202/638-1144; Ellen Gallinsky, Families & Work Institute, 212/465-2044; or Barbara Willer, National Association for the Education of Young Children, 800/424-2460.**

Parents Struggle to Find Affordable, Good Quality Care – Child care is the third largest household expenditure after housing and food for many working families; yet what parents pay is often not good enough to buy good quality child care. Journalists seeking contacts in their own communities with parents facing child care dilemmas or with child care advocates, contact either **Nancy Sconyers, National Association of Child Advocates, 202/289-0777 (ext. 213); or Yasmina Vinci, National Association of Child Care Resource and Referral Agencies, 202/393-5501.**

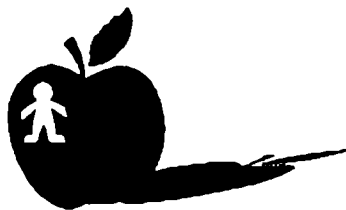
Early Childhood Care and After-School Programs Cut Crime Dramatically – Quality preschool services have been shown to cut at-risk toddlers' chances of growing up to be criminals by up to 90 percent. And because the peak hours of violent juvenile crime are between the end of school and 8:00 p.m., after-school programs also significantly reduce crime. For more information, contact **Sanford Newman, Fight Crime: Invest in Kids, 202/638-0690.**

Investing in the Child Care Work Force Reduces Turnover and Promotes Good Quality – More than one-third of the nation's child care providers will leave their jobs this year for better positions elsewhere due to extremely low wages and poor benefits in the child care field. This high turnover jeopardizes the quality of care for millions of children each year. For more information, or to be put in contact with a child care provider in your community, contact **Marcy Whitebook, National Center for the Early Childhood Work Force, 202/737-7700; or Yasmina Vinci, National Association of Child Care Resource and Referral Agencies, 202/393-5501.** For a copy of the 1997 study, "Making Work Pay in the Child Care Industry: Promising Practices for Improving Compensation," contact **Marcy Whitebook.**

The Need for Good Quality Care is Greater Than Ever – More than half of all cities responding to a 1995-96 survey, "Critical Needs, Critical Choices," conducted by the National League of Cities in urban areas reported some form of child care to be one of the greatest needs of children and families. To contact child care coordinators in cities that have them, or to obtain a copy of "Critical Needs, Critical Choices," contact **John Kyle, National League of Cities, 202/626-3030.**

The White House Conference on Child Care will address three areas including the lack of affordable child care, quality child care concerns, and the need for school-age care. Journalists may view the conference at several satellite sites across the country. To obtain more information about the conference, contact the **White House Press Office at 202/456-2580 or the First Lady's Press Office at 202/456-2960.**

(more)



child care and
early education

MEDIA ADVISORY

For Immediate Release

Use Through: October 21, 1997

Contacts: KATHY BONK OR KAREN COWLES, 202/326-8709
ELLEN LUBELL, Child Care Action Campaign, 212/239-0138

LEAD ADVOCATES TO HOLD AUDIO PRESS BRIEFING AS WHITE HOUSE CONFERENCE ON CHILD CARE APPROACHES

Washington, D.C. – President and Mrs. Clinton will host a White House Conference on Child Care on THURSDAY, OCTOBER 23 aiming to launch a national discussion on ways to improve child care and early education. Leading children's advocates will hold an audio news briefing at 11:30 AM (EDT) on TUESDAY, OCTOBER 21 to urge the White House and policymakers nationwide that now -- in the midst of a booming economy -- is the time to act by investing in good, quality and affordable child care to support working families in America.

Speakers at the news briefing will include: **Marian Wright Edelman**, President, Children's Defense Fund; **Karen Nussbaum**, Director, Working Women's Department, AFL-CIO; **Marcy Whitebook**, Co-Executive Director, National Center for the Early Childhood Work Force; and **George P. Graves**, Police Chief, Downer's Grove, Illinois and Illinois Advisory Committee member of Fight Crime: Invest in Kids. **Richard B. Stolley**, President, Child Care Action Campaign, and Senior Editorial Adviser, Time Inc. will be both a presenter and serve as facilitator.

This briefing provides an opportunity for journalists across the country to hear leading children's advocates and secure background information before the White House conference. Journalists will be able to ask questions with follow-ups after being recognized by the conference operator. Other child care advocates and experts also will be available on the call to answer questions as needed. To reserve space and participate in this audio news briefing, please fax back the attached form to Karen Cowles by Monday, October 20. You will receive instructions, an 800 and identification number, and background materials for the briefing after your fax is received.

In addition, key organizations can be contacted for story ideas and the names of local child care advocates.

CHILD CARE ACTION CAMPAIGN FAX

TEL: 212-239-0138 FAX: 212-268-6515

To: Jennifer Klein **Date:** September 30, 1997
Fax #: 202-456-2878 **Pages:** 2, including this cover sheet.
From: Ellen Lubell
Subject: press list additions

COMMENTS:

Hello Jennifer:

Here are a few additions to the press list we gave you on September 17 at the Media Strategies Group meeting. Sorry if this causes any confusion or inconvenience.

I left you a voice mail message earlier today -- please call me if you have a moment -- I have a couple of questions for you.

Thanks.



LastName	FirstName	Title	Organization	PrimaryAddress1	PrimaryCity	PrimaryState	PrimaryZip	PrimaryPhone	PrimaryFax
Culbreth	Judeen	Editor	Working Mother	135 W. 50th Street	New York	NY	10020	212-445-6141	202-445-6174
Davis	Allison	Executive Producer	MSNBC	2200 Fletcher Avenue	Fort Lee	NJ	07024-5005	201-583-5000	201-583-5512
Kommeier	Key	Editor	Child Times of Alabama	110 Twelfth Street North	Birmingham	AL	35203	205-250-8003	205-250-8004
Murphy	Ann Plachette	Editor-in-Chief	Parents	375 Lexington Avenue	New York	NY	10017	212-449-2050	212-449-2083
Villerosa	Linda	Executive Editor	Essence	1500 Broadway	New York	NY	10036	212-842-0600	212-921-5173

CAPITAL JOURNAL

By GERALD F. SEIB

Children's Story: Mom, Dad Fret, Clinton Reacts

EVERYBODY IN WASHINGTON is obsessed right now with campaign finances, soft-money abuses and the precise location of telephones from which fund-raising calls were made. All of which is well and good.

But these are hardly the matters that consume Linda Alvarado of McAllen, Texas.

Her big worry—the one she rates as a 10 on the scale of one to 10—is how to find



child care for her three young children while she works as a college secretary and her husband as a bus driver. Her family is middle class, meaning it makes too much money to qualify for government child-care programs for the poor, but not enough to

afford top-flight private child care. For now, the solution is a mother-in-law who steps in as baby sitter. But it isn't a perfect solution. "You can already see the stress in her," Mrs. Alvarado frets. "It can't go on forever."

It's odd that child care, an issue that worries millions and arises again and again in casual conversation, has attracted so little attention as a public-policy question. Compared to the sublime and ridiculous matters that often preoccupy Washington, child care positively rings with relevance.

Or so the Clinton White House hopes. While calls for an independent counsel to investigate campaign finances ring out, the White House is quietly charging ahead with plans for a big, high-profile conference on child care in late October. President Clinton will play a prominent role, as will first lady Hillary Rodham Clinton. The proceedings might even be beamed around to parallel child-care confabs in cabinet agencies and elsewhere around the country.

All this is more than a passing fancy. Mr. Clinton is virtually obsessed with questions of how to reconcile work and family pressures, aides say. He rarely misses a chance to mention that he signed the Family and Medical Leave Act, which guarantees workers time off for family crises. The president tells friends that, in the post-Cold War, post-balanced budget era, work and family conflicts will be the defining issues going into the 21st century.

Politically, White House aides are equally convinced that these issues are trump cards. They calculate that Republicans can't maintain their posture as the pro-family party if they fight things such as family leave and more activism on child-care questions.

CERTAINLY THE SHEER SWEEP of the child-care issue is daunting. There are some 35 million American families with children under the age of 18, including some 15 million with children under the age of six. Of families with children under the age of 18, some nine million are led by single parents. And among families that have two parents, almost 40% now have both a husband and a wife who work outside the home.

The simple fact that an issue affects lots of Americans doesn't make it a legitimate issue for government action. Millions of Americans have dandruff, which doesn't mean there should be a White House conference on dandruff.

But child care isn't dandruff. It's an issue that not only affects the most important thing in many Americans' lives—their kids—but also one that has a host of public-policy ramifications. Child-care issues touch the workplace, affect child development and complicate efforts to give welfare recipients jobs.

THE BIG QUESTION IS whether the government can do anything to make the child-care situation better — and how it can avoid doing things that make it worse. For starters, Clinton aides aim simply to raise the profile of child-care problems. That might prod states, cities and employers to make available more information about child-care choices. "I can get more good information quickly about how to buy a car than I can about how to take care of my child," says Clinton communications director Ann Lewis.

Beyond that, Margy Waller, a policy analyst at the Progressive Policy Institute, says the government could consider providing capital to build more child-care facilities, and might revamp the existing child-care tax credit so it gives more help to middle-income and lower-income families. The government also might be able to help companies cope with the high cost of liability insurance, which often stops employers from providing workplace child care.

And Clinton aide Paul Begala argues that, much as the government monitors food safety without actually serving the food, it may have a role in monitoring the safety of child care. "We make sure food is safe, but we don't run McDonald's," he says.

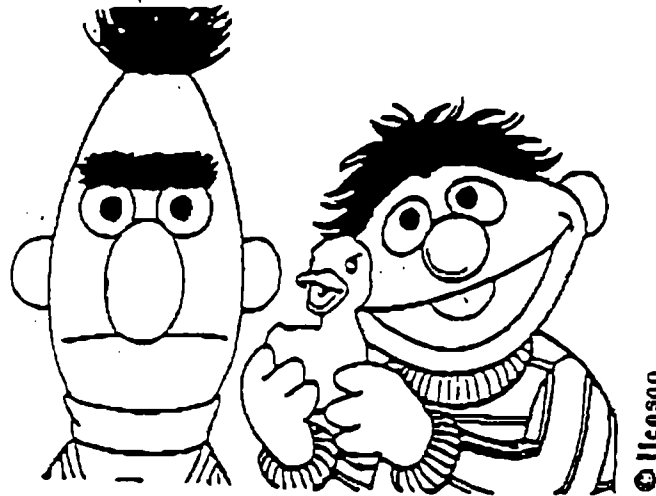
Of course, government regulation could easily translate into child care more expensive and harder to find. That's the trap the administration needs to avoid. Similarly, in political terms, child care could parallel health care: People may want the government to do something, but may not trust government to do it right. Still, the topic is important enough that it merits a close look, albeit a careful one.

cc: FLOTUS
Jen
Nicole
Melanne

THE WALL STREET JOURNAL WEDNESDAY, OCTOBER 1, 1997

CHILDREN'S TELEVISION WORKSHOP

ONE LINCOLN PLAZA • NEW YORK, NEW YORK 10023 • (212) 595-3456



FAX Cover Sheet

DATE: 9/11/97

To: JENNIFER KLEIN

Company: The White House

Fax #: 202 456 2878

From: JANICE HEARTY
~~Ellen Lewis~~

Vice President

Publicity & Promotion

Phone: (212) 875-~~6114~~ 6554

Fax #: (212) 875-6114

Message:

Re: CTW child care initiatives
and Oct. 23 conference

Talk to
Niece

CHILDREN'S TELEVISION WORKSHOP

Sesame Street PEP Fact Sheet

What is Sesame Street PEP?

Sesame Street Preschool Educational Program (*Sesame Street* PEP) is a national outreach effort for child care professionals/providers and families. It combines viewing the *Sesame Street* show, reading children's books and doing developmentally-appropriate activities that reinforce the show's concepts and goals. Children's Television Workshop (CTW) has worked closely with public television stations, child care professionals/providers and community organizations since launching the project in 1991. To date, nearly 53,935 child care professionals/providers have been trained and more than 501,672 children have been reached across the country.

What are the goals?

- To stimulate children's natural curiosity and foster a love of learning
- To help meet the increasing demand for quality, educational materials and training at low or no cost to participants
- To support families as their child's first and most important teacher

Whom do we reach?

- Preschoolers in child care programs, with a particular focus on economically disadvantaged and/or minority children
- Child care professionals/providers and families in urban and rural communities nationwide

What materials are available?

CTW has developed materials to help child care providers/professionals use television as an education tool; these materials include *Sesame Street* PEP Handbook (Spanish and English), Ready! Set! *Sesame Street* PEP refresher video (English), *Sesame Street* PEP Resource Video (English) and *Sesame Street* View and Do which is the monthly guide to the show. The materials that we have developed for families include the *Sesame Street* Family Activity Book and *Getting the Most Out of Sesame Street*; these materials are available in English and Spanish.

What is the training?

Sesame Street PEP local partners offer extensive hands-on training sessions to child care professionals/providers on how to view the show with children in a participatory manner and how to extend the goals of the show with children's books and related activities.

What is the research?

Formative research conducted on the pilot project helped shape the *Sesame Street* PEP program design, training and materials development. Seventeen sites participated in the national research during early implementation to document patterns of use, as well as appeal and comprehensibility of the materials.

Who supports us?

CTW is building public/private partnerships in support of *Sesame Street* PEP, including foundation, corporate and government sources of funding. Implementation in each market is being supported through community partnerships and funds raised by local partners.



LastName	FirstName	Title	Column/Show	Organization	PrimaryAddress1	PrimaryAddress2	PrimaryCity	State	PrimaryZip	PrimaryPhone	PrimaryFax
Abrams	Pamela	Editor-in-Chief		Child	375 Lexington Avenue		New York	NY	10017-5514	212-499-2000	212-499-2038
Abramson	Pamela	Reporter		Newsweek	388 Market Street	Suite 1650	San Francisco	CA	94111-5317	415-788-2651	415-788-2651
Allen	David	Business Editor		Star-Ledger	One Star-Ledger Plaza		Newark	NJ	07102-1200	201-877-4229	201-877-5845
Armstrong	Scott	National News Editor		Christian Science Monitor	One Norway Street		Boston	MA	02115	617-450-2000	617-450-7575
Baraloto	Joan	Director		USA Today - Educational Initiatives	1000 Wilson Boulevard		Arlington	VA	22229-	703-276-2400	
Barfield	Deborah	Social Issues Reporter		Newsday	235 Pinelawn Road		Melville	NY	11747-4250	516-843-2020	516-843-2953
Barr	Stephen	Federal Bureaucracy Reporter		Washington Post	1150 15th Street, NW		Washington	DC	20071-0070	202-334-7442	202-496-3936
Barsotti	Sylvia	Executive Editor	Family/Parenting	Child	110 Fifth Avenue		New York	NY	10011	212-499-2003	212-499-2083
Bernstein	Sima	Editor		Scholastic Parent & Child	555 Broadway, 5th Floor		New York	NY	10012	212-343-6600	212-343-6620
Bete	Tim	Senior Editor		Early Childhood News	330 Progress Road		Dayton	OH	45449	513-847-5900	513-847-5910
Binswanger	Carla	Associate Editor		Newsweek	251 W. 57th Street, 16th Floor		New York	NY	10019	212-445-4580	212-445-4121
Blackman	Ann	Education Correspondent		Time	1050 Connecticut Ave., NW #850		Washington	DC	20036-5314		
Bland	Karina	Education Editor		Arizona Republic	P.O. Box 1950	120 East Van Buren	Phoenix	AZ	85001	602-271-8614	602-271-8044
Bluett	Nicole	News Producer		KCBS-TV	6121 Sunset Boulevard		Los Angeles	CA	90028-6493	213-460-3000	213-460-3733
Blyth	Myrna	Editor-in-Chief		Ladies' Home Journal	125 Park Avenue, 19th Floor		New York	NY	10017-5529	212-557-6600	212-455-1455
Braun	Bob	Education Writer		Star-Ledger	One Star-Ledger Plaza		Newark	NJ	07102-1200	201-877-4281	201-643-4945
Buettner	Russ	Reporter	Social Services	New York Daily News	450 W. 33rd Street		New York	NY	10001	212-210-1964	212-643-7832
Busbee	Sally	Education Reporter		Associated Press	2021 K Street, NW #606		Washington	DC	20006-1082	202-776-9453	202-776-9571
Carpenter	Mackenzie	Special Projects Reporter		Pittsburgh Post-Gazette	34 Boulevard of the Allies		Pittsburgh	PA	15222-1204	412-263-1949	412-391-8452
Cartwright	Catherine	Senior Editor		Working Mother	135 West 50th Street		New York	NY	10020	212-445-6143	212-445-6174
Chira	Susan	Reporter		New York Times	229 W. 43rd Street		New York	NY	10036-3959	212-566-1333	212-556-4109

LastName	FirstName	Title	Column/Show	Organization	PrimaryAddress1	PrimaryAddress2	PrimaryCity	State	PrimaryZip	PrimaryPhone	PrimaryFax
Christian	Sue Ellen	Reporter		Chicago Tribune	435 N. Michigan Avenue		Chicago	IL	60611-4003	312-222-4141	
Ciprian-Matthews	Ingrid	Senior Broadcast Producer	CBS This Morning	CBS-TV	524 W. 57th Street		New York	NY	10019-2902	212-975-2824	212-975-2115
Collins	Gail			New York Times	229 W. 43rd Street		New York	NY	10036		
Corrida	Kara			Redbook	224 W. 57th Street		New York	NY	10019-3299	212-649-3449	212-581-8114
Crombie	Nikki		Family/Parenting Writer	Complete Woman	875 N. Michigan Avenue		Chicago	IL	60611	312-266-8680	
Crutchfield	Jim	Managing Editor		Akron Beacon Journal	44 East Exchange Street		Akron	OH			
Cummins	H.J.	Staff Writer		Star Tribune	425 Portland Avenue, South		Minneapolis	MN	55488-0001	612-673-4671	612-673-4359
Curran-Downey	Mary	Social Affairs Reporter		San Diego Union-Tribune	355 W Grand Ave		Escondido	CA	92025-2649	619-743-8231	
Dally Johnston	Michelle	Political Reporter		Denver Post/Capitol Bureau	1560 Broadway		Denver	CO	80202	303-820-1225	303-820-1369
Debrovner	Diane	Senior Editor	Child Care Page	Parents	375 Lexington Avenue, 10th Floor		New York	NY	10017	212-878-8640	212-867-4583
Dixon	Jennifer	HHH Reporter		Associated Press	2021 K Street, NW #606		Washington	DC	20006-1082	202-776-9502	202-776-9571
Dubin	Murray	Family Living Reporter		Philadelphia Inquirer	400 N. Broad Street	PO Box 8263	Philadelphia	PA	19130-4099	215-854-2797	215-854-4795
Duston	Diane	Reporter		Associated Press	2021 K St NW		Washington	DC	20006-1003	202-776-9502	202-776-9578
Elias	Marilyn	Reporter		USA Today	1000 Wilson Blvd.		Arlington	VA	22229	301-443-8912	
Ellerbee	Linda	President		Lucky Duck Productions	96 Morton St		New York	NY	10014-3326	718-463-0029	718-463-7049
Elmer	Vickie	Reporter	Women's Issues	Newsday	235 Pinelawn Road		Melville	NY	11747	516-843-2020	212-516-2953
Feldman	Linda			Christian Science Monitor	910 16th Street, NW		Washington	DC	20006	202-785-4400	202-223-3476
Ferguson	Ellyn			Gannett News Service	1000 Wilson Blvd, 10th Floor		Arlington	VA	22229	703-276-5800	703-558-3813
Fine	Andrea			American News Service	1459 Braddock Lane		Wynnewood	PA	19096	610-645-5155	
Fisher	Patricia	Editorial Writer		San Jose Mercury News	310 University Ave	Suite 200	Palo Alto	CA	94301-1715	415-688-7500	415-688-7555
Francis	David	Economy Page Editor		Christian Science Monitor	One Norway Street		Boston	MA	02115		617-450-7575
Frankel	Ellen	Editor		City Family	PO Box 748, Ansonia Station		New York	NY	10023-0748	212-362-3052	212-580-4833

LastName	FirstName	Title	Column/Show	Organization	PrimaryAddress1	PrimaryAddress2	PrimaryCity	State	PrimaryZip	PrimaryPhone	PrimaryFax
Frerking	Beth	Family, Children & Education Reporter	Business News	Newhouse News Service	1101 Connecticut Avenue, NW		Washington	DC	20036-4303	202-383-7800	202-296-9537
Frey	Jennifer	Managing Editor		Connecticut Parent	315 Peck Street		New Haven	CT	06513	203-782-1420	
Friedman	Dorian	Associate Editor		U.S. News & World Report	2400 N Street, NW		Washington	DC	20037-1153	202-955-2699	202-955-2049
Gardner	Marilyn			Christian Science Monitor	One Norway Street		Boston	MA	02115	617-450-2468	617-450-7575
Genasci	Lisa			Associated Press	50 Rockefeller Plaza, 4th Floor		New York	NY	10020-1666	212-621-1975	212-621-1679
Gilbert	Susan			Redbook	43 Seneca Street		Dobbs Ferry	NY	10522	914-693-5958	
Ginsberg	Susan	Editor		Work & Family Life	230 West 55th Street, Suite 7G		New York	NY	10019	212-265-1282	212-265-0789
Goodman	Ellen	Columnist	Good Morning America	Boston Globe	135 Morrissey Boulevard		Boston	MA	02107-2378	617-929-3228	617-929-3221
Goodman	Lawrence	Education Reporter		New York Daily News	450 W. 33rd Street		New York	NY	10001	212-210-2297	212-210-2203
Hahn	Elissa			KTNV-TV (ABC)	3355 S. Valley View Boulevard		Las Vegas	NV	89102-8298	702-871-3345	702-876-2237
Halpern	Melissa			ABC-TV	147 Columbus Avenue		New York	NY	10023-5999	212-456-5900	212-456-6915
Hammonds	Keith	Education Reporter		Business Week	1221 Avenue of the Americas		New York	NY	10020-1093	212-512-3976	212-512-4938
Hancock	Lynell			Columbia University, Graduate School of Journalism	2950 Broadway		New York	NY	10027	212-854-8765	
Hanson	Brian	Associate Producer		CBS News	555 West 57th Street, 8th Floor		New York	NY	10019	212-975-7384	
Harrar	Linda	Producer	National Desk	WGBH	125 Western Avenue		Boston	MA	02134	617-492-2777	617-787-5538
Hart	Betsy	Columnist		Scripps-Howard News Service	1090 Vermont Ave., NW, Suite 1000		Washington	DC	20005	202-408-1484	
Hartson	Merrill			Associated Press	2021 K Street, NW #600		Washington	DC	20006-1082	202-776-9400	202-776-9570
Hasson	Judi	Congressional Correspondent		USA Today	1000 Wilson Blvd, 16th floor		Arlington	VA	22209-3901	703-276-6430	703-247-3290
Havemann	Judith			Washington Post	1150 15th Street, NW		Washington	DC	20071-3901	202-334-6000	202-334-5661
Herndon	Lucia	Columnist		Philadelphia Inquirer	400 N. Broad Street	PO Box 8263	Philadelphia	PA	19101	215-854-5724	215-854-5099
Hill	Alma	Staff Writer/Features Desk		Atlanta Journal & Constitution	72 Marietta Street, NW		Atlanta	GA	20004	404-526-5441	404-526-5509
Holcomb	Betty	Contributing Editor		Working Mother	135 West 50th Street		New York	NY	10020	212-445-6100	

LastName	FirstName	Title	Column/Show	Organization	PrimaryAddress1	PrimaryAddress2	PrimaryCity	State	PrimaryZip	PrimaryPhone	PrimaryFax
Holste	Glenda	Editorial Writer		St. Paul Pioneer Press	345 Cedar Street		Saint Paul	MN	55101	612-228-5478	612-228-5564
Holt	Karen	Education Reporter		Gannett Suburban Newspapers	1 Gannett Drive		White Plains	NY	10604-3498	914-694-5017	914-694-5018
Hopfensperger	Jean	Staff Writer		Star Tribune	425 Portland Avenue, South		Minneapolis	MN	55488-0001	612-673-4511	612-673-4359
Horowitz	Carol	Washington Correspondent		Investor's Business Daily	1317 F Street, NW, Suite 930		Washington	DC	20004	202-737-5003	202-737-2085
Horsley	Lynn	Education Writer		Kansas City Star	1729 Grand Boulevard		Kansas City	MO	64108-1458	816-234-4300	816-234-4926
Ivins	Molly	Political Columnist		Fort Worth Star Telegram	1005 Congress Avenue, #920		Austin	TX	78701-2415	512-476-4294	512-476-8908
Jackson	Maggie		Business News	Associated Press	50 Rockefeller Plaza		New York	NY	10020-1666	212-621-1555	
Jacobs	Joanne	Columnist & Editorial Writer		San Jose Mercury News	750 Ridder Park Drive		San Jose	CA	95190-0001	408-920-5579	408-288-8060
Jacobson	Linda			Education Week	4301 Connecticut Avenue, NW		Washington	DC	20008-2391	202-364-4114	202-364-1039
Jenkins	Carol			WNYW-TV	205 E. 67th Street		New York	NY	10021-6048	212-452-3808	212-249-1182
Johnson	Gene Bryant	News Director		WNYC-AM/FM 820/93.9	One Centre Street		New York	NY	10007-1699	212-669-3358	212-669-2288
Jones	Rachel	Family & Consumer Correspondent		Knight-Ridder Newspapers	700 National Press Building		Washington	DC	20045-1701	202-383-6000	202-383-6075
Kantrowitz	Barbara	Senior Education Editor		Newsweek	251 W. 57th Street, 16th Floor		New York	NY	10019	212-445-4550	
Keating	Lisa		Early Childhood Today	Scholastic, Inc.	555 Broadway		New York	NY	10012	212-343-6589	212-343-6619
Kleiman	Carol	Columnist		Chicago Tribune	435 North Michigan Ave		Chicago	IL	60611-4023	312-222-4351	312-222-4299
Kotulak	Ronald			Chicago Tribune	435 North Michigan Ave		Chicago	IL	60611-4041		
Krause	Marilyn	Family Section Editor		Milwaukee Journal-Sentinel	333 W. State St.		Milwaukee	WI	53203-1309	414-224-2240	414-224-2000
Kreck	Carol			Denver Post	1560 Broadway		Denver	CO	80202-5177	303-820-1333	303-820-1369
Kritchmar	Anita	Features Editor		ABC News	1717 DeSales Street, NW		Washington	DC	20036	202-222-7777	202-222-7686
Lapinski	Susan	Editor	Education/Instruction	Child	375 Lexington Avenue		New York	NY	10017-5514	212-449-2000	
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Lewis	Dave	Social Issues Reporter		New York Daily News	450 W. 33rd Street		New York	NY	10001	212-210-6385	
Licklider	Deborah	Women's Editor		Philadelphia Daily News	400 N. Broad Street	P.O. Box 7788	Philadelphia	PA	19130-4015	215-854-5879	215-854-5691
Lipkin	Rebecca	Producer		ABC World News Tonight	1717 Desales Street NW		Washington	DC	20036-	202-222-7300	
Lister	Pamela	Articles Editor		Redbook	224 W. 57th Street		New York	NY	10019-3299	212-649-3449	212-581-8114
Louv	Richard	Columnist		San Diego Union Tribune	350 Camino de la Reina	P.O. Box 191	San Diego	CA	92112-4106	619-293-2215	619-293-1896
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Ludtke	Melissa	Freelance Writer		Time	30 Buena Vista Park #2		Cambridge	MA	02140-2635	617-354-1728	617-354-1728
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Lynn Hook	Deborah	Family Columnist		Knight Ridder/Tribune News Service	3430 State Route 183		Rootstown	OH	44272-9740	314-446-8357	
Machiaverna	Antoinette	Womens Issues Producer		NBC-TV	30 Rockefeller Plaza		New York	NY	10112-0002	212-664-5204	212-664-6345
Mahoney	Sarah	Executive Editor		Parents	375 Lexington Ave		New York	NY	10017-5514	212-499-2082	212-499-2083
Mann	Judy	Metro Columnist		Washington Post	1150 15th Street, NW		Washington	DC	20071-0002	202-334-6109	
Manske	Laura	Family/Parenting Editor	The Today Show	McCall's	375 Lexington Avenue		New York	NY	10017	212-499-1746	212-499-1778
Martin	Antoinette	Reporter		Detroit Free Press	321 West Lafayette Blvd.		Detroit	MI	48226-2707	313-222-6446	313-222-5397
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McGuigan	Patrick	Chief Editorial Writer		Daily Oklahoman	P.O. Box 25125		Oklahoma City	OK	73125-0125	405-475-3466	405-475-3183
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Meckler	Laura			Associated Press	2021 K Street, N.W.		Washington	DC	20006-1082		202-776-9570
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Nangle	Wendy			American Baby	249 W. 17th Street		New York	NY	10011	212-462-3300	
Nordgren	Sarah	Reporter		Associated Press	230 N. Michigan Avenue, Ste. 1400		Chicago	IL	60601-5960	312-781-0500	
O'Brien	Kathy			Coast Business	P.O. Box 1209		Gulfport	MS	39502	601-868-1182	601-867-2986
O'Brien	Kathy			Hackensack Record	150 River Street		Hackensack	NJ	07601-7155	201-646-4000	201-646-4135
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Parsons	Christi	Reporter		Chicago Tribune	State House Press Room		Springfield	IL	62706	217-782-4523	217-789-1425
Parsons	Meg	Education Producer	Good Morning America	ABC-TV	147 Columbus Avenue		New York	NY	10023	212-456-6015	212-456-7290
Pear	Robert	Correspondent		New York Times	1627 I Street, NW, 7th Floor		Washington	DC	20006	202-862-0300	202-862-0340
Pepper	Miriam			Kansas City Star	1729 Grand Blvd		Kansas City	MO	64108-1458	816-234-4141 x4757	
Peterson	Karen	Staff Reporter		USA Today	1000 Wilson Boulevard		Arlington	VA	22229	703-276-3286	703-247-3290
Portner	Jessica	Staff Writer		Education Week	4301 Connecticut Avenue, NW		Washington	DC	20008-2391	202-364-4114	202-364-1039
Preston	Jennifer		Metro Desk	New York Times	CN 021		Trenton	NJ	08625	609-292-5191	609-396-4002
Rafferty	Carol	Family Issues Reporter		San Jose Mercury News	750 Ridder Park Drive		San Jose	CA	95190-0001	408-420-5458	408-271-3786
Rainert	Vickie	Senior Education Editor		Time	Time Life Building	Rockefeller Center	New York	NY	10020	212-522-2165	
Ramirez	Marc	Staff Reporter		Seattle Times	1120 John Street	P.O. Box 70	Seattle	WA	98111	206-464-8102	206-464-2261
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Rapai	William	Op Ed Editor		Detroit Free Press	321 W. Lafayette		Detroit	MI	48226-2706	313-222-6704	313-222-6704
Reichley	Susan	Parenting Producer	Good Morning America	ABC-TV	147 Columbus Avenue		New York	NY	10023	212-456-6016	212-456-7290

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Ross Benamram	Susan	Editor		Family Publishing Group	141 Halstead Avenue, #3D		Mamaroneck	NY	10543	914-381-7474	914-381-7672
Rovou	Jason			ABC News	147 Columbus Ave., 4th Floor		New York	NY	10023	212-456-7617	212-456-1297
Rubin	Bonnie			Chicago Tribune	925 West 175th Street, 2nd Floor		Homewood	IL	60430	708-957-8978	708-957-8029
Russakoff	Dale	National Correspondent		Washington Post	251 West 57th Street		New York	NY	10019-1802	212-445-4885	212-445-4853
Ryan	Catherine	Reporter		Gannett Suburban Newspapers	1815 Palmer Avenue		Larchmont	NY	10538	914-694-3518	914-694-3535
Sage	Linda	Children's Editor		Good Housekeeping	959 Eighth Avenue		New York	NY	10019-3795	212-649-2385	212-265-3307
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Sarasohn	Susan			National Public Radio	635 Massachusetts Avenue, NW		Washington	DC	20001	202-414-2108	
Scanlan	Christopher	National Correspondent		Knight-Ridder Newspapers	700 National Press Building		Washington	DC	20045	202-383-6059	202-383-6075
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Schultz	Susy	Reporter		Chicago Sun Times	401 N. Wabash Avenue		Chicago	IL	60611-3532	312-321-2146	
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Shapiro	Dan	Senior Editor		Early Childhood Today	555 Broadway		New York	NY	10012-3919	212-343-6606	212-343-4801
Sharkey	Nancy	Education Editor		New York Times	229 W. 43rd Street		New York	NY	10036-3959	212-556-3699	212-556-3758
Shellenbarger	Sue	Senior Writer		Wall Street Journal	16823 Wight Lane		Lake Oswego	OR	97035	503-636-6851	503-636-6951
Silver	Mark	Education Senior Editor		U.S. News & World Report	2400 N Street, NW		Washington	DC	20037-1177	202-955-2021	
Stanfield	Rochelle	Staff Correspondent		National Journal	1501 M Street NW		Washington	DC	20005-1702	202-739-8400	202-833-8069
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Strauch	Barbara	Education Editor		Newsday	2 Park Avenue		New York	NY	10016-5679	212-251-6811	212-696-0487
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Troxel	Kyle			KQMT Radio	1000 Lionsbridge Loop		Vail	CO	81658	970-476-7444	970-476-8211
Tucker	Cynthia	Editorial Page Editor		Atlanta Journal & Constitution	72 Marietta St., NW		Atlanta	GA	30303-2899	404-526-5084	
Vobejda	Barbara	Staff Writer		Washington Post	1150 15th Street, NW		Washington	DC	20071-0002	202-334-2410	202-334-5661
Waddel	Chris	Editorial Page Editor		Anniston Star	P.O. Box 189		Anniston	AL	36202-0189	205-236-1551	205-231-0027
Wagner	Meredith	Sr. VP, Public Affairs		Lifetime	309 W. 49th Street		New York	NY	10019	212-424-7176	212-957-4448
Warren	Pam	Producer	CBS This Morning	CBS-TV	524 W. 57th Street		New York	NY	10019-2902	212-975-7805	212-975-2033
Weiner	Liz			Business Week	1221 Avenue of the Americas, 39th floor		New York	NY	10020-1093	212-512-2511	212-512-4938
Wetzstein	Cheryl	Social Issues and Welfare Reporter		Washington Times	3600 New York Avenue, NE		Washington	DC	20002	202-636-3000	202-269-6658
Whitmire	Richard	National Correspondent (Family Iss.)		Gannett News Service	1000 Wilson Boulevard	10th Floor	Arlington	VA	22229	703-276-5226	703-558-3813
Whitworth	William	Editor-in-Chief		Allantic Monthly	745 Boylston Street		Boston	MA	02116	617-854-7700	
Wingert	Pat	Culture & Education Reporter		Newsweek	1750 Pennsylvania Ave. NW, #1220		Washington	DC	20006-4502	202-626-2080	202-626-2011

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If you're a working parent, chances are that you have struggled to find affordable, quality child care. Like millions of others, you know just how important child care is to your family's well being and to your ability to work without worry. Yet for too long, parents across our country have struggled with too little information, too few choices and too much anxiety.

For far too long, America's families have faced this problem alone. Now it is time to move this issue to the top of our country's agenda. We have a special opportunity to do that when the President and I host a White House conference on child care on October 23. We hope that this conference will begin an honest national discussion about child care and build on promising efforts already underway in states and communities.

Here are some of the questions we need to answer -- as individual parents and as a nation: How can we ensure that children in care are safe from harm? What are the best ways to make the hours children spend in care as stimulating and nurturing as possible? How can we do a better job of valuing the important work of child care professionals? How can we encourage employers to provide child care benefits to their employees, a practice that makes sense not just for children, but for the corporate bottom line, as well? How can we put into practice what research tells us -- that when children participate in good after-school programs, they do better in school, don't engage in risky behavior and thrive? And how can we genuinely support parents who choose, often at significant economic cost, to stay at home with their children?

When I was a working mother with a young child, my friends and I shared these concerns. Today, when families are under even greater stress, I continue to worry about how we can meet the challenge of strengthening child care for American families. The President and I believe it will take parents, businesses, child care providers, experts, advocates, and officials at all levels of government working together to ensure that children get the care they need to learn and grow, that parents have peace of mind while on the job, and that employers can count on responsible, attentive workers. I hope you will join in this important discussion.

Parents

375 Lexington Avenue
New York, NY 10017-5514
Telephone (212) 499-2000

Joan ?
Nicole ?

August 5, 1997

Jennifer Klein
Special assistant to the President, domestic affairs
The White House
Via fax: 202-456-2878

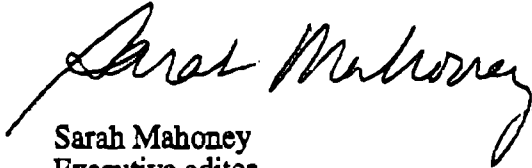
Dear Jennifer:

As promised, here is a working draft of our mail survey on childcare issues. There are still some problems with it: we need a question that addresses how often parents check in with providers, for instance, as well as adding a line for after-school care to the list of types of childcare. But since this is definitely in the ballpark, I didn't want to hold it up any longer.

I'd love to hear any areas that you think we're not probing fully, or not touching at all. Since we're so keen to have results back by early October, we need to get this moving as soon as possible--it would be great if I could hear back from you by Thursday afternoon.

Thanks again--I'll talk to you later this week.

Sincerely,



Sarah Mahoney
Executive editor
212-499-2082

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Parents magazine, in conjunction with a national marketing research firm, is conducting a national poll about childcare. We are planning to present the findings from this poll to the White House conference on childcare in October. Your personal answers to these questions will be kept strictly confidential. Your opinions and experiences are important, and we hope that you will take a few moments to answer these questions. Thank you.

- I. Sometimes parents have different daycare arrangements for different children, often depending on the age of the child. For your 3 youngest children, please fill out the answers to the following questions - there are 3 separate grids, one for each child, on the next page. There is an example on this page that you can look at, as well.

Note: you may use fictitious names for your children if you'd like.

COLUMN "a": Check if you have used this type of daycare for this child at least once in the past 12 months. If you pay family or friends to babysit for you, then check "paid babysitters" instead of "family or friends".

COLUMN "b": If you checked column "a", please write in the total number of hours that this child spends with this type of caregiver in a typical week.

COLUMN "c": How much does this type of childcare typically cost you per hour?

COLUMN "d": In a typical month, how many minutes will your child have been with the caregiver longer than you planned -- for instance, if you or your husband is late from work.

COLUMN "e": How much extra does this caregiver charge you for being late? Write in zero if the caregiver doesn't charge anything extra above the normal fee.

COLUMN "f": Using any number from 0 to 10, where 0 is *totally unacceptable* and 5 is *quite acceptable* and 10 is *extraordinary*, how would you rate this childcare provider?

Example: A 2-year old boy named Tommy is in a daycare center from 8am to 3pm every Monday-Friday, and occasionally has a babysitter on Saturdays. His daycare center charges an extra \$10 every 15 minutes that Tommy stays late, and his parents are often about 10 hours late. The babysitter doesn't charge any extra for being late. If he's late, he's just paid by the hour.

child's name: Tommy

child's age: 2 yrs. 3 mos

	(a) Used in the past year	(b) Hours in a typical week	(c) Usual hourly fee	(d) Extra charge each month	(e) Extra late charge per 15 min.	(f) Overall quality rating
Family or Friends (no charge to you)			no charge		no charge	
Paid Babysitter			\$		\$	
Nursery or Preschool			\$		\$	
Private Nanny			\$		\$	
Daycare Center			\$		\$	
Family Daycare			\$		\$	
Other			\$		\$	

	(A) Child is usually fine	(B) Child has mild cough	(C) Child has moderate cough	(D) Child has severe cough	(E) Child has cough with fever	(F) Child usually fine
Family or Friends (no charge to you)						
Paid Babysitter						
Nursery or Preschool						
Private Nanny						
Daycare Center						
Family Daycare						
Other						

child's name: _____
 child's age: _____ yrs. _____ mos.

	(A) 21 days or less (0)	(B) 21 days to 1 year (1)	(C) 1 year to 2 years (2)	(D) 2 years to 3 years (3)	(E) 3 years to 4 years (4)	(F) 4 years to 5 years (5)	(G) 5 years to 6 years (6)	(H) 6 years to 7 years (7)	(I) 7 years to 8 years (8)	(J) 8 years to 9 years (9)	(K) 9 years to 10 years (10)	(L) 10 years to 11 years (11)	(M) 11 years to 12 years (12)	(N) 12 years to 13 years (13)	(O) 13 years to 14 years (14)	(P) 14 years to 15 years (15)	(Q) 15 years to 16 years (16)	(R) 16 years to 17 years (17)	(S) 17 years to 18 years (18)	(T) 18 years to 19 years (19)	(U) 19 years to 20 years (20)	(V) 20 years to 21 years (21)	(W) 21 years to 22 years (22)	(X) 22 years to 23 years (23)	(Y) 23 years to 24 years (24)	(Z) 24 years to 25 years (25)	(AA) 25 years to 26 years (26)	(AB) 26 years to 27 years (27)	(AC) 27 years to 28 years (28)	(AD) 28 years to 29 years (29)	(AE) 29 years to 30 years (30)	(AF) 30 years to 31 years (31)	(AG) 31 years to 32 years (32)	(AH) 32 years to 33 years (33)	(AI) 33 years to 34 years (34)	(AJ) 34 years to 35 years (35)	(AK) 35 years to 36 years (36)	(AL) 36 years to 37 years (37)	(AM) 37 years to 38 years (38)	(AN) 38 years to 39 years (39)	(AO) 39 years to 40 years (40)	(AP) 40 years to 41 years (41)	(AQ) 41 years to 42 years (42)	(AR) 42 years to 43 years (43)	(AS) 43 years to 44 years (44)	(AT) 44 years to 45 years (45)	(AU) 45 years to 46 years (46)	(AV) 46 years to 47 years (47)	(AW) 47 years to 48 years (48)	(AX) 48 years to 49 years (49)	(AY) 49 years to 50 years (50)	(AZ) 50 years to 51 years (51)	(BA) 51 years to 52 years (52)	(BB) 52 years to 53 years (53)	(BC) 53 years to 54 years (54)	(BD) 54 years to 55 years (55)	(BE) 55 years to 56 years (56)	(BF) 56 years to 57 years (57)	(BG) 57 years to 58 years (58)	(BH) 58 years to 59 years (59)	(BI) 59 years to 60 years (60)	(BJ) 60 years to 61 years (61)	(BK) 61 years to 62 years (62)	(BL) 62 years to 63 years (63)	(BM) 63 years to 64 years (64)	(BN) 64 years to 65 years (65)	(BO) 65 years to 66 years (66)	(BP) 66 years to 67 years (67)	(BQ) 67 years to 68 years (68)	(BR) 68 years to 69 years (69)	(BS) 69 years to 70 years (70)	(BT) 70 years to 71 years (71)	(BU) 71 years to 72 years (72)	(BV) 72 years to 73 years (73)	(BW) 73 years to 74 years (74)	(BX) 74 years to 75 years (75)	(BY) 75 years to 76 years (76)	(BZ) 76 years to 77 years (77)	(CA) 77 years to 78 years (78)	(CB) 78 years to 79 years (79)	(CC) 79 years to 80 years (80)	(CD) 80 years to 81 years (81)	(CE) 81 years to 82 years (82)	(CF) 82 years to 83 years (83)	(CG) 83 years to 84 years (84)	(CH) 84 years to 85 years (85)	(CI) 85 years to 86 years (86)	(CJ) 86 years to 87 years (87)	(CK) 87 years to 88 years (88)	(CL) 88 years to 89 years (89)	(CM) 89 years to 90 years (90)	(CN) 90 years to 91 years (91)	(CO) 91 years to 92 years (92)	(CP) 92 years to 93 years (93)	(CQ) 93 years to 94 years (94)	(CR) 94 years to 95 years (95)	(CS) 95 years to 96 years (96)	(CT) 96 years to 97 years (97)	(CU) 97 years to 98 years 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3. At what age do you feel that most children can be left at home alone for at least 2 hours without anyone else in the house? *please do not write in a range.*

_____ years

4. Which of the following sources do you refer to for advice about your childcare options, and which one source do you rely on most heavily?

Refer To
Ever

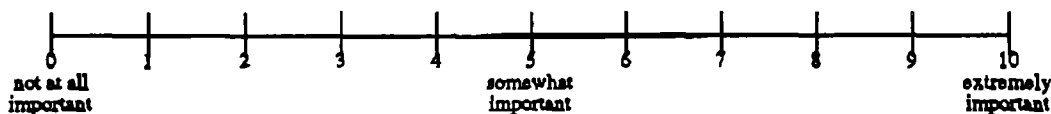
Refer To
Most

Books about Parenting
Magazines
Co-workers
Spouse/Partner
Parents/In-Laws/Grandparents
Siblings / other family
Friends, neighbors, or other acquaintances
Psychologists, psychiatrists, or social workers
Pediatrician or other doctor
Childcare providers
Government Agencies (local, state, federal)
Other sources

*Confident making
right choice?*

*Feel that
there is enough
info.?
valuable in
making
choice?*

5. Using a scale from 0 to 10 as shown below, rate how important each of these factors is to you when you are evaluating the suitability of a daycare center or some other type of group childcare situation. Use any number between 0 and 10. For example, if you consider something to be more than "somewhat" important but not quite "extremely" important, you might rate it a "7" or an "8".



- _____ Safety
- _____ Cleanliness of the facility
- _____ Cost
- _____ Number of children per caregiver
- _____ Daycare center size (number of children)
- _____ Quality of lunch and snacks
- _____ Caregiver has formal childcare training/education
- _____ Center/Provider is accredited
- _____ Recommendations from friend or family members
- _____ Type of kids that go there
- _____ Responsive and caring environment
- _____ Accessibility of the caregivers during off hours
- _____ Caregiver is fluent in the same language that you speak when you're at home
- _____ A balanced program of activities
- _____ Educational programs and activities
- _____ Outdoor activities
- _____ Convenience of picking up and dropping off
- _____ Flexible hours and ability to pick kids up late
- _____ Fulfills a special need of your child

- | | (a)
✓if not
available at
any cost | (b)
✓if available
but not
satisfactory | (c)
✓if available
but too
expensive |
|---|--|---|--|
| Family or Friends
(no charge to you) | ☐ | ☐ | n/a |
| Paid "baby" sitters | ☐ | ☐ | ☐ |
| Nursery or Preschool | ☐ | ☐ | ☐ |
| Private Nanny | ☐ | ☐ | ☐ |
| Nonprofit or Public Daycare | ☐ | ☐ | ☐ |
| Private Daycare Center | ☐ | ☐ | ☐ |
| Employer Daycare Center | ☐ | ☐ | ☐ |

- No
Yes

Type of Provider	Description of Bad Experience
Physician	
Nurse	
Pharmacist	
Other	

[illegible]

8. Do you work in an employment situation outside the home?

☐ Yes

☐ No → skip to question 9

How many hours do you typically work per week?

☐ 0-5 hours

☐ 5+ to 10 hours

☐ 10+ to 20 hours

☐ 20+ to 40 hours

☐ Over 40 hours

In the previous year, how many times have you done the following in dealing with a child(ren)'s illness or other needs?

	None	1-2 times	3-4 times	5-6 times	7 or more times
Leave early from work	☐	☐	☐	☐	☐
Arrive late to work	☐	☐	☐	☐	☐
Take some time off in-between work	☐	☐	☐	☐	☐
Miss a day or more of work	☐	☐	☐	☐	☐
Lie about a child-care crisis	☐	☐	☐	☐	☐

9. Does your spouse/partner work in an employment situation outside the home?

☐ Yes

☐ No → skip to question 10

How many hours does she/he typically work per week?

☐ 0-5 hours

☐ 5+ to 10 hours

☐ 10+ to 20 hours

☐ 20+ to 40 hours

☐ Over 40 hours

In the previous year, how many times has your spouse done the following in dealing with a child(ren)'s illness or other needs?

	None	1-2 times	3-4 times	5-6 times	7 or more times
Leave early from work	☐	☐	☐	☐	☐
Arrive late to work	☐	☐	☐	☐	☐
Take some time off in-between work	☐	☐	☐	☐	☐
Miss a day or more of work	☐	☐	☐	☐	☐
Lie about a child-care crisis	☐	☐	☐	☐	☐

10. How much cut in weekly household pay would you be willing to forego if either your employer, or your partner's employer, started offering the following services? (If your employer already offers a service, please specify "N/A".)

N/A \$0-\$49 \$50-\$99 \$100-\$199 \$200+

On-site childcare programs

Flexible scheduling or job sharing

Part-time employment

Telecommuting

Bring children to work

Dependent care spending accounts

Other forms of childcare support

11.	When dropping your child(ren) off at a childcare service, how often do you feel				
	Not at all	Rarely	Sometimes	Often	Always
Happy?	[1]	[2]	[3]	[4]	[5]
Conflicted?	[1]	[2]	[3]	[4]	[5]
Confident	[1]	[2]	[3]	[4]	[5]
Guilty?	[1]	[2]	[3]	[4]	[5]
Assured?	[1]	[2]	[3]	[4]	[5]
Stressed?	[1]	[2]	[3]	[4]	[5]

12.	When picking your child(ren) up from a childcare service, how often do you feel				
	Not at all	Rarely	Sometimes	Often	Always
Happy?	[1]	[2]	[3]	[4]	[5]
Conflicted?	[1]	[2]	[3]	[4]	[5]
Confident	[1]	[2]	[3]	[4]	[5]
Guilty?	[1]	[2]	[3]	[4]	[5]
Assured?	[1]	[2]	[3]	[4]	[5]
Stressed?	[1]	[2]	[3]	[4]	[5]

13. In the past week, how many times have you thought or worried about the following in terms of your childrens' daycare situation?

	Not at all	1-3	4-6	7-9	10-12	13+
Gets enough one-on-one attention	[1]	[1]	[4]	[5]	[6]	
Had an interesting and fun day?	[1]	[2]	[3]	[4]	[5]	[6]
Children are too aggressive with each other?	[1]	[2]	[3]	[4]	[5]	[6]
Is(are) adjusting well to the daycare environment?	[1]	[2]	[3]	[4]	[5]	[6]
Will love the caregiver more than you?	[1]	[2]	[3]	[4]	[5]	[6]
Will catch a contagious disease?	[1]	[2]	[3]	[4]	[5]	[6]
Suffered sexual or physical abuse from the caregivers?	[1]	[2]	[3]	[4]	[5]	[6]

14. How much do you agree with the following statements?

	Agree Highly	Agree A Little	Not Sure	Disagree A Little	Disagree Highly
I have a very accurate picture of my child's typical day.	[1]	[2]	[3]	[4]	[5]
I need to spend more time with my child(ren).	[1]	[2]	[3]	[4]	[5]
I need to spend more time with my family.	[1]	[2]	[3]	[4]	[5]
I need to spend more time with myself.	[1]	[2]	[3]	[4]	[5]
I need to work more on my career development.	[1]	[2]	[3]	[4]	[5]
I need to be better off financially.	[1]	[2]	[3]	[4]	[5]

15. Is there anything that would make your childcare situation easier?

16. Are you

[1] Male?

[2] Female?

17. What is your age?

[1] 24 or under

[2] 25-29

[3] 30-34

[4] 35-44

[5] 45-50

[6] 50 or over

18. What is your highest level of formal education?

[1] Less than high school

[2] High school graduate

[3] Some college

[4] College graduate

[5] Graduate study

19. What was your family's approximate income from all sources in the past year, before taxes?

[1] \$19,999 or under

[2] \$20,000-\$29,999

[3] \$30,000-\$44,999

[4] \$45,000-\$64,999

[5] \$65,000-\$84,999

[6] \$85,000 or over

20. Are you:

1 Married

Divorced/separated

Single

21. Are you of Hispanic origin?

[1] Yes

[2] No

22. Do you consider yourself to be

[1] White?

[2] Black?

[3] Asian?

23. What is your zip code?

MEMORANDUM

TO: Child Care Advocates

FROM: *Working Mother* Magazine, Child Care Action Campaign, and National Association for the Education of Young Children

RE: *Working Mother's* "Child Care: How Does Your State Rate?"

DATE: July 1, 1997

****Please note: no coverage of this report should appear before July 15.****

On Tuesday, July 15, *Working Mother* Magazine will reveal the ten best states for child care in its fifth annual assessment, "Child Care: How Does Your State Rate?" Last year's report garnered significant publicity, and we want to prepare you for this year's release. See page two for tips on working with the media.

The ten best states for child care (in alphabetical order):

California	Massachusetts
Colorado	Minnesota
Connecticut	Vermont
Hawaii	Washington
Maryland	Wisconsin

(These states are the same as those selected in 1996.)

The eight lowest rated states for child care (in alphabetical order):

Idaho	Nevada
Louisiana	New Mexico
Mississippi	North Dakota
Montana	South Dakota

(These states are all among the 13 singled out in 1996 as "worst states.")

The states (plus the District of Columbia) are rated on quality, safety and availability of care, as well as the commitment of state leaders to child care. Staff:child ratios, teacher training and health and safety standards are among the other parameters.

This year, the *Working Mother* report tackles the tough question of how welfare reform is changing child care. Child care became a new priority for nearly every state this year, with new initiatives to improve and expand care. However, demand for care grows, there is growing

pressure to trade off quality of care to expand supply by such measures as eliminating requirements for annual inspection visits, provider training or criminal background checks, or by increasing the number of children in the care of one adult.

Even in the states rated among the 10 best, some governors and/or legislatures may be considering, or have already proposed, changes that will reduce the quality of care in the state and put children at risk. In many cases, these changes are part of an overall welfare reform package. Some examples:

- *California* and *Indiana* increased the number of children permitted in some family child care homes— without requiring care givers to have additional help supervising kids.
- *Connecticut* cut some funds for inspections, and *Arizona* allowed inspectors' caseloads to jump by a third.
- Like every state, *Idaho* and *Nevada* are eligible to receive federal funds for child care; but as the report went to press, neither state had allocated the required matching state funds.
- *New York* Governor George Pataki recommended that child care aid be available only to parents with children under age six, and legislation has been introduced that may lower regulation and standards.
- *Wisconsin* created a new class of "provisional" family child care providers who do not have to meet training requirements.

The release of this report provides a good opportunity for advocates to talk to the media about what the report's findings mean for the children and families in **your** state. It also gives you the chance to communicate our basic messages about the importance of good quality child care to family stability, child health and development, employee productivity, and economic development.

You can expect this report to generate significant publicity, and you may be called by reporters for explanation and comment. You should also use this occasion to call reporters yourself (see below) and discuss how the findings relate to issues (e.g. welfare reform, licensing and regulation, financing) in your state.

Use this opportunity to educate your community about what constitutes good quality child care and what your state and community leaders are, or are not, doing to help working parents find good quality, affordable, safe child care.

Reach out to the media to offer your explanation and comment about the significance of the ratings to parents and policymakers:

- A segment on the report is scheduled to air on NBC's "Today" show on July 15. Contact you local NBC affiliate prior to that date.
- Alert other reporters that the report is coming out, and that parents will want more information about child care in your community and state. PLEASE NOTE THAT NO COVERAGE OF THE REPORT SHOULD APPEAR BEFORE JULY 15.
- Offer to escort reporters or camera crews to examples of good quality child care in your community.

- If you live in one of the Ten Best states, hold a press conference or ceremony to honor government officials or advocates who have been instrumental in improving child care.

KEY MESSAGES

- Good quality child care -- where adults who care about children (and are decently compensated) provide age-appropriate activities in a safe, stimulating yet nurturing environment -- keeps parents working and helps children grow, thrive, and succeed in school.
- The low-rated states, by virtue of their low scores on quality, safety, availability, and commitment, are jeopardizing the health, well-being, development, and school readiness of their youngest children by permitting low-quality child care and by failing to require higher standards.
- This is a critical moment for child care. Now that federal welfare reform efforts have granted more child care policy making authority to the states, it's crucial that parents be well informed about their state's policies and understand that decisions on licensing and regulation of child care affect **all children**.

WHAT PARENTS CAN DO

Parents may be concerned about what this report means for their children.

- Encourage them to get involved with their child care center or family child care home. Advise them to drop in unannounced and observe what's going on, and to participate in field trips and other activities.
- Refer parents and teachers to the local resource and referral agency (or suggest they call Child Care Aware, 800-424-2246, to identify the agency) to get information about how to locate good quality child care in their community. Child Care Aware can also help parents who wish to contact their state legislators to urge them to support good quality child care for all families who need it. Parents may also contact their state's governor to send the same message. *Working Mother's* Website, www.womweb.com, has a listing of governors' addresses.
- Let parents know about efforts in their community to improve child care, and encourage employers and community leaders to join with parents to ensure that every child can grow, thrive, and succeed in school.

Advocates who wish to see their state's scores in "Child Care: How Does Your State Rate?" prior to contacting the press may call Catherine Cartwright at *Working Mother* to get a fax of the relevant pages (212-445-6143).