

8TH STORY of Level 1 printed in FULL format.

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SECTION: Pg. 32

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HEADLINE: Hillary Clinton (via TV) addresses N.Y. women's group

BODY:

First Lady Hillary Clinton, addressing members of PR, advertising and other women's groups in New York Dec. 1 via satellite, urged them to back "righteous causes" that will make the U.S. a stronger and more secure nation.

Clinton, speaking from Washington, D.C., to 2,500 members of 38 New York women's organizations at the New York Hilton, also asked for help in promoting her healthcare package, which she said would "make America healthier."

She praised the women's groups for bringing together women of diverse backgrounds to work on New York's problems.

The breakfast meeting, which started at 7:30 a.m., was called the "New York Women's Agenda Star Breakfast."

Gloria Steinem, a founder of the women's movement, was mistress of ceremonies and other speakers included New York Mayor-elect Rudolph Giuliani; his wife Donna Hanover; Democratic party figure Geraldine Ferraro; Joyce Dinkins, wife of Mayor David Dinkins, and WPIX-TV news anchor Kaity Tong.

Steinem comments on MC

Steinem, asked by this Newsletter if the women's movement was related to multiculturalism, said women should support multiculturalism because women are subject to discrimination just as are minorities.

Excellence will be achieved in the business world when companies choose employees from the "whole population," she said. "They're in trouble because they've only been choosing from about six percent of the population," she added.

New York PR counselor Terrie Williams presented an achievement award to Suleika Cabrera Drinane, executive director, Institute for Puerto Rican & Hispanic Elderly.

Elinor Guggenheimer, president of NYWA, said committees have been formed to study issues such as jobs and domestic violence.

Women in Communications and Women Executives in PR are among NYWA members.

GRAPHIC: Pictures 1 through 3, Gloria Steinem served as Mistress of Ceremonies for the New York Women's Agenda Star Breakfast attended by 2,500 members, including Linda Taber, President of Women Executives in PR. New York Mayor-elect Rudy Giuliani greeted the audience. Democratic party figure Geraldine Ferraro presented an award.; Pictures 4 and 5, New York PR counselor Terrie Williams

The New York Times, November 29, 1992

## Helping the Poor in India

THURSDAY -- The Prasad Project, a relief organization founded in India 14 years ago to provide eye-care and water-purification programs and other services, will hold a benefit at 7:30 P.M. at the Puck Building, Lafayette Street at Houston Street. There will be a buffet, entertainment and dancing. Black tie. Tickets, \$75, from (212) 465-3278.

## Tree Auction and Party

THURSDAY -- Heartshare Human Services of New York, founded in 1914 to provide services to families, will hold an auction of decorated Christmas trees and a reception starting at 6:30 P.M. at the Brooklyn Union Gas Headquarters on Jay Street near Willoughby Avenue in downtown Brooklyn. Tickets, \$20, from (212) 718-330-1101.

## Christmas-Fair Preview

THURSDAY -- From 5 to 8 P.M., a preview of the Golden Anniversary Christmas Fair of the Church of the Incarnation will be held at the church at 209 Madison Avenue at 35th Street. Tickets, \$10, from (212) 689-6350.

## Breakfast at the Waldorf

THURSDAY -- Gloria Steinem and Joyce Dinkins, wife of Mayor David N. Dinkins, will be the hosts at a breakfast at the Waldorf-Astoria from 7:30 to 9:15 A.M. for New York Women's Agenda. The newly formed group will work to increase policy makers' concern with women's perspectives on economic, social and political issues. Tickets, \$40, from (212) 865-6684.

## Channel 13 Benefit

THURSDAY -- Jac Venza, executive producer of "Great Performances" on Channel 13, will be honored at a black-tie benefit for the station at Tavern on the Green. Cocktails at 7:30 P.M., dinner and dancing afterward. Tickets, \$300, from (212) 560-2800.

## Guild for the Blind Party

THURSDAY -- The Associates Division of the Jewish Guild for the Blind will hold its annual winter benefit party at the Harmonie Club, 4 East 60th Street. The party, from 8 to 11 P.M., will include a buffet dinner and dancing. Tickets, \$100, from (212) 769-6239 or \$125 at the door.

## Sculpture Center Benefit

THURSDAY -- The 64-year-old Sculpture Center is holding a benefit at the United Nations Delegates' Dining Room. Cocktails at 7 P.M. will be followed by dinner, award presentations and dancing. Tickets, \$300, from (212) 879-3500.

## Studio Workshop Preview

THURSDAY -- The Isabel O'Neil Studio Workshop will hold a reception and preview of its annual exhibition and sale from 6 to 9 P.M. at 177 East 87th



## FACSIMILE TRANSMISSION

ADMINISTRATION FOR CHILDREN AND FAMILIES  
OFFICE OF THE DEPUTY ASSISTANT SECRETARY  
FOR POLICY AND EXTERNAL AFFAIRS  
370 L'ENFANT PROMENADE, S.W.  
WASHINGTON, D.C. 20447

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Number of Pages (excluding cover): 20

## FROM:

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MESSAGE: Kathy - I am sending you  
summary data from the National KIDS  
COUNT book. The indicators paint a pretty  
good picture of maternal/child/family well-  
being. Please let me know how I can  
help further. I'd be happy to talk with you  
about these numbers. Wendy

|                 |  |            |
|-----------------|--|------------|
| Rate            |  |            |
| Rank            |  | <b>NM</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>NJ</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>NM</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>NY</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>NC</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>ND</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>OH</b>  |
| (1991 raw data) |  |            |
| Rate            |  |            |
| Rank            |  | <b>OK</b>  |
| (1991 raw data) |  |            |
| Rate            |  | <b>USA</b> |
| (1991 raw data) |  |            |

This chart provides the rate for each of the ten KIDS COUNT indicators for the years between the base year and the most recent year of data and, where possible, the raw data behind the most recent rate. In addition, this chart includes a state's national rank by indicator for each year.

## Percent low birth-weight babies

1985 1986 1987 1988 1989 1990 1991

Rate  
Rank  
1991 raw data

4.9 4.6 4.8 5.0 4.9 4.8 4.7  
7 1 1 5 1 1 1  
544 births

6.2 6.2 6.4 6.2 6.3 6.4 6.4  
19 18 19 20 20 20 20  
4,367 births

8.0 7.6 7.7 8.2 8.3 8.2 8.2  
43 40 39 46 45 44 42  
2,904 births

6.0 6.0 6.0 6.0 6.1 5.8 5.8  
16 17 17 15 17 14 13  
35,465 births

6.0 6.0 6.0 6.0 6.1 5.8 5.8  
16 17 17 15 17 14 13  
35,465 births

6.0 6.0 6.0 6.0 6.1 5.8 5.8  
16 17 17 15 17 14 13  
35,465 births

kids count

Infant mortality rate  
(per 1,000 live births)

1985 1986 1987 1988 1989 1990 1991

12.6 13.3 12.2 12.1 12.1 10.8 11.2  
46 49 47 46 48 46 46  
705 deaths

10.8 10.8 10.4 11.6 9.2 10.1 8.9  
30 33 34 44 20 42 26  
104 deaths

9.7 9.4 9.5 9.7 9.2 8.8 8.6  
17 15 20 25 20 23 23  
584 deaths

11.6 10.9 10.9 10.7 10.2 9.2 10.2  
40 28 33 35 34 28 40  
363 deaths

9.3 8.9 9.0 8.8 8.5 7.9 7.6  
13 7 14 12 12 9 12  
4,623 deaths

10.6 10.4 10.1 10.0 9.8 9.2 8.9  
36,766 deaths

Child death rate  
Ages 1-14 (per 100,000 children)

1985 1986 1987 1988 1989 1990 1991

36.6 42.0 36.3 36.3 35.2 38.5 37.6  
36 46 37 38 34 48 48  
312 deaths

56.2 47.8 52.9 45.5 45.9 41.4 30.3  
51 51 51 51 50 49 24  
44 deaths

40.3 45.0 40.7 42.7 39.1 33.0 33.6  
41 48 45 50 46 35 36  
269 deaths

42.7 45.3 39.6 39.0 43.0 38.0 44.3  
45 49 43 42 49 47 50  
215 deaths

33.3 31.9 32.7 31.5 30.5 30.3 28.9  
29 20 19 23 15 28 20  
1,837 deaths

33.8 33.7 33.3 33.2 32.4 30.3 30.7  
15,693 deaths

Percent of all births that  
are to single teens

1985 1986 1987 1988 1989 1990 1991

9.9 10.1 10.3 10.6 11.7 11.3 12.0  
47 46 47 44 47 43 45  
7,526 births

4.6 5.0 5.7 5.8 6.3 6.3 7.0  
4 5 9 7 7 6 10  
820 births

8.1 8.5 9.0 9.4 9.5 10.2 11.1  
36 36 37 38 36 39 41  
7,360 births

9.6 10.0 10.2 10.6 11.1 11.8 11.9  
44 45 45 44 45 47 44  
4,208 births

6.5 6.8 6.8 7.2 7.3 7.7 8.0  
21 21 19 20 22 20 17  
49,071 births

7.5 7.7 7.9 8.2 8.6 8.7 9.0  
368,431 births

Juvenile violent crime arrest rate  
Ages 10-17 (per 100,000 youths)

1985 1986 1987 1988 1989 1990 1991

106 96 88 117 137 178 190  
11 10 8 11 11 12 11  
NA

209 217 165 184 199 212 214  
26 26 17 18 15 13 13  
NA

280 288 300 314 382 446 506  
38 39 39 38 40 41 43  
NA

93 100 108 118 150 200 249  
9 11 11 12 13 14 16  
NA

402 415 431 482 565 621 645  
45 45 45 45 47 47 47  
NA

305 310 319 347 365 429 457  
NA

## Multi-Year Trend Data for KIDS COUNT Indicators

[illegible]

|               |     |
|---------------|-----|
| Rate          |     |
| Rank          | A   |
| 1991 raw data |     |
| Rate          |     |
| Rank          | A   |
| 1991 raw data |     |
| Rate          |     |
| Rank          | A   |
| 1991 raw data |     |
| Rate          |     |
| Rank          | A   |
| 1991 raw data |     |
| Rate          |     |
| Rank          | CA  |
| 1991 raw data |     |
| Rate          |     |
| Rank          | USA |
| 1991 raw data |     |

# Appendix 3

|    |               | Percent low birth-weight babies |      |      |      |      |      |      | Infant mortality rate (per 1,000 live births) |      |      |      |      |      |      | Child death rate: Ages 1-14 (per 100,000 children) |      |      |      |      |      |      | Percent of all births that are to single teens |      |      |      |      |      |      | Juvenile violent crime arrest rate: Ages 10-17 (per 100,000 youths) |      |       |       |       |       |       |
|----|---------------|---------------------------------|------|------|------|------|------|------|-----------------------------------------------|------|------|------|------|------|------|----------------------------------------------------|------|------|------|------|------|------|------------------------------------------------|------|------|------|------|------|------|---------------------------------------------------------------------|------|-------|-------|-------|-------|-------|
|    |               | 1985                            | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                           | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                                | 1986 | 1987  | 1988  | 1989  | 1990  | 1991  |
| CO | Rate          | 7.7                             | 7.7  | 7.9  | 7.8  | 7.8  | 8.0  | 8.2  | 9.4                                           | 8.6  | 9.8  | 9.6  | 8.7  | 8.8  | 8.4  | 32.1                                               | 32.1 | 31.6 | 25.6 | 28.3 | 25.8 | 27.7 | 5.9                                            | 6.2  | 6.6  | 6.8  | 7.4  | 7.5  | 8.0  | 305                                                                 | 298  | 292   | 331   | 380   | 458   | 489   |
|    | Rank          | 42                              | 42   | 43   | 40   | 41   | 42   | 42   | 12                                            | 4    | 26   | 24   | 15   | 23   | 22   | 26                                                 | 24   | 17   | 5    | 7    | 11   | 15   | 14                                             | 17   | 17   | 17   | 19   | 17   | 17   | 41                                                                  | 41   | 38    | 39    | 39    | 43    | 41    |
|    | 1991 raw data | 4,409 births                    |      |      |      |      |      |      | 451 deaths                                    |      |      |      |      |      |      | 195 deaths                                         |      |      |      |      |      |      | 4,323 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| CT | Rate          | 6.6                             | 6.6  | 6.7  | 6.7  | 6.9  | 6.6  | 6.9  | 10.0                                          | 9.1  | 8.8  | 8.9  | 8.8  | 7.9  | 7.4  | 23.1                                               | 30.6 | 24.2 | 27.2 | 24.1 | 21.6 | 23.7 | 6.6                                            | 5.5  | 5.5  | 6.7  | 6.7  | 6.6  | 6.9  | 372                                                                 | 375  | 384   | 405   | 417   | 438   | 460   |
|    | Rank          | 24                              | 23   | 23   | 24   | 24   | 21   | 23   | 21                                            | 9    | 11   | 17   | 16   | 9    | 8    | 7                                                  | 14   | 3    | 7    | 2    | 3    | 9    | 22                                             | 8    | 7    | 15   | 9    | 9    | 9    | 43                                                                  | 43   | 44    | 43    | 44    | 40    | 39    |
|    | 1991 raw data | 3,352 births                    |      |      |      |      |      |      | 359 deaths                                    |      |      |      |      |      |      | 142 deaths                                         |      |      |      |      |      |      | 3,366 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| DE | Rate          | 7.3                             | 7.4  | 6.7  | 7.4  | 7.5  | 7.6  | 7.9  | 14.8                                          | 11.5 | 11.7 | 11.8 | 11.8 | 10.1 | 11.8 | 42.7                                               | 32.0 | 32.5 | 29.7 | 34.8 | 36.8 | 24.8 | 9.7                                            | 9.3  | 9.7  | 9.6  | 9.8  | 9.3  | 9.9  | 272                                                                 | 250  | 265   | 269   | 360   | 446   | 459   |
|    | Rank          | 39                              | 37   | 23   | 36   | 36   | 37   | 39   | 50                                            | 41   | 43   | 45   | 47   | 38   | 50   | 45                                                 | 22   | 21   | 11   | 33   | 42   | 11   | 45                                             | 42   | 43   | 39   | 39   | 34   | 34   | 36                                                                  | 32   | 31    | 31    | 38    | 41    | 38    |
|    | 1991 raw data | 882 births                      |      |      |      |      |      |      | 132 deaths                                    |      |      |      |      |      |      | 33 deaths                                          |      |      |      |      |      |      | 1,106 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| DC | Rate          | 13.3                            | 12.2 | 13.5 | 14.3 | 15.9 | 15.1 | 15.4 | 20.8                                          | 21.1 | 19.3 | 23.2 | 22.9 | 20.7 | 21.0 | 32.4                                               | 33.3 | 37.7 | 41.1 | 40.9 | 51.3 | 55.4 | 16.3                                           | 15.8 | 15.6 | 16.7 | 17.2 | 16.7 | 16.5 | 1,008                                                               | 993  | 1,038 | 1,096 | 1,257 | 1,413 | 1,437 |
|    | Rank          | 51                              | 51   | 51   | 51   | 51   | 51   | 51   | 51                                            | 51   | 51   | 51   | 51   | 51   | 51   | 27                                                 | 30   | 39   | 47   | 48   | 51   | 51   | 51                                             | 51   | 51   | 51   | 51   | 51   | 51   | 51                                                                  | 51   | 51    | 51    | 51    | 51    |       |
|    | 1991 raw data | 1,805 births                    |      |      |      |      |      |      | 247 deaths                                    |      |      |      |      |      |      | 51 deaths                                          |      |      |      |      |      |      | 1,946 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| FL | Rate          | 7.5                             | 7.6  | 7.7  | 7.7  | 7.7  | 7.4  | 7.4  | 11.3                                          | 11.0 | 10.6 | 10.6 | 9.8  | 9.6  | 9.0  | 42.0                                               | 40.7 | 40.9 | 42.1 | 37.8 | 36.9 | 35.1 | 8.4                                            | 8.7  | 8.8  | 9.2  | 9.6  | 9.9  | 10.2 | 480                                                                 | 528  | 550   | 592   | 644   | 726   | 757   |
|    | Rank          | 40                              | 40   | 39   | 39   | 38   | 34   | 33   | 36                                            | 35   | 38   | 34   | 30   | 32   | 29   | 44                                                 | 43   | 47   | 48   | 41   | 43   | 40   | 38                                             | 38   | 36   | 37   | 38   | 36   | 36   | 47                                                                  | 47   | 49    | 49    | 49    | 49    | 49    |
|    | 1991 raw data | 14,382 births                   |      |      |      |      |      |      | 1,740 deaths                                  |      |      |      |      |      |      | 829 deaths                                         |      |      |      |      |      |      | 19,806 births                                  |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| GA | Rate          | 8.1                             | 8.1  | 8.2  | 8.4  | 8.4  | 8.7  | 8.6  | 12.7                                          | 12.5 | 12.7 | 12.6 | 12.3 | 12.4 | 11.4 | 37.1                                               | 40.2 | 39.8 | 38.5 | 35.9 | 35.9 | 35.6 | 9.8                                            | 10.1 | 10.2 | 10.6 | 11.4 | 11.5 | 12.0 | 145                                                                 | 122  | 139   | 176   | 239   | 289   | 285   |
|    | Rank          | 47                              | 47   | 47   | 47   | 47   | 47   | 45   | 47                                            | 47   | 48   | 50   | 49   | 50   | 48   | 37                                                 | 41   | 44   | 41   | 36   | 39   | 43   | 46                                             | 46   | 45   | 44   | 46   | 45   | 45   | 16                                                                  | 14   | 14    | 15    | 23    | 24    | 21    |
|    | 1991 raw data | 9,460 births                    |      |      |      |      |      |      | 1,255 deaths                                  |      |      |      |      |      |      | 492 deaths                                         |      |      |      |      |      |      | 13,207 births                                  |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| HI | Rate          | 6.5                             | 6.9  | 7.0  | 6.9  | 7.1  | 7.1  | 6.8  | 8.8                                           | 9.3  | 8.9  | 7.2  | 8.3  | 6.7  | 7.4  | 26.0                                               | 27.9 | 27.5 | 29.3 | 29.3 | 26.1 | 22.6 | 6.2                                            | 6.1  | 6.4  | 6.5  | 7.1  | 7.6  | 7.8  | 189                                                                 | 208  | 214   | 223   | 220   | 223   | 248   |
|    | Rank          | 23                              | 29   | 31   | 28   | 30   | 26   | 23   | 5                                             | 14   | 13   | 2    | 10   | 3    | 8    | 7                                                  | 5    | 7    | 2    | 9    | 12   | 5    | 19                                             | 15   | 13   | 11   | 13   | 19   | 15   | 24                                                                  | 25   | 25    | 25    | 20    | 16    | 15    |
|    | 1991 raw data | 1,353 births                    |      |      |      |      |      |      | 147 deaths                                    |      |      |      |      |      |      | 51 deaths                                          |      |      |      |      |      |      | 1,534 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| ID | Rate          | 5.5                             | 5.2  | 5.6  | 5.1  | 5.5  | 5.7  | 5.8  | 10.4                                          | 11.3 | 10.4 | 8.8  | 9.7  | 8.7  | 8.7  | 35.5                                               | 33.1 | 38.2 | 39.6 | 38.2 | 34.5 | 35.5 | 3.8                                            | 4.4  | 5.0  | 5.3  | 5.8  | 5.9  | 6.7  | 214                                                                 | 226  | 218   | 248   | 299   | 347   | 357   |
|    | Rank          | 11                              | 6    | 14   | 8    | 9    | 12   | 13   | 25                                            | 38   | 34   | 16   | 29   | 22   | 24   | 31                                                 | 28   | 40   | 44   | 42   | 36   | 42   | 2                                              | 2    | 4    | 4    | 5    | 3    | 6    | 28                                                                  | 27   | 27    | 30    | 33    | 34    | 32    |
|    | 1991 raw data | 972 births                      |      |      |      |      |      |      | 146 deaths                                    |      |      |      |      |      |      | 89 deaths                                          |      |      |      |      |      |      | 1,190 births                                   |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |
| US | Rate          | 7.1                             | 7.1  | 7.1  | 7.1  | 7.1  | 7.1  | 7.1  | 10.0                                          | 10.4 | 10.1 | 10.0 | 9.6  | 9.4  | 8.9  | 33.8                                               | 33.7 | 33.5 | 33.7 | 32.4 | 30.5 | 30.7 | 7.5                                            | 7.7  | 7.9  | 8.2  | 8.6  | 8.7  | 9.0  | 305                                                                 | 310  | 319   | 347   | 385   | 429   | 457   |
|    | Rank          | 33                              | 33   | 33   | 33   | 33   | 33   | 33   | 33                                            | 33   | 33   | 33   | 33   | 33   | 33   | 33                                                 | 33   | 33   | 33   | 33   | 33   | 33   | 33                                             | 33   | 33   | 33   | 33   | 33   | 33   | 33                                                                  | 33   | 33    | 33    | 33    | 33    |       |
|    | 1991 raw data | 292,230 births                  |      |      |      |      |      |      | 36,766 deaths                                 |      |      |      |      |      |      | 15,693 deaths                                      |      |      |      |      |      |      | 368,457 births                                 |      |      |      |      |      |      | NA                                                                  |      |       |       |       |       |       |

kids count

The Annie E. Casey Foundation

# Multi-Year Trend Data for KIDS COUNT Indicators

| Percent graduating from high school on time |      |      |      |      |      |      | Percent teens not in school and not in labor force Ages 16-19 |      |      |      |      |      |      | Teen violent death rate Ages 15-19 (per 100,000 teens) |      |      |       |       |       |       | Percent children in poverty |      |      |      |      |      |      | Percent children in single-parent families |      |      |      |      |      |      |
|---------------------------------------------|------|------|------|------|------|------|---------------------------------------------------------------|------|------|------|------|------|------|--------------------------------------------------------|------|------|-------|-------|-------|-------|-----------------------------|------|------|------|------|------|------|--------------------------------------------|------|------|------|------|------|------|
| 1985                                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                   | 1986 | 1987 | 1988  | 1989  | 1990  | 1991  | 1985                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                       | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| 73.6                                        | 73.3 | 73.7 | 74.7 | 74.4 | 73.0 | 72.5 | 4.0                                                           | 3.6  | 3.6  | 3.5  | 3.5  | 3.3  | 3.4  | 65.8                                                   | 82.7 | 62.8 | 66.1  | 66.8  | 68.0  | 71.2  | 15.3                        | 15.8 | 15.7 | 17.0 | 18.1 | 18.0 | 17.1 | 23.0                                       | 23.6 | 25.8 | 26.3 | 26.7 | 25.3 | 25.8 |
| 79                                          | 79   | 27   | 24   | 22   | 24   | 25   | 10                                                            | 9    | 11   | 14   | 16   | 9    | 14   | 24                                                     | 39   | 15   | 15    | 22    | 19    | 26    | 10                          | 17   | 20   | 24   | 30   | 27   | 23   | 34                                         | 35   | 40   | 39   | 37   | 33   | 34   |
| 31,293 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 158 deaths                                             |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 82.4                                        | 89.8 | 80.5 | 84.9 | 87.1 | 78.5 | 81.8 | 5.1                                                           | 4.2  | 4.0  | 3.0  | 2.9  | 3.3  | 2.9  | 49.4                                                   | 50.4 | 45.6 | 65.4  | 59.4  | 51.0  | 56.9  | 12.3                        | 11.7 | 9.8  | 8.0  | 7.2  | 8.5  | 10.2 | 72.0                                       | 72.0 | 20.2 | 18.1 | 18.3 | 19.9 | 21.2 |
| 8                                           | 2    | 10   | 7    | 3    | 11   | 6    | 28                                                            | 17   | 18   | 8    | 9    | 9    | 7    | 7                                                      | 7    | 5    | 13    | 13    | 4     | 11    | 9                           | 2    | 2    | 2    | 2    | 2    | 2    | 30                                         | 25   | 16   | 10   | 10   | 11   | 16   |
| 27,290 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 112 deaths                                             |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 70.0                                        | 73.5 | 70.1 | 71.7 | 73.4 | 68.5 | 68.9 | 6.1                                                           | 4.8  | 4.3  | 3.9  | 3.6  | 3.4  | 5.4  | 50.0                                                   | 61.2 | 40.8 | 70.8  | 42.6  | 60.5  | 34.9  | 16.7                        | 14.9 | 15.0 | 15.0 | 12.9 | 11.6 | 11.7 | 74.6                                       | 75.0 | 26.2 | 26.5 | 25.7 | 26.5 | 28.0 |
| 34                                          | 28   | 37   | 33   | 25   | 35   | 36   | 38                                                            | 26   | 23   | 18   | 17   | 15   | 34   | 8                                                      | 14   | 1    | 22    | 2     | 13    | 2     | 19                          | 10   | 16   | 17   | 7    | 3    | 3    | 41                                         | 40   | 42   | 41   | 36   | 38   | 41   |
| 5,223 graduates                             |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 15 deaths                                              |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 57.4                                        | 58.1 | 55.1 | 58.2 | 51.3 | 56.6 | 50.6 | 8.4                                                           | 6.1  | 7.8  | 9.6  | 12.2 | 14.4 | 16.1 | 45.0                                                   | 62.5 | 66.7 | 162.2 | 237.1 | 208.3 | 278.8 | 33.3                        | 31.3 | 29.9 | 27.9 | 25.9 | 27.3 | 29.5 | 54.6                                       | 54.9 | 56.3 | 55.7 | 54.9 | 57.3 | 57.3 |
| 50                                          | 51   | 51   | 50   | 51   | 50   | 51   | 47                                                            | 40   | 47   | 51   | 51   | 57   | 51   | 4                                                      | 15   | 21   | 31    | 51    | 51    | 51    | 50                          | 49   | 48   | 47   | 44   | 48   | 49   | 51                                         | 51   | 51   | 51   | 51   | 51   |      |
| 3,369 graduates                             |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 92 deaths                                              |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 61.5                                        | 62.1 | 58.6 | 58.0 | 56.5 | 56.2 | 56.4 | 5.5                                                           | 4.8  | 4.7  | 4.9  | 5.3  | 5.7  | 6.5  | 70.2                                                   | 70.4 | 71.8 | 85.9  | 74.4  | 75.6  | 66.9  | 21.4                        | 20.6 | 20.7 | 19.2 | 19.9 | 22.1 | 22.9 | 28.1                                       | 28.3 | 28.7 | 28.6 | 28.8 | 30.1 | 30.9 |
| 49                                          | 49   | 50   | 51   | 50   | 51   | 49   | 32                                                            | 26   | 27   | 33   | 35   | 37   | 44   | 34                                                     | 20   | 29   | 43    | 29    | 34    | 22    | 35                          | 31   | 32   | 31   | 33   | 39   | 39   | 47                                         | 47   | 47   | 45   | 45   | 46   | 47   |
| 87,419 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 523 deaths                                             |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 63.1                                        | 62.6 | 62.5 | 61.0 | 59.8 | 60.8 | 62.7 | 5.5                                                           | 5.5  | 5.8  | 6.3  | 6.4  | 6.2  | 5.8  | 71.9                                                   | 74.0 | 75.0 | 81.9  | 80.6  | 74.4  | 78.0  | 24.6                        | 23.7 | 23.0 | 23.3 | 23.0 | 23.3 | 24.3 | 28.5                                       | 29.9 | 30.7 | 30.6 | 29.7 | 29.2 | 28.4 |
| 48                                          | 48   | 48   | 49   | 48   | 45   | 43   | 32                                                            | 32   | 37   | 44   | 45   | 43   | 40   | 37                                                     | 26   | 33   | 38    | 39    | 29    | 35    | 42                          | 43   | 41   | 42   | 42   | 42   | 43   | 49                                         | 49   | 49   | 49   | 47   | 44   | 43   |
| 60,088 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 375 deaths                                             |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 72.6                                        | 70.0 | 70.8 | 69.1 | 68.9 | 74.3 | 65.7 | 4.6                                                           | 4.4  | 4.5  | 4.3  | 4.8  | 5.0  | 5.2  | 45.6                                                   | 38.0 | 49.4 | 56.4  | 45.5  | 51.0  | 31.5  | 16.8                        | 16.3 | 15.7 | 16.3 | 17.2 | 16.7 | 17.4 | 18.1                                       | 18.8 | 19.1 | 19.4 | 19.9 | 20.8 | 20.2 |
| 31                                          | 34   | 35   | 38   | 36   | 23   | 42   | 17                                                            | 19   | 25   | 25   | 28   | 28   | 33   | 5                                                      | 2    | 6    | 6     | 6     | 0     | 1     | 20                          | 19   | 20   | 21   | 24   | 22   | 26   | 14                                         | 13   | 13   | 13   | 14   | 9    |      |
| 8,974 graduates                             |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 23 deaths                                              |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 78.5                                        | 79.6 | 78.8 | 75.4 | 76.2 | 76.7 | 75.7 | 4.7                                                           | 4.7  | 3.5  | 2.8  | 2.8  | 2.1  | 1.1  | 43                                                     | 46   | 50   | 47    | 37    | 42    | 20    | 21.5                        | 21.5 | 19.8 | 18.3 | 18.3 | 16.9 | 17.0 | 15.7                                       | 14.7 | 14.2 | 13.7 | 14.7 | 14.2 | 15.1 |
| 14                                          | 14   | 14   | 14   | 14   | 14   | 14   | 20                                                            | 25   | 7    | 6    | 7    | 4    | 10   | 43                                                     | 46   | 50   | 47    | 37    | 42    | 20    | 36                          | 36   | 30   | 29   | 29   | 22   | 22   | 8                                          | 5    | 2    | 2    | 2    | 2    | 3    |
| 11,961 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 55 deaths                                              |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 71.6                                        | 71.5 | 71.5 | 71.2 | 69.6 | 68.7 | 68.8 | 5.3                                                           | 5.2  | 5.0  | 4.8  | 4.9  | 5.0  | 5.0  | 62.8                                                   | 68.5 | 66.5 | 69.7  | 69.3  | 70.9  | 71.1  | 20.8                        | 20.5 | 20.0 | 19.6 | 19.5 | 19.8 | 20.0 | 22.7                                       | 23.1 | 23.5 | 23.8 | 24.1 | 24.7 | 25.1 |
| 1,237,482 graduates                         |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 12,109 deaths                                          |      |      |       |       |       |       | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

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1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

Rate

Rank

1991 raw data

CO

CT

DE

DC

FL

GA

HI

ID

USA

# Appendix 3

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TO

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## Percent low birth-weight babies

1985 1986 1987 1988 1989 1990 1991

Rate  
Rank

1991 new data

6.4 6.4 6.3 6.6 6.6 6.6 6.7

21 20 21 23 22 21 22

3,716 births

5.7 5.3 5.1 5.4 5.4 5.4 5.7

5 6 5 11 7 10 11

2,210 births

6.1 6.2 6.4 6.1 6.1 6.2 6.2

18 18 19 19 17 17 19

2,344 births

7.0 7.1 6.8 6.7 6.9 7.1 7.2

33 34 26 24 24 26 29

3,891 births

8.7 8.6 8.7 8.8 9.1 9.2 9.4

49 48 49 49 48 49 49

6,767 births

5.1 5.1 5.4 4.9 4.9 5.1 5.4

5 3 9 4 1 4 7

901 births

7.6 7.7 7.8 8.1 8.0 7.8 8.1

41 42 42 43 42 41 41

6,391 births

292,230 births

## Infant mortality rate (per 1,000 live births)

1985 1986 1987 1988 1989 1990 1991

11.7 12.1 11.6 11.3 11.7 10.7 10.7

41 45 42 42 46 44 44

2,083 deaths

10.9 11.3 10.1 11.0 10.2 9.6 9.1

32 38 30 39 34 32 30

781 deaths

9.3 8.5 9.1 8.7 8.3 8.1 8.0

13 2 13 14 10 12 16

313 deaths

9.3 8.9 9.5 8.0 8.8 8.4 8.9

10 7 20 6 16 18 26

335 deaths

11.2 9.8 9.7 10.7 9.2 8.3 8.9

33 21 24 35 20 20 26

486 deaths

11.9 11.9 11.8 11.0 11.4 11.1 10.5

43 44 43 39 44 47 43

761 deaths

9.1 8.8 8.3 7.9 7.4 6.2 6.7

7 6 4 4 3 1 3

113 deaths

11.9 11.7 11.5 11.3 10.3 9.5 9.2

43 43 41 42 38 31 32

726 deaths

36,768 deaths

## Child death rate Ages 1-14 (per 100,000 children)

1985 1986 1987 1988 1989 1990 1991

31.8 32.1 32.7 31.8 34.1 28.7 33.6

25 24 23 25 30 20 34

789 deaths

33.0 34.1 32.2 34.2 33.4 29.8 31.8

28 32 19 31 29 26 27

363 deaths

27.6 31.9 26.9 28.6 30.9 23.7 26.6

8 20 6 8 17 10 13

132 deaths

39.4 38.3 35.0 33.6 31.2 29.8 33.5

40 39 26 30 19 24 35

179 deaths

28.9 32.0 33.9 34.3 32.3 29.4 37.0

13 22 31 32 26 24 47

275 deaths

42.8 41.3 38.8 36.1 39.0 37.5 35.3

47 44 42 37 45 44 41

342 deaths

28.7 23.7 27.5 31.0 32.3 27.4 27.5

11 2 7 20 24 15 4

52 deaths

31.7 30.6 33.4 30.9 31.5 27.2 32.0

23 14 29 18 22 19 29

304 deaths

11,693 deaths

## Percent of all births that are to single teens

1985 1986 1987 1988 1989 1990 1991

8.9 9.3 9.6 10.0 10.6 10.6 10.5

40 42 40 41 42 41 39

20,467 births

7.9 8.3 8.6 8.8 9.1 9.9 10.3

35 35 35 34 34 36 37

8,861 births

5.1 5.5 5.9 6.4 7.2 7.7 7.8

8 8 11 10 17 12 15

3,041 births

5.5 6.2 6.4 6.7 7.1 7.8 8.2

10 17 13 15 13 22 20

3,112 births

7.1 7.6 7.8 8.4 8.7 9.0 9.3

27 31 30 30 31 31 32

5,036 births

10.8 11.0 11.5 11.9 12.4 12.9 13.3

49 49 49 49 49 49 49

9,568 births

6.8 7.2 7.0 7.0 7.5 7.9 8.2

23 25 21 18 27 23 20

1,370 births

9.1 9.1 9.1 9.1 8.6 8.3 8.2

43 40 39 36 29 26 20

6,476 births

368,451 births

## Juvenile violent crime arrest rate Ages 10-17 (per 100,000 youths)

1985 1986 1987 1988 1989 1990 1991

195 229 316 433 413 384 334

25 28 42 44 43 37 35

NA

219 240 268 278 319 352 421

29 31 32 33 34 33 37

NA

110 120 130 136 142 150 157

12 13 13 13 12 10 10

NA

213 236 235 220 229 264 322

27 30 30 24 22 21 24

NA

123 112 111 85 130 168 258

13 12 12 7 10 11 16

NA

272 284 307 350 385 432 483

36 38 41 42 42 38 40

NA

81 91 100 101 93 94 107

7 8 10 9 7 7 7

NA

596 549 531 509 541 569 620

48 48 47 46 46 46 46

NA

305 310 319 347 385 429 457

NA

kids count

# Multi-Year Trend Data for KIDS COUNT Indicators

| Percent graduating from high school on time |      |      |      |      |      |      | Percent teens not in school and not in labor force Ages 16-19 |      |      |      |      |      |      | Teen violent death rate Ages 15-19 (per 100,000 teens) |      |      |      |      |       |      | Percent children in poverty |      |      |      |      |      |      | Percent children in single-parent families |      |      |      |      |      |      |
|---------------------------------------------|------|------|------|------|------|------|---------------------------------------------------------------|------|------|------|------|------|------|--------------------------------------------------------|------|------|------|------|-------|------|-----------------------------|------|------|------|------|------|------|--------------------------------------------|------|------|------|------|------|------|
| 1985                                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                   | 1986 | 1987 | 1988 | 1989 | 1990  | 1991 | 1985                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                       | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| 73.5                                        | 75.8 | 75.7 | 75.6 | 75.5 | 74.9 | 73.0 | 5.3                                                           | 5.4  | 4.3  | 4.6  | 4.9  | 3.4  | 3.8  | 52.0                                                   | 59.9 | 56.5 | 67.1 | 65.6 | 73.2  | 73.9 | 27.1                        | 22.6 | 22.0 | 21.4 | 21.0 | 20.9 | 20.9 | 24.8                                       | 25.7 | 26.2 | 26.6 | 27.2 | 27.9 | 28.4 |
| 24                                          | 21   | 22   | 21   | 19   | 25   | 24   | 30                                                            | 31   | 23   | 28   | 30   | 32   | 40   | 12                                                     | 13   | 10   | 16   | 20   | 27    | 32   | 37                          | 38   | 38   | 37   | 37   | 34   | 34   | 43                                         | 43   | 42   | 42   | 41   | 43   | 43   |
| 103,329 graduates                           |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 583 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 77.3                                        | 71.4 | 73.7 | 76.3 | 74.1 | 72.2 | 73.7 | 5.3                                                           | 4.9  | 5.1  | 4.5  | 4.5  | 4.7  | 4.7  | 62.8                                                   | 63.1 | 61.7 | 68.9 | 57.3 | 62.4  | 75.9 | 19.0                        | 17.8 | 15.4 | 16.0 | 17.1 | 18.6 | 18.9 | 21.6                                       | 20.9 | 20.6 | 21.2 | 23.0 | 25.6 | 27.7 |
| 22                                          | 33   | 27   | 19   | 23   | 26   | 22   | 32                                                            | 30   | 32   | 27   | 23   | 27   | 23   | 21                                                     | 17   | 14   | 18   | 11   | 15    | 33   | 25                          | 23   | 18   | 22   | 23   | 31   | 30   | 25                                         | 19   | 19   | 22   | 28   | 37   | 40   |
| 58,558 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 311 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 89.2                                        | 87.5 | 86.4 | 85.8 | 83.7 | 82.7 | 79.4 | 2.7                                                           | 2.4  | 2.3  | 2.3  | 2.0  | 2.0  | 2.8  | 65.0                                                   | 76.3 | 63.3 | 65.4 | 72.5 | 58.2  | 64.8 | 20.1                        | 20.8 | 18.3 | 16.9 | 14.9 | 13.7 | 12.3 | 17.9                                       | 17.9 | 17.2 | 16.2 | 15.0 | 15.6 | 16.0 |
| 3                                           | 3    | 5    | 5    | 7    | 6    | 9    | 4                                                             | 2    | 1    | 3    | 2    | 2    | 6    | 22                                                     | 31   | 16   | 13   | 27   | 11    | 19   | 30                          | 33   | 26   | 23   | 18   | 14   | 5    | 13                                         | 12   | 9    | 7    | 4    | 5    | 6    |
| 28,593 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 125 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 81.4                                        | 82.0 | 82.1 | 80.2 | 79.0 | 78.4 | 77.2 | 3.2                                                           | 3.0  | 2.9  | 1.8  | 2.2  | 2.7  | 2.3  | 66.7                                                   | 72.3 | 71.7 | 75.0 | 66.7 | 72.6  | 73.8 | 15.1                        | 14.4 | 12.5 | 13.2 | 12.9 | 13.3 | 13.9 | 15.6                                       | 15.2 | 16.3 | 17.7 | 18.3 | 19.6 | 20.7 |
| 9                                           | 9    | 8    | 9    | 11   | 12   | 13   | 6                                                             | 4    | 2    | 1    | 3    | 6    | 3    | 26                                                     | 24   | 27   | 32   | 21   | 24    | 31   | 9                           | 7    | 5    | 10   | 7    | 9    | 11   | 7                                          | 7    | 8    | 8    | 9    | 10   | 11   |
| 24,414 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 124 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 69.4                                        | 68.8 | 67.4 | 69.0 | 67.1 | 68.5 | 69.0 | 7.0                                                           | 7.1  | 6.7  | 6.7  | 6.0  | 6.2  | 5.7  | 66.8                                                   | 70.4 | 70.7 | 77.1 | 73.2 | 74.7  | 70.0 | 23.7                        | 23.6 | 22.7 | 21.8 | 21.2 | 22.0 | 23.2 | 21.6                                       | 22.1 | 21.5 | 22.3 | 23.7 | 24.1 | 24.8 |
| 37                                          | 36   | 40   | 39   | 38   | 35   | 35   | 40                                                            | 42   | 43   | 41   | 42   | 43   | 37   | 27                                                     | 20   | 26   | 34   | 28   | 30    | 24   | 41                          | 42   | 40   | 39   | 38   | 38   | 40   | 23                                         | 27   | 24   | 26   | 32   | 31   | 32   |
| 35,833 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 194 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 56.7                                        | 61.8 | 60.1 | 61.4 | 59.5 | 58.7 | 56.0 | 7.2                                                           | 7.5  | 7.0  | 7.1  | 8.5  | 8.4  | 7.3  | 74.9                                                   | 79.6 | 78.6 | 82.0 | 86.4 | 111.0 | 94.8 | 28.4                        | 30.2 | 31.0 | 31.8 | 34.6 | 33.8 | 32.8 | 28.7                                       | 26.2 | 27.7 | 28.7 | 31.3 | 31.9 | 31.9 |
| 51                                          | 50   | 49   | 47   | 49   | 47   | 50   | 41                                                            | 46   | 45   | 48   | 49   | 50   | 50   | 42                                                     | 33   | 37   | 39   | 42   | 49    | 46   | 46                          | 48   | 49   | 50   | 51   | 50   | 50   | 42                                         | 44   | 43   | 46   | 49   | 49   | 48   |
| 33,489 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 308 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 78.7                                        | 76.0 | 79.3 | 74.4 | 73.9 | 76.1 | 76.3 | 4.5                                                           | 3.8  | 3.7  | 2.6  | 2.6  | 2.7  | 2.9  | 50.5                                                   | 44.7 | 49.5 | 64.5 | 50.5 | 60.3  | 71.8 | 15.3                        | 15.3 | 15.2 | 14.8 | 16.1 | 18.5 | 18.7 | 17.3                                       | 16.9 | 19.6 | 20.6 | 21.2 | 22.2 | 21.7 |
| 13                                          | 19   | 13   | 25   | 24   | 21   | 15   | 14                                                            | 10   | 12   | 4    | 6    | 6    | 7    | 9                                                      | 5    | 7    | 12   | 8    | 12    | 27   | 10                          | 12   | 17   | 14   | 22   | 29   | 29   | 11                                         | 14   | 15   | 20   | 19   | 21   | 19   |
| 13,151 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 67 deaths                                              |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 77.6                                        | 76.4 | 74.5 | 74.1 | 72.0 | 70.5 | 70.4 | 4.9                                                           | 4.5  | 4.7  | 4.7  | 5.2  | 4.3  | 4.4  | 55.3                                                   | 55.0 | 55.0 | 55.0 | 55.0 | 55.0  | 55.0 | 14.2                        | 14.3 | 12.8 | 12.7 | 13.4 | 13.5 | 14.5 | 25.1                                       | 24.9 | 25.4 | 26.8 | 27.5 | 27.7 | 28.0 |
| 39,010 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 200 deaths                                             |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 71.6                                        | 71.5 | 71.5 | 71.2 | 69.6 | 68.7 | 68.8 | 5.3                                                           | 5.2  | 5.0  | 4.8  | 4.9  | 5.0  | 5.0  | 62.8                                                   | 68.5 | 66.5 | 69.7 | 69.3 | 70.9  | 71.7 | 20.8                        | 20.5 | 20.0 | 19.6 | 19.5 | 19.8 | 20.0 | 22.7                                       | 23.1 | 23.5 | 23.8 | 24.1 | 24.7 | 25.1 |
| 2,237,487 graduates                         |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 12,199 deaths                                          |      |      |      |      |       |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |

|      |      |               |     |
|------|------|---------------|-----|
| Rate | Rank | 1991 raw data | IL  |
| Rate | Rank | 1991 raw data | IN  |
| Rate | Rank | 1991 raw data | IA  |
| Rate | Rank | 1991 raw data | KS  |
| Rate | Rank | 1991 raw data | LA  |
| Rate | Rank | 1991 raw data | MA  |
| Rate | Rank | 1991 raw data | MD  |
| Rate | Rank | 1991 raw data | USA |

|     |               | Percent low birth-weight babies |      |      |      |      |      |      | Infant mortality rate (per 1,000 live births) |      |      |      |      |      |      | Child death rate Ages 1-14 (per 100,000 children) |      |      |      |      |      |      | Percent of all births that are to single teens |      |      |      |      |      |      | Juvenile violent crime arrest rate Ages 10-17 (per 100,000 youths) |      |      |      |      |      |      |
|-----|---------------|---------------------------------|------|------|------|------|------|------|-----------------------------------------------|------|------|------|------|------|------|---------------------------------------------------|------|------|------|------|------|------|------------------------------------------------|------|------|------|------|------|------|--------------------------------------------------------------------|------|------|------|------|------|------|
|     |               | 1985                            | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                              | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                           | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| MA  | Rate          | 5.8                             | 5.8  | 5.7  | 6.0  | 5.9  | 5.9  | 5.9  | 9.1                                           | 8.5  | 7.2  | 7.9  | 7.7  | 7.0  | 6.6  | 24.5                                              | 25.9 | 24.0 | 23.7 | 22.3 | 19.5 | 19.3 | 6.0                                            | 6.1  | 6.4  | 6.5  | 6.8  | 6.6  | 6.8  | 281                                                                | 278  | 284  | 343  | 382  | 471  | 493  |
|     | Rank          | 15                              | 15   | 15   | 15   | 16   | 15   | 15   | 7                                             | 2    | 1    | 4    | 4    | 4    | 4    | 4                                                 | 4    | 2    | 3    | 1    | 1    | 2    | 16                                             | 15   | 13   | 11   | 11   | 9    | 7    | 39                                                                 | 36   | 37   | 40   | 40   | 44   | 42   |
|     | 1991 raw data | 5,197 births                    |      |      |      |      |      |      | 579 deaths                                    |      |      |      |      |      |      | 707 deaths                                        |      |      |      |      |      |      | 6,019 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| MI  | Rate          | 6.8                             | 6.9  | 7.2  | 7.3  | 7.6  | 7.6  | 7.8  | 11.4                                          | 11.4 | 10.7 | 11.1 | 11.1 | 10.7 | 10.4 | 37.1                                              | 34.3 | 35.2 | 33.3 | 31.3 | 29.8 | 32.1 | 6.8                                            | 7.2  | 7.6  | 7.8  | 8.6  | 9.1  | 9.1  | 318                                                                | 349  | 350  | 349  | 352  | 363  | 373  |
|     | Rank          | 28                              | 29   | 36   | 35   | 37   | 37   | 37   | 37                                            | 40   | 39   | 41   | 41   | 44   | 42   | 37                                                | 34   | 35   | 27   | 21   | 26   | 30   | 23                                             | 25   | 29   | 28   | 29   | 32   | 31   | 42                                                                 | 42   | 43   | 41   | 37   | 36   | 35   |
|     | 1991 raw data | 11,669 births                   |      |      |      |      |      |      | 1,555 deaths                                  |      |      |      |      |      |      | 625 deaths                                        |      |      |      |      |      |      | 13,653 births                                  |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| MN  | Rate          | 4.8                             | 5.1  | 5.0  | 5.0  | 4.9  | 5.1  | 5.3  | 8.8                                           | 9.2  | 8.7  | 7.6  | 7.1  | 7.3  | 7.1  | 30.2                                              | 28.8 | 24.9 | 29.2 | 28.5 | 21.4 | 23.0 | 5.0                                            | 5.2  | 5.5  | 5.5  | 5.9  | 6.4  | 6.6  | 164                                                                | 198  | 171  | 196  | 210  | 226  | 196  |
|     | Rank          | 1                               | 3    | 4    | 5    | 1    | 4    | 6    | 5                                             | 12   | 9    | 9    | 2    | 6    | 10   | 19                                                | 8    | 4    | 9    | 8    | 2    | 7    | 7                                              | 7    | 7    | 5    | 6    | 8    | 4    | 18                                                                 | 23   | 19   | 20   | 17   | 17   | 12   |
|     | 1991 raw data | 3,568 births                    |      |      |      |      |      |      | 503 deaths                                    |      |      |      |      |      |      | 218 deaths                                        |      |      |      |      |      |      | 4,439 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| MS  | Rate          | 8.8                             | 8.7  | 9.0  | 8.7  | 9.4  | 9.6  | 9.7  | 13.7                                          | 12.4 | 13.7 | 12.3 | 11.6 | 12.1 | 11.4 | 47.0                                              | 42.1 | 41.8 | 37.8 | 47.3 | 44.7 | 41.1 | 13.9                                           | 13.9 | 14.1 | 14.9 | 15.8 | 15.5 | 16.2 | 131                                                                | 135  | 155  | 183  | 216  | 213  | 255  |
|     | Rank          | 50                              | 50   | 50   | 48   | 50   | 50   | 50   | 48                                            | 46   | 50   | 47   | 45   | 49   | 48   | 49                                                | 47   | 48   | 40   | 51   | 50   | 49   | 50                                             | 50   | 50   | 50   | 50   | 50   | 50   | 15                                                                 | 15   | 15   | 17   | 19   | 19   | 17   |
|     | 1991 raw data | 4,197 births                    |      |      |      |      |      |      | 494 deaths                                    |      |      |      |      |      |      | 239 deaths                                        |      |      |      |      |      |      | 7,001 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| MO  | Rate          | 6.7                             | 6.8  | 7.0  | 6.8  | 6.9  | 7.1  | 7.5  | 10.2                                          | 10.7 | 10.2 | 10.1 | 9.9  | 9.4  | 10.2 | 30.5                                              | 33.1 | 36.0 | 33.4 | 34.2 | 32.8 | 31.3 | 7.8                                            | 8.1  | 8.4  | 8.9  | 9.5  | 10.1 | 10.3 | 466                                                                | 480  | 501  | 513  | 573  | 533  | 558  |
|     | Rank          | 27                              | 25   | 31   | 26   | 24   | 26   | 35   | 22                                            | 31   | 31   | 30   | 31   | 30   | 40   | 21                                                | 28   | 36   | 29   | 31   | 34   | 26   | 34                                             | 34   | 33   | 35   | 36   | 38   | 37   | 46                                                                 | 46   | 46   | 47   | 45   | 45   | 45   |
|     | 1991 raw data | 5,900 births                    |      |      |      |      |      |      | 806 deaths                                    |      |      |      |      |      |      | 330 deaths                                        |      |      |      |      |      |      | 8,115 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| NY  | Rate          | 5.7                             | 5.9  | 5.5  | 6.0  | 5.5  | 6.2  | 5.6  | 10.3                                          | 9.6  | 10.0 | 8.7  | 11.3 | 9.0  | 7.0  | 35.7                                              | 40.4 | 33.7 | 29.3 | 36.4 | 28.2 | 32.4 | 5.6                                            | 5.9  | 6.5  | 6.6  | 6.7  | 7.9  | 8.3  | 77                                                                 | 76   | 69   | 50   | 48   | 68   | 88   |
|     | Rank          | 13                              | 16   | 12   | 15   | 9    | 17   | 9    | 23                                            | 20   | 29   | 14   | 42   | 25   | 6    | 32                                                | 42   | 30   | 10   | 37   | 18   | 31   | 12                                             | 13   | 16   | 14   | 9    | 23   | 25   | 6                                                                  | 5    | 4    | 2    | 1    | 4    | 6    |
|     | 1991 raw data | 643 births                      |      |      |      |      |      |      | 81 deaths                                     |      |      |      |      |      |      | 57 deaths                                         |      |      |      |      |      |      | 953 births                                     |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| NE  | Rate          | 5.3                             | 5.5  | 5.5  | 5.5  | 5.8  | 5.3  | 5.6  | 9.6                                           | 10.7 | 8.6  | 9.0  | 7.9  | 8.3  | 7.6  | 25.4                                              | 29.6 | 35.0 | 32.7 | 30.8 | 31.6 | 28.5 | 5.4                                            | 5.5  | 6.1  | 6.5  | 6.6  | 7.2  | 7.3  | 84                                                                 | 86   | 91   | 104  | 117  | 125  | 114  |
|     | Rank          | 8                               | 14   | 12   | 13   | 14   | 7    | 9    | 15                                            | 23   | 7    | 19   | 5    | 16   | 12   | 5                                                 | 10   | 33   | 26   | 16   | 32   | 19   | 9                                              | 8    | 12   | 11   | 8    | 12   | 12   | 8                                                                  | 7    | 9    | 10   | 9    | 9    | 9    |
|     | 1991 raw data | 1,344 births                    |      |      |      |      |      |      | 182 deaths                                    |      |      |      |      |      |      | 98 deaths                                         |      |      |      |      |      |      | 1,748 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| NV  | Rate          | 6.9                             | 7.4  | 6.9  | 7.5  | 7.2  | 7.2  | 7.2  | 8.5                                           | 9.1  | 9.6  | 8.4  | 8.1  | 8.4  | 9.2  | 31.7                                              | 29.9 | 31.3 | 40.6 | 37.4 | 36.3 | 32.9 | 5.5                                            | 5.6  | 5.1  | 6.1  | 7.1  | 7.2  | 8.7  | 257                                                                | 279  | 269  | 278  | 254  | 272  | 307  |
|     | Rank          | 31                              | 37   | 27   | 37   | 33   | 32   | 29   | 2                                             | 9    | 22   | 10   | 9    | 18   | 32   | 23                                                | 12   | 16   | 45   | 39   | 47   | 34   | 10                                             | 11   | 5    | 8    | 13   | 12   | 29   | 33                                                                 | 37   | 33   | 33   | 27   | 22   | 27   |
|     | 1991 raw data | 1,588 births                    |      |      |      |      |      |      | 202 deaths                                    |      |      |      |      |      |      | 85 deaths                                         |      |      |      |      |      |      | 1,926 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| USA | Rate          | 6.8                             | 6.8  | 6.9  | 6.9  | 7.0  | 7.0  | 7.1  | 10.6                                          | 10.4 | 10.7 | 10.0 | 9.8  | 9.2  | 8.9  | 22.9                                              | 22.7 | 22.2 | 22.9 | 22.4 | 22.5 | 22.5 | 5.5                                            | 5.5  | 5.5  | 5.5  | 5.5  | 5.5  | 5.5  | NA                                                                 | NA   | NA   | NA   | NA   | NA   | NA   |
|     | Rank          | 15                              | 15   | 15   | 15   | 16   | 15   | 15   | 7                                             | 2    | 1    | 4    | 4    | 4    | 4    | 4                                                 | 4    | 2    | 3    | 1    | 1    | 2    | 16                                             | 15   | 13   | 11   | 11   | 9    | 7    | 39                                                                 | 36   | 37   | 40   | 40   | 44   | 42   |
|     | 1991 raw data | 292,230 births                  |      |      |      |      |      |      | 36,766 deaths                                 |      |      |      |      |      |      | 13,693 deaths                                     |      |      |      |      |      |      | 368,451 births                                 |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |

kids count

The Annie E. Casey Foundation



Percent low  
birth-weight babies

1985 1986 1987 1988 1989 1990 1991

Rate 5.0 5.2 4.9 4.8 5.1 4.9 4.9

Rank 4 6 2 2 3 2 3

1991 raw data 193 births

Rate 6.8 6.8 7.0 7.0 7.3 7.0 7.4

Rank 28 25 31 31 34 23 33

1991 raw data 8,940 births

Rate 7.1 7.1 7.1 7.2 7.0 7.4 7.1

Rank 36 34 34 34 27 34 27

1991 raw data 1,970 births

Rate 7.0 7.3 7.6 7.8 7.7 7.6 7.9

Rank 33 36 38 40 38 37 39

1991 raw data 72,925 births

Rate 7.9 7.9 7.9 8.0 8.1 8.0 8.4

Rank 43 44 43 43 43 42 44

1991 raw data 8,612 births

Rate 4.9 4.9 4.9 4.8 5.0 5.5 4.8

Rank 2 2 2 2 4 11 2

1991 raw data 429 births

Rate 6.6 6.7 6.6 6.9 7.0 7.1 7.5

Rank 24 24 22 28 27 26 35

1991 raw data 12,427 births

Rate 6.4 6.5 6.7 6.5 6.5 6.6 6.6

Rank 21 22 23 22 21 21 21

1991 raw data 3,130 births

Rate 6.8 6.8 6.9 6.9 7.0 7.0 7.1

Rank 10.6 10.4 10.1 10.0 9.8 9.2 8.9

Infant mortality rate  
(per 1,000 live births)

1985 1986 1987 1988 1989 1990 1991

Rate 9.3 9.1 7.8 8.3 8.0 7.1 6.1

Rank 10 9 2 9 6 3 2

1991 raw data 99 deaths

Rate 10.6 9.8 9.4 9.9 9.3 9.0 8.7

Rank 26 21 19 27 25 23 24

1991 raw data 1,054 deaths

Rate 10.6 9.5 8.1 10.0 8.5 9.0 8.1

Rank 26 18 3 29 12 23 18

1991 raw data 223 deaths

Rate 10.8 10.7 10.7 10.8 10.6 9.8 9.4

Rank 30 31 39 37 39 32 34

1991 raw data 2,753 deaths

Rate 11.8 11.5 11.9 12.3 11.3 10.6 10.8

Rank 42 41 46 49 42 43 45

1991 raw data 1,108 deaths

Rate 8.5 8.4 8.7 10.5 8.0 8.0 8.1

Rank 2 1 9 33 6 11 18

1991 raw data 72 deaths

Rate 10.3 10.6 9.3 9.7 9.9 9.8 9.4

Rank 23 30 18 21 31 36 34

1991 raw data 1,359 deaths

Rate 10.9 10.4 9.6 9.0 8.5 9.2 9.6

Rank 32 29 27 19 17 28 37

1991 raw data 460 deaths

Child death rate  
Ages 1-14 (per 100,000 children)

1985 1986 1987 1988 1989 1990 1991

Rate 22.9 23.0 21.9 23.2 23.3 23.4 18.9

Rank 1 3 1 4 9 4 1

1991 raw data 43 deaths

Rate 29.4 31.2 32.8 33.2 26.6 27.2 24.6

Rank 16 18 24 28 4 13 10

1991 raw data 353 deaths

Rate 50.1 39.5 43.1 42.3 36.5 35.3 36.9

Rank 50 40 50 49 38 37 46

1991 raw data 134 deaths

Rate 30.3 31.7 29.3 29.8 30.1 29.0 30.2

Rank 20 19 10 12 14 22 23

1991 raw data 1,025 deaths

Rate 35.7 37.3 37.3 37.0 38.3 30.7 35.7

Rank 32 38 38 42 43 30 44

1991 raw data 453 deaths

Rate 28.7 31.1 40.8 30.3 32.4 31.4 22.6

Rank 11 16 46 15 25 31 5

1991 raw data 31 deaths

Rate 29.7 29.5 33.0 30.8 29.5 29.2 27.2

Rank 17 9 26 16 9 23 14

1991 raw data 600 deaths

Rate 41.6 34.1 32.6 35.2 35.2 35.9 34.2

Rank 43 32 22 34 34 39 38

1991 raw data 227 deaths

Rate 33.8 33.7 33.3 33.2 32.4 30.5 30.7

Rank 13,673 deaths

Percent of all births that  
are to single teens

1985 1986 1987 1988 1989 1990 1991

Rate 4.6 4.7 4.9 4.7 5.2 5.2 5.4

Rank 4 4 3 2 3 2 1

1991 raw data 886 births

Rate 7.5 7.4 7.4 7.3 7.1 6.8 7.0

Rank 31 28 28 24 13 11 10

1991 raw data 8,120 births

Rate 8.9 9.7 9.9 10.8 11.0 11.6 12.2

Rank 40 41 44 47 44 44 47

1991 raw data 3,396 births

Rate 7.5 7.4 7.3 7.2 7.4 7.4 7.5

Rank 31 28 25 20 19 16 19

1991 raw data 21,847 births

Rate 8.8 9.3 9.6 10.1 10.8 10.9 11.3

Rank 39 42 40 43 43 43 43

1991 raw data 11,790 births

Rate 4.1 4.5 4.6 5.0 5.3 6.0 6.6

Rank 3 3 2 3 3 4 4

1991 raw data 583 births

Rate 8.1 6.6 9.0 9.6 10.7 10.3 10.6

Rank 34 37 37 39 40 40 40

1991 raw data 17,631 births

Rate 6.8 7.3 8.1 8.5 8.9 9.1 10.0

Rank 23 27 32 32 32 32 35

1991 raw data 4,764 births

Rate 7.5 7.7 7.9 8.2 8.6 8.7 9.0

Rank 368,451 births

Juvenile violent crime arrest rate  
Ages 10-17 (per 100,000 youths)

1985 1986 1987 1988 1989 1990 1991

Rate 75 78 75 70 65 62 79

Rank 5 6 6 5 5 2 4

1991 raw data NA

Rate 646 586 538 530 588 674 710

Rank 50 49 48 48 48 48 48

1991 raw data NA

Rate 258 272 278 292 327 344 357

Rank 34 35 34 36 35 33 33

1991 raw data NA

Rate 637 641 693 749 838 909 963

Rank 49 50 50 50 50 50 50

1991 raw data NA

Rate 173 187 211 240 289 338 379

Rank 21 22 24 27 32 32 36

1991 raw data NA

Rate 52 53 47 49 58 63 59

Rank 2 3 2 1 3 3 2

1991 raw data NA

Rate 184 205 222 241 263 284 320

Rank 23 24 28 28 28 23 23

1991 raw data NA

Rate 163 184 208 238 285 318 339

Rank 19 21 23 26 30 30 27

1991 raw data NA

Rate 305 370 319 347 385 429 457

Rank NA

kids count

The Annie E. Casey Foundation

## Appendix 3

|    |               | Percent low birth-weight babies |      |      |      |      |      |      | Infant mortality rate (per 1,000 live births) |      |      |      |      |      |      | Child death rate Ages 1-14 (per 100,000 children) |      |      |      |      |      |      | Percent of all births that are to single teens |      |      |      |      |      |      | Juvenile violent crime arrest rate Ages 10-17 (per 100,000 youths) |      |      |      |      |      |      |
|----|---------------|---------------------------------|------|------|------|------|------|------|-----------------------------------------------|------|------|------|------|------|------|---------------------------------------------------|------|------|------|------|------|------|------------------------------------------------|------|------|------|------|------|------|--------------------------------------------------------------------|------|------|------|------|------|------|
|    |               | 1985                            | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                              | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                           | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                               | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| OR | Rate          | 5.1                             | 5.1  | 5.4  | 5.2  | 5.2  | 5.0  | 4.9  | 9.9                                           | 9.4  | 10.4 | 8.6  | 8.9  | 8.3  | 7.2  | 29.3                                              | 32.6 | 32.9 | 35.6 | 30.9 | 28.9 | 27.9 | 6.0                                            | 6.5  | 7.1  | 7.3  | 7.9  | 8.1  | 8.5  | 234                                                                | 167  | 171  | 190  | 210  | 241  | 280  |
|    | Rank          | 5                               | 5    | 9    | 9    | 6    | 3    | 3    | 19                                            | 15   | 34   | 12   | 18   | 16   | 7    | 15                                                | 26   | 25   | 35   | 17   | 21   | 18   | 16                                             | 20   | 22   | 24   | 25   | 26   | 28   | 30                                                                 | 18   | 19   | 19   | 17   | 18   | 20   |
|    | 1991 raw data | 2,088 births                    |      |      |      |      |      |      | 309 deaths                                    |      |      |      |      |      |      | 165 deaths                                        |      |      |      |      |      |      | 3,616 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| PA | Rate          | 6.6                             | 6.9  | 6.9  | 6.9  | 7.1  | 7.1  | 7.3  | 11.0                                          | 10.2 | 10.4 | 9.9  | 10.9 | 9.6  | 9.1  | 30.9                                              | 28.7 | 30.7 | 30.9 | 28.1 | 28.3 | 27.7 | 7.7                                            | 8.0  | 8.0  | 8.4  | 8.9  | 8.8  | 9.0  | 388                                                                | 383  | 305  | 296  | 248  | 337  | 367  |
|    | Rank          | 24                              | 29   | 27   | 28   | 30   | 26   | 32   | 34                                            | 26   | 34   | 27   | 34   | 32   | 30   | 27                                                | 7    | 14   | 18   | 6    | 19   | 15   | 33                                             | 33   | 31   | 30   | 32   | 30   | 30   | 44                                                                 | 44   | 40   | 37   | 26   | 31   | 34   |
|    | 1991 raw data | 12,267 births                   |      |      |      |      |      |      | 1,543 deaths                                  |      |      |      |      |      |      | 614 deaths                                        |      |      |      |      |      |      | 15,183 births                                  |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| RI | Rate          | 6.3                             | 6.4  | 6.0  | 6.0  | 6.2  | 6.2  | 6.0  | 8.2                                           | 9.4  | 8.4  | 8.2  | 10.2 | 8.1  | 8.0  | 23.5                                              | 20.6 | 29.5 | 21.1 | 25.3 | 23.5 | 25.4 | 7.2                                            | 7.0  | 7.3  | 7.8  | 7.9  | 8.4  | 8.3  | 301                                                                | 288  | 282  | 287  | 344  | 436  | 542  |
|    | Rank          | 20                              | 20   | 17   | 15   | 19   | 17   | 16   | 1                                             | 15   | 5    | 8    | 34   | 12   | 16   | 3                                                 | 1    | 11   | 1    | 3    | 5    | 12   | 28                                             | 23   | 25   | 28   | 25   | 29   | 25   | 40                                                                 | 39   | 36   | 35   | 36   | 39   | 44   |
|    | 1991 raw data | 872 births                      |      |      |      |      |      |      | 118 deaths                                    |      |      |      |      |      |      | 46 deaths                                         |      |      |      |      |      |      | 1,217 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| SC | Rate          | 8.6                             | 8.6  | 8.6  | 9.0  | 9.2  | 8.7  | 9.2  | 14.2                                          | 13.2 | 12.7 | 12.3 | 12.8 | 11.7 | 11.3 | 37.9                                              | 45.9 | 38.2 | 41.0 | 40.3 | 37.5 | 32.4 | 10.7                                           | 10.7 | 11.0 | 11.6 | 12.0 | 12.0 | 12.4 | 127                                                                | 148  | 166  | 182  | 202  | 256  | 258  |
|    | Rank          | 48                              | 48   | 48   | 50   | 49   | 47   | 48   | 49                                            | 48   | 48   | 47   | 50   | 48   | 47   | 39                                                | 50   | 40   | 46   | 47   | 44   | 31   | 48                                             | 48   | 48   | 48   | 48   | 48   | 48   | 14                                                                 | 16   | 18   | 16   | 16   | 20   | 18   |
|    | 1991 raw data | 5,279 births                    |      |      |      |      |      |      | 649 deaths                                    |      |      |      |      |      |      | 236 deaths                                        |      |      |      |      |      |      | 7,138 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| SD | Rate          | 5.1                             | 5.3  | 5.2  | 4.7  | 5.4  | 5.1  | 5.4  | 9.9                                           | 13.3 | 9.9  | 10.1 | 9.6  | 10.1 | 9.4  | 27.9                                              | 41.6 | 42.9 | 31.0 | 37.4 | 37.7 | 35.8 | 5.8                                            | 5.6  | 6.9  | 7.2  | 7.5  | 7.5  | 8.2  | 97                                                                 | 91   | 70   | 81   | 88   | 111  | 112  |
|    | Rank          | 11                              | 11   | 6    | 1    | 7    | 4    | 7    | 19                                            | 49   | 28   | 30   | 28   | 38   | 34   | 10                                                | 45   | 49   | 20   | 39   | 46   | 45   | 13                                             | 11   | 20   | 20   | 22   | 17   | 20   | 10                                                                 | 8    | 5    | 6    | 6    | 8    | 8    |
|    | 1991 raw data | 590 births                      |      |      |      |      |      |      | 103 deaths                                    |      |      |      |      |      |      | 57 deaths                                         |      |      |      |      |      |      | 903 births                                     |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| TN | Rate          | 7.9                             | 7.9  | 8.1  | 7.9  | 8.2  | 8.2  | 8.8  | 11.4                                          | 11.0 | 11.7 | 10.8 | 10.8 | 10.3 | 10.0 | 41.1                                              | 32.6 | 32.0 | 36.3 | 29.9 | 35.3 | 34.9 | 9.0                                            | 9.0  | 9.6  | 10.0 | 10.3 | 10.7 | 11.3 | 233                                                                | 258  | 231  | 206  | 228  | 300  | 334  |
|    | Rank          | 43                              | 44   | 46   | 42   | 44   | 44   | 47   | 37                                            | 35   | 43   | 37   | 40   | 41   | 39   | 42                                                | 26   | 18   | 38   | 13   | 37   | 39   | 42                                             | 39   | 40   | 41   | 41   | 42   | 42   | 31                                                                 | 33   | 29   | 23   | 21   | 28   | 25   |
|    | 1991 raw data | 6,547 births                    |      |      |      |      |      |      | 744 deaths                                    |      |      |      |      |      |      | 333 deaths                                        |      |      |      |      |      |      | 8,412 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| TX | Rate          | 6.8                             | 6.8  | 6.9  | 6.8  | 7.0  | 6.9  | 7.1  | 9.8                                           | 9.5  | 9.1  | 9.0  | 9.2  | 8.1  | 7.7  | 36.3                                              | 36.1 | 33.0 | 34.5 | 34.3 | 32.6 | 32.8 | 6.3                                            | 6.8  | 7.1  | 7.4  | 7.4  | 6.3  | 6.3  | 177                                                                | 182  | 187  | 201  | 246  | 298  | 246  |
|    | Rank          | 28                              | 25   | 27   | 26   | 27   | 24   | 27   | 18                                            | 18   | 15   | 19   | 20   | 12   | 14   | 35                                                | 37   | 26   | 33   | 32   | 33   | 33   | 70                                             | 27   | 27   | 26   | 19   | 6    | 3    | 22                                                                 | 20   | 22   | 22   | 25   | 27   | 30   |
|    | 1991 raw data | 22,384 births                   |      |      |      |      |      |      | 2,448 deaths                                  |      |      |      |      |      |      | 1,281 deaths                                      |      |      |      |      |      |      | 19,992 births                                  |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
| UT | Rate          | 5.7                             | 5.4  | 5.7  | 5.7  | 5.7  | 5.7  | 6.0  | 9.6                                           | 8.6  | 8.8  | 8.0  | 8.0  | 7.5  | 6.1  | 34.6                                              | 28.4 | 34.1 | 30.8 | 32.5 | 25.3 | 29.7 | 3.7                                            | 3.7  | 4.3  | 4.4  | 4.7  | 5.0  | 5.4  | 263                                                                | 268  | 280  | 273  | 285  | 297  | 347  |
|    | Rank          | 13                              | 12   | 15   | 14   | 13   | 12   | 16   | 15                                            | 4    | 11   | 6    | 6    | 7    | 2    | 30                                                | 6    | 32   | 16   | 26   | 7    | 22   | 1                                              | 1    | 1    | 1    | 1    | 1    | 1    | 35                                                                 | 34   | 35   | 32   | 30   | 26   | 31   |
|    | 1991 raw data | 2,172 births                    |      |      |      |      |      |      | 220 deaths                                    |      |      |      |      |      |      | 151 deaths                                        |      |      |      |      |      |      | 1,949 births                                   |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |
|    |               | 292,230 births                  |      |      |      |      |      |      | 36,766 deaths                                 |      |      |      |      |      |      | 15,693 deaths                                     |      |      |      |      |      |      | 368,451 births                                 |      |      |      |      |      |      | NA                                                                 |      |      |      |      |      |      |

Kids count

The Annie E. Casey Foundation

## Multi-Year Trend Data for KIDS COUNT Indicators

| Percent graduating from high school on time |      |      |      |      |      |      | Percent teens not in school and not in labor force Ages 16-19 |      |      |      |      |      |      | Teen violent death rate Ages 15-19 (per 100,000 teens) |      |      |      |      |      |      | Percent children in poverty |      |      |      |      |      |      | Percent children in single-parent families |      |      |      |      |      |      |
|---------------------------------------------|------|------|------|------|------|------|---------------------------------------------------------------|------|------|------|------|------|------|--------------------------------------------------------|------|------|------|------|------|------|-----------------------------|------|------|------|------|------|------|--------------------------------------------|------|------|------|------|------|------|
| 1985                                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                          | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                                   | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                        | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1985                                       | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 |
| 74.7                                        | 74.6 | 72.8 | 73.0 | 71.2 | 71.1 | 69.7 | 3.6                                                           | 3.6  | 3.9  | 4.3  | 3.8  | 4.4  | 6.7  | 73.3                                                   | 82.7 | 86.1 | 93.3 | 74.9 | 72.6 | 68.2 | 17.8                        | 17.2 | 14.9 | 15.2 | 14.1 | 14.8 | 14.3 | 21.6                                       | 22.7 | 22.7 | 23.0 | 23.0 | 22.9 | 21.6 |
| 27                                          | 25   | 29   | 31   | 31   | 29   | 31   | 8                                                             | 10   | 15   | 25   | 20   | 25   | 20   | 39                                                     | 39   | 43   | 46   | 31   | 24   | 23   | 21                          | 22   | 15   | 18   | 14   | 18   | 15   | 25                                         | 31   | 30   | 29   | 28   | 28   | 18   |
| 24,597 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 131 deaths                                             |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 78.7                                        | 78.4 | 78.7 | 78.4 | 76.9 | 71.7 | 75.4 | 4.6                                                           | 4.0  | 3.5  | 3.0  | 3.3  | 3.3  | 3.7  | 46.3                                                   | 53.9 | 50.8 | 53.5 | 59.6 | 53.5 | 49.1 | 19.2                        | 18.0 | 16.6 | 15.2 | 15.6 | 15.9 | 16.7 | 20.2                                       | 20.0 | 19.3 | 19.2 | 20.3 | 20.6 | 21.1 |
| 13                                          | 15   | 15   | 14   | 16   | 27   | 17   | 17                                                            | 14   | 7    | 8    | 13   | 9    | 18   | 6                                                      | 10   | 8    | 5    | 14   | 7    | 7    | 26                          | 24   | 24   | 18   | 20   | 21   | 21   | 18                                         | 16   | 14   | 14   | 16   | 13   | 15   |
| 104,770 graduates                           |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 380 deaths                                             |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 69.7                                        | 68.6 | 71.1 | 69.8 | 69.8 | 64.9 | 69.3 | 5.0                                                           | 5.6  | 4.5  | 4.2  | 3.9  | 3.3  | 2.5  | 38.7                                                   | 42.7 | 42.5 | 38.0 | 47.1 | 35.3 | 38.1 | 18.1                        | 16.5 | 14.4 | 17.6 | 11.5 | 12.1 | 14.0 | 22.5                                       | 22.0 | 20.5 | 18.6 | 19.0 | 18.7 | 20.8 |
| 35                                          | 37   | 34   | 36   | 33   | 41   | 34   | 26                                                            | 34   | 25   | 21   | 21   | 9    | 4    | 1                                                      | 3    | 2    | 1    | 7    | 1    | 4    | 22                          | 20   | 10   | 3    | 3    | 5    | 13   | 32                                         | 25   | 18   | 12   | 12   | 8    | 13   |
| 7,744 graduates                             |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 24 deaths                                              |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 63.6                                        | 64.5 | 66.9 | 64.6 | 64.5 | 58.2 | 60.9 | 6.8                                                           | 5.8  | 5.6  | 5.7  | 4.5  | 4.3  | 4.5  | 71.1                                                   | 82.9 | 88.3 | 84.4 | 70.0 | 75.6 | 88.0 | 24.7                        | 23.4 | 22.1 | 21.9 | 22.4 | 22.5 | 23.9 | 26.4                                       | 26.3 | 25.1 | 26.7 | 26.3 | 26.6 | 27.5 |
| 46                                          | 44   | 41   | 45   | 41   | 48   | 46   | 39                                                            | 36   | 34   | 36   | 23   | 21   | 22   | 36                                                     | 41   | 47   | 42   | 26   | 34   | 41   | 43                          | 40   | 39   | 40   | 40   | 41   | 41   | 45                                         | 43   | 38   | 38   | 40   | 39   | 38   |
| 33,063 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 234 deaths                                             |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 83.7                                        | 80.6 | 79.7 | 79.6 | 80.0 | 79.9 | 78.3 | 6.0                                                           | 4.8  | 4.1  | 3.1  | 3.0  | 2.5  | 3.0  | 66.0                                                   | 71.7 | 73.1 | 92.3 | 78.4 | 96.9 | 70.6 | 21.1                        | 21.0 | 20.2 | 19.5 | 19.0 | 17.8 | 17.1 | 14.1                                       | 15.3 | 16.2 | 17.8 | 19.9 | 21.0 | 20.3 |
| 7                                           | 10   | 12   | 10   | 9    | 9    | 10   | 37                                                            | 26   | 20   | 11   | 11   | 5    | 9    | 25                                                     | 23   | 30   | 45   | 36   | 44   | 21   | 32                          | 35   | 32   | 32   | 31   | 25   | 23   | 3                                          | 8    | 7    | 9    | 12   | 15   | 10   |
| 7,127 graduates                             |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 36 deaths                                              |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 66.1                                        | 67.3 | 67.8 | 69.3 | 69.6 | 68.7 | 68.7 | 7.2                                                           | 6.0  | 6.5  | 6.3  | 6.2  | 5.2  | 5.7  | 67.3                                                   | 81.5 | 85.6 | 77.4 | 75.8 | 75.0 | 81.3 | 26.8                        | 24.9 | 24.9 | 25.1 | 26.0 | 26.2 | 25.8 | 24.5                                       | 24.7 | 25.3 | 26.3 | 28.5 | 30.8 | 32.6 |
| 40                                          | 41   | 38   | 37   | 34   | 34   | 37   | 41                                                            | 39   | 42   | 44   | 44   | 29   | 37   | 28                                                     | 36   | 44   | 35   | 34   | 31   | 38   | 44                          | 44   | 44   | 44   | 45   | 45   | 46   | 40                                         | 37   | 39   | 39   | 44   | 47   | 49   |
| 44,847 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 284 deaths                                             |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 65.1                                        | 64.3 | 65.1 | 65.3 | 65.5 | 65.4 | 67.0 | 7.2                                                           | 7.1  | 6.9  | 6.2  | 5.6  | 5.4  | 5.1  | 80.3                                                   | 82.0 | 67.9 | 74.7 | 78.1 | 80.2 | 81.1 | 22.7                        | 23.0 | 23.4 | 23.9 | 24.0 | 24.0 | 24.1 | 20.7                                       | 21.1 | 21.2 | 21.9 | 21.9 | 22.5 | 22.8 |
| 42                                          | 45   | 44   | 44   | 39   | 40   | 41   | 41                                                            | 42   | 44   | 41   | 39   | 32   | 31   | 45                                                     | 38   | 23   | 31   | 35   | 38   | 37   | 38                          | 39   | 43   | 43   | 43   | 42   | 23   | 21                                         | 23   | 23   | 22   | 24   | 25   |      |
| 174,306 graduates                           |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 1,046 deaths                                           |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 79.0                                        | 79.8 | 80.6 | 79.4 | 79.9 | 79.5 | 74.7 | 5.8                                                           | 5.5  | 5.9  | 6.2  | 5.3  | 5.7  | 5.5  | 65.4                                                   | 80.0 | 74.6 | 67.4 | 60.7 | 66.2 | 47.8 | 14.1                        | 13.0 | 12.1 | 11.8 | 11.5 | 12.1 | 12.1 | 13.7                                       | 14.0 | 14.9 | 16.0 | 15.5 | 14.9 | 14.8 |
| 22                                          | 22   | 22   | 22   | 22   | 22   | 22   | 22                                                            | 22   | 22   | 22   | 22   | 22   | 22   | 65                                                     | 67   | 66   | 60   | 57   | 57   | 60   | 6                           | 2    | 3    | 4    | 3    | 3    | 4    | 2                                          | 2    | 4    | 5    | 3    | 2    |      |
| 22,219 graduates                            |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 76 deaths                                              |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |
| 71.6                                        | 71.5 | 71.5 | 71.2 | 69.6 | 68.7 | 68.8 | 5.3                                                           | 5.2  | 5.0  | 4.8  | 4.9  | 5.0  | 5.0  | 62.8                                                   | 68.5 | 66.5 | 69.7 | 69.3 | 70.9 | 71.1 | 20.8                        | 20.5 | 20.0 | 19.6 | 19.5 | 19.8 | 20.0 | 22.7                                       | 23.1 | 23.5 | 23.8 | 24.1 | 24.7 | 25.1 |
| 2,237,482 graduates                         |      |      |      |      |      |      | NA                                                            |      |      |      |      |      |      | 12,199 deaths                                          |      |      |      |      |      |      | NA                          |      |      |      |      |      |      | NA                                         |      |      |      |      |      |      |

|                 |  |     |
|-----------------|--|-----|
| Rate            |  |     |
| Rank            |  | OB  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | P   |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | EB  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | AC  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | SD  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | TW  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rank            |  | YX  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rate            |  | UT  |
| (1991 raw data) |  |     |
| Rate            |  |     |
| Rate            |  | USA |
| (1991 raw data) |  |     |

VT

VA

WA

WV

WI

WY

USA

Percent low  
birth-weight babies

1985 1986 1987 1988 1989 1990 1991

Rate  
Rank  
1991 raw data  
451 births

7.0 7.0 6.9 7.0 7.1 7.2 7.2  
33 32 27 31 30 32 29  
7,017 births

Rate  
Rank  
1991 raw data  
4,059 births

6.9 7.0 7.1 6.4 6.6 7.1 6.8  
31 32 34 21 22 26 23  
1,339 births

Rate  
Rank  
1991 raw data  
4,425 births

7.1 6.8 7.7 7.0 7.3 7.4 7.0  
36 21 39 31 34 34 26  
469 births

Rate  
Rank  
1991 raw data  
292,730 births

Infant mortality rate  
(per 1,000 live births)

1985 1986 1987 1988 1989 1990 1991

8.5 10.0 8.5 6.8 6.9 6.4 5.8  
2 24 6 1 1 2 1  
46 deaths

11.5 11.1 10.2 10.4 10.0 10.2 9.9  
39 37 31 32 33 40 38  
965 deaths

10.7 9.8 9.7 9.0 9.2 7.8 7.3  
28 21 24 19 20 8 10  
600 deaths

10.7 10.2 9.8 9.0 9.4 9.9 8.2  
28 26 26 19 26 37 20  
185 deaths

9.1 9.2 8.6 8.4 9.1 8.2 8.3  
7 12 7 10 19 15 21  
599 deaths

12.2 10.9 9.2 8.9 9.4 8.6 7.9  
45 34 17 17 26 21 15  
53 deaths

10.6 10.4 10.1 10.0 9.8 9.2 8.9  
36,766 deaths

Child death rate  
Ages 1-14 (per 100,000 children)

1985 1986 1987 1988 1989 1990 1991

25.5 35.6 28.0 26.9 31.8 25.5 20.7  
6 36 9 6 23 9 3  
24 deaths

29.7 29.8 31.2 29.8 31.2 28.1 27.8  
17 11 15 12 19 17 17  
335 deaths

35.7 31.1 35.1 31.5 27.6 27.9 23.6  
32 16 34 23 5 16 8  
247 deaths

29.2 33.4 30.2 36.0 33.2 25.3 30.7  
14 31 12 36 28 7 23  
103 deaths

27.8 30.3 30.4 31.0 29.8 25.2 29.5  
9 13 13 20 12 6 21  
306 deaths

44.7 35.2 26.3 30.1 38.5 30.4 31.8  
48 35 5 14 43 29 27  
34 deaths

33.8 33.7 33.3 33.2 32.4 30.5 30.7  
13,693 deaths

Percent of all births that  
are to single teens

1985 1986 1987 1988 1989 1990 1991

5.9 5.9 5.3 5.7 5.7 6.0 6.8  
14 13 6 6 4 4 7  
539 births

7.2 7.4 7.2 7.2 7.9 8.0 8.1  
28 28 24 20 25 25 19  
7,910 births

6.0 6.4 6.7 7.0 7.3 7.3 7.6  
16 19 18 18 18 15 14  
6,083 births

7.3 7.8 8.5 8.6 9.3 9.7 9.8  
30 32 34 33 35 35 33  
2,214 births

6.8 7.0 7.3 7.5 8.0 8.2 8.3  
23 23 25 27 28 27 25  
3,995 births

4.9 5.0 5.8 6.2 7.0 7.7 8.2  
6 5 10 9 17 20 20  
567 births

7.5 7.7 7.9 8.2 8.6 8.7 9.0  
368,451 births

Juvenile violent crime arrest rate  
Ages 10-17 (per 100,000 youths)

1985 1986 1987 1988 1989 1990 1991

51 52 55 54 53 49 45  
1 2 3 4 2 1 1  
MA

150 153 159 156 170 187 214  
17 17 16 14 14 13 13  
MA

166 172 177 199 240 289 362  
20 19 21 21 24 24 28  
MA

54 47 46 52 62 71 74  
3 1 1 3 4 1 3  
MA

235 235 214 247 265 307 363  
31 29 25 29 29 29 29  
MA

69 66 64 67 104 85 87  
4 4 7 6 6 6 5  
NA

305 310 319 347 385 429 457  
NA

kids count



November 28, 1994

Lissa-

**NY WOMEN'S AGENDA STAR BREAKFAST:**

Background information on John Mack Carter and Howard Rubenstein  
(nothing available on Lexis-Nexis on Coy Ecklund)

John Mack Carter

- 19 years as editor-in-chief of Good Housekeeping
- stepping down to become president of Hearst Magazines Enterprises, a newly created division for the development of new magazines (he has been involved in magazine development at Hearst since 1980, when he created a unit to start new magazines within the company)
- "one of the most respected editors in the industry" NYT 10/14/94
- only person to serve as editor-in-chief of all three leading women's service magazines, Good Housekeeping, McCall's and Ladies' Home Journal
- organizing chair of a 5K run/walk on Sept. 12, 1993 in Central Park to raise money for breast cancer

Howard Rubenstein

- known as the No. 1 New York PR person
- his clients include some of the city's most powerful builders, institutions and unions -- NYU, Columbia University, the School of American Ballet, the New York City Marathon, the Real Estate Board of New York, the New York Hospital-Cornell Medical Center, the Hotel Association of New York City...he's been the spokesperson for Rupert Murdoch, Donald Trump, Leona Helmsley, George Steinbrenner..
- "There is a pattern in the hundreds of battles I've won and lost. I've always been a negotiator rather than someone to advise, 'Let's go out and kill someone.' You can't roll over a community." -Rubenstein
- started with a PR business out of his family home in Brooklyn

1989 Jack O'Dwyer's Newsletter, August 30, 1989

He should not be in the position of having to turn down prospective PR clients because they may also appear before him in pleading to the Board of Assessors.

How is the public to keep track of all of Blankman's clients and all of the firms that appear before the Assessors' Board?

The ad contract may have been small to Blankman but it could be big to another PR firm. It should have been let out to competitive bidding. This Newsletter and the other PR newsletter would gladly publicize any government requests for proposals.

Governments rarely ask to do this.

A principal point to be made is that the public's opinion of what PR people do will be formed by these two stories.

Rubenstein receives much more publicity than Blankman. He is regularly written up by major media as the No. 1 N.Y. PR person.

He blasted the Manhattan inc. write-up as "totally inaccurate," pointing out specific inaccurate details.

He said he does not take on any government accounts; would not hold government elective or appointive office, and no longer raises any funds for political candidates.

Akron counselor Dave Meeker, who ran for mayor in 1987, sold part of his PR firm and made arrangements to sell the rest should he win the election. (He lost.)

"I decided even against putting it in a trust," said Meeker. Having a PR firm and being mayor would have been "a conflict-of-interest," he said.

He feels PR people can hold certain public offices such as school board member.

"Each situation has to be looked at," he added.

Another main issue here is why should citizens have to pay an intermediary for access to government officials?

Why should developers have to hire GOP chieftains to get HUD funds? Why did foreign governments have to pay hundreds of thousands of dollars to Michael Deaver to reach Reagan Administration officials.

Black, Manafort, Stone & Kelly, a D.C. "PR" firm, received more than \$ 300,000 for helping a developer get HUD contracts.

Some of BMS&K's principals are top GOP campaigners.

Political PR, which PRSA says includes influencing any government official, needs a thorough re-examination.

31ST STORY of Level 1 printed in FULL format.

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Jack O'Dwyer's Newsletter

April 26, 1989

SECTION: Vol. 22, No. 17; Pg. 7

LENGTH: 308 words

HEADLINE: FRANCES FRIEDMAN WINS 1989 MATRIX AWARD

BYLINE: Jack O'Dwyer

BODY:

Frances Friedman, chairman and president, GCI Group, was awarded a 1989 Matrix Award by New York Women in Communications at a luncheon April 6 in the Waldorf-Astoria attended by more than 300 persons.

Robert M. Norrish, director of PR for Procter & Gamble, who presented the award to Friedman, described her as "one of the most successful women in PR."

"She stands above them all," said Norrish, noting that Friedman brought GCI from the \$ 1 million level to \$ 17 million in fees in five years.

In her acceptance remarks, Friedman advised young women entering PR to find a mentor who will "tell you that you can do it" and a "male chauvinist" boss.

She paid special tribute to New York political advisor and PR counselor Howard Rubenstein for hiring her as the firm's first woman executive in 1975 at both "equal pay and equal opportunity."

She described Rubenstein as "a male chauvinist" but said that during her eight years at the firm, "he taught me how to sell."

Selling is more important in PR than creative or writing skills because "you have to be able to bring in business," she told the ballroom audience.

Joined GCI in 1983

Friedman joined GCI in 1983, six months after opening her own firm.

She became chairman and president in 1984, leading the firm in domestic as well as international expansion.

Her biography distributed at the luncheon noted she has ghost written articles for several well known authors, including two Pulitzer Prize winners.

Other Matrix winners were Gail Collins, columnist, New York News; Betty Rollin, contributing correspondent, NBC News; Ellen Levine, editor, Woman's Day magazine; Nancy Evans, president and publisher, Doubleday Bantam and Doubleday Dell Publishing Group, and Kim M. Armstrong, director of advertising/promotions, consumer markets and services, AT&T.

LANGUAGE: ENGLISH

The New York Times, October 28, 1984

eager to entertain him.

"He's not making any real money," said a city official, not known as a Lebow defender, who requested anonymity. "We live in a freebie society, but integrity is not his problem."

"If he would make a million dollars maybe I would understand, but he hardly has enough to live," said Sarah Katz, Lebow's 47-year-old sister, who teaches nursery school in an Orthodox synagogue in Monsey, N.Y., and agonizes over her brother's notoriety and remoteness from his devout family.

What galls detractors and dazzles admirers is Lebow's style. He produces a flurry of stunning ideas and a clutter of humdrum work that others must unscramble. He offends with his arrogance, tells tales out of school and overworks less impassioned co-workers whose names he sometimes can't remember. He moves at a breakneck, breathless pace, exhausting people half his age and mesmerizing them with his energy. He revels in his celebrity and then denies that he encourages or enjoys it.

"Every time somebody tells me I have a big ego, it surprises me," Lebow said during a quiet dinner, hours after he had boasted at a cocktail party that New York's marathon drew bigger crowds than Chicago's because he was the race director. "What kind of person am I that I can afford to have an ego?"

"Sometimes I see an article and I want to punch somebody," said Lebow's sister. "I can't believe that this is my brother. Anybody who says it's for the power, they don't really know him. That tremendous drive, in the beginning it was mostly for my parents, just to make them happy. If he didn't become a rabbi, he would still show them he could be something."

When Lebow gets himself into trouble, as he did by revealing the marathon's secret prize-money structure in his book, Howard Rubenstein, the city's premier public relations man, often bails him out with savvy negotiating. Rubenstein was one of the architects of Lebow's settlement with Mayor Koch, similar to the one he worked out after Diana Ross's riotous and costly Central Park concert last year. Rubenstein regularly smooths feathers Lebow ruffles at City Hall or at the Parks Department, and is currently persuading the marathons' nine corporate sponsors to raise the money owed to the city.

"O.K.," Rubenstein said, "so they don't like how he talks, how he negotiates, or that he's fast on his feet. But he managed to turn this into a world-class event. That's a big trick and he did it, so let's get down to business."

"He's such a sensational publicist he could go into rivalry with me and my firm," Rubenstein continued, citing the timing of the book that Lebow ingenuously insists he never intended to cause a stir and says he regrets having written.

"The problem is, he's always adamant in his position," Rubenstein continued. "He attacks everything as if it were a marathon. With government

36TH STORY of Level 1 printed in FULL format.

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The New York Times

October 3, 1984, Wednesday, Late City Final Edition

NAME: Howard Rubenstein

CATEGORY: Business and Finance

SECTION: Section B; Page 1, Column 1; Metropolitan Desk

LENGTH: 1817 words

HEADLINE: NEW YORK'S INFLUENTIAL PEOPLE CELEBRATE MILESTONE FOR A MAN OF INFLUENCE

BYLINE: By MARTIN GOTTLIEB

BODY:

Early this year, Diana Ross faced a public-relations problem that was assuming huge proportions.

Not only had rain and rioting marred the free concert she gave in Central Park six months earlier, but the the singer's film company was contending that, despite the sale of cable-television rights and other income, the event had not produced expected profits that were to help finance a new playground in the park.

What to do?

Peter Tufo, her lawyer and one experienced in the ways of the city, came up with an answer: Call Howard Rubenstein.

Mr. Rubenstein, a public-relations man, has for a decade had a special feeling for what it takes to soothe ruffled feelings at City Hall.

Within a few hours, Mr. Rubenstein was in Miss Ross's East Side office, explaining that the playground the city hoped to build would cost \$250,000. Would she be willing to pay?

Miss Ross said yes.

A cab ride later, Mr. Rubenstein was at City Hall where he swept passed a security gate and was ushered into Mayor Koch's office.

"I have something that's very important," he said. "I want the park for Diana Ross."

"It'll cost you," he remembers Mr. Koch replying.

"How much?"

"A quarter of a million."

The New York Times, October 3, 1984

Mr. Rubenstein estimates he handles 100 to 200 telephone calls a day, attends six or seven meetings and reads every one of the thousands of press releases that his office sends out each year. He gets up at 4 A.M. and quits at 10 P.M. When he strolls into his office at 7:15 A.M., he finds half a dozen employees already at work. In a concession to private life, he gave up carrying his dictaphone during his predawn four-mile jogs in Central Park.

"There is a pattern in the hundreds of battles I've won and lost," he said. "I've always been a negotiator rather than someone to advise, 'Let's go out and kill someone.' You can't roll over a community."

Among reporters, Mr. Rubenstein is generally respected for being candid and for producing clients for interviews. When the record slips, however, scars linger.

On Aug. 15, 1981, he issued a statement saying that "nobody is being thrown out" of the old Biltmore Hotel, which clients of his, the Milstein family, were converting into an office building. His statement said they would be moved out during the next two weeks. But the next day, all guests were cleared from the hotel and the demolition of the lobby began.

"I was a little embarrassed at the time," he said. "I didn't check enough."

#### An Eye on Wall Street

Mr. Rubenstein is now looking to diversify and has a growing list of clients on Wall Street. Two years ago, he decided to stop handling political campaigns. But it is unlikely he will reduce access to New York City power. Some months ago while jogging, he was passed by another runner who pointed out that 19 street lamps were dark.

Mr. Rubenstein decided that, rather than reaching out for a city commissioner, he would try to resolve the problem at a lower level.

"It took me four months to get the 'I complained like an average citizen. It didn't work.'"

GRAPHIC: Photo of Mayor Koch, Governor Cuomo and Howard Rubenstein

LANGUAGE: ENGLISH

LOAD-DATE-MDC: #December 17, 1986#

The New York Times, October 3, 1984

Mr. Rubenstein, an intense but even-spoken man of 52, started his business by representing the Menorah Home and Hospital for the Aged in the Bushwick section of Brooklyn shortly after dropping out of Harvard Law School, having decided he did not like the legal profession.

With the encouragement of his father, Samuel, a police reporter for The New York Herald-Tribune, there were soon other clients, including young Democratic politicians from Brooklyn who would within a decade make their marks - former Gov. Hugh L. Carey, whose first Congressional race he handled, former Mayor Abraham D. Beame, former State Assembly Speaker Stanley Steingut, and the City Council majority leader, Thomas Cuite.

#### Battista and the Alligator

There was also Vito P. Battista, a frequent mayoral candidate, who, with Mr. Rubenstein, dreamed up wild publicity stunts. In one, Mr. Battista dressed an employee in an alligator suit and had him lie in wait for microphones on the steps of City Hall, ready to complain about government "taking a bite out of the taxpayer."

When the first microphone arrived, however, the alligator forgot his line.

"Why are you here?" asked the reporter.

"Ask Vito," replied the alligator.

#### Law School at Night

Mr. Rubenstein's first office was at 26 Court Street in downtown Brooklyn. His landlord, Morris Morgenstern, introduced him to the real estate world. Jack Bigel, who manages pension funds for several major municipal unions, introduced him to city labor leaders. At night, having had a change of heart, Mr. Rubenstein attended St. John's Law School. He graduated first in his class.

In 1973 he helped manage the victorious mayoral campaign of Mr. Beame, and his already successful business took off.

Since his association with Mr. Beame, questions have arisen about his connection with government.

"If the question is, 'Are you using undue influence?' the answer is 'No,' " Mr. Rubenstein said. "My clients may gain an edge in hiring me, but it's not the edge that some might perceive. It's the edge of experience. I know the workings of government. I've bent over backwards to conduct myself ethically. I couldn't survive in business if the basis was otherwise."

#### 4-Mile Jogs, 18-Hour Days

The New York Times, October 3, 1984

nonetheless consult him for advice. The Governor and the Mayor were among them during the 1982 Democratic gubernatorial primary, in which Mr. Rubenstein was a key fund raiser in Mr. Koch's unsuccessful race against Mr. Cuomo. Similarly, many of his clients will come to him while wrangling over the same development project.

#### Cross Claims and Conflicts

"If they ask me a question or advice," Mr. Rubenstein said, "I give them advice appropriate to them. If it doesn't hurt any of my friends or clients, I'll give my point of view."

Some competitors, reporters and government officials wonder how he can represent several clients involved on different sides of the same issue - something that happens fairly frequently and something Mr. Rubenstein defends. They also wonder whether the interests of a client can always be served by someone who will have to return to the same government officials for favorable treatment for other clients.

In the public-relations world, his penchant for working employees hard is legendary. "Working for Howard lessens one's fear of death," said Jack Roth, who served as his executive vice president until he quit in 1978.

Public flaps involving Mr. Rubenstein have been rare. The biggest led him two years ago to give up contracts totaling \$190,000 a year with four state agencies "to avoid the appearance of a conflict of interest."

#### 'He Translates and Mediates'

"Historically, there have always been honest brokers between public and private interests," said former Deputy Mayor Robert F. Wagner Jr.

"It is perhaps indicative of the times that the ones who had done it in the past had been more tied into the structure of the political organization," he continued. "Howard's involvement comes out of the media. His importance is reinforced by the increasing complexity of government and the fact that private and public worlds are often very different in outlook, perception and language."

"He understands the different roles the players have to be concerned about and can talk to them in ways they can understand," he said. "He translates and mediates. Part of his great success is that he tends to be very straight and up front."

#### Getting Koch to Cut Ribbons

"He never asked me to do anything for any of his clients except to appear at ribbon-cutting ceremonies, which I'm happy to do," said Mayor Koch. "While it's helpful to his clients, it's helpful to the city."

22ND STORY of Level 1 printed in FULL format.

Copyright 1989 J.R. O'Dwyer Co. Inc.;  
Jack O'Dwyer's Newsletter

August 30, 1989

SECTION: PR OPINION; Vol. 22, No. 34; Pg. 8

LENGTH: 686 words

BYLINE: Jack O'Dwyer

BODY:

Two prominent PR people, known both for their PR roles as well as their close contacts with government officials, have been profiled in the press in recent days.

Howard Rubenstein, whose clout in the processes of New York City government is legendary, was profiled as "The Leader of the Flacks" by the September Manhattan inc.

Howard Blankman, a leader of the Long Island PR community and head of his own firm, was profiled by Newsday as one of the 69 members of the Nassau County GOP committee, the most powerful "machine" of its type.

Blankman not only knows public officials but has long been one of them himself.

For the past three years he has been receiving \$ 38,000 yearly as a member of the powerful County Board of Assessors, which sets tax rates for developers of condominiums and malls, among other things.

He acknowledges that he also has real estate PR clients but notifies the board when any conflict comes up. He also just refused to take on a developer who was seeking a lower tax rate before the board.

Newsday takes Blankman and another GOP leader on the assessors' board to task for having such "lucrative part-time jobs."

Time records show members average 45 days a year on the job, making it worth more than \$ 850 a day, Newsday said. They also get some pension benefits.

Blankman argues he loses money on the job because he could be working for clients at his normal rate of \$ 200 hourly.

The Blankman firm also got a local ad contract for a recycling campaign. He knows of no competitive bidding that took place for the account. He also feels it was too small for any bidding -- worth only about \$ 7,000 in actual commissions.

According to Newday, "hard work" at the lower levels is required to join the 69-member board and members must raise thousands of dollars in contributions each year for party coffers to keep their posts.

The Newsletter feels Blankman is in a clear conflict-of-interest situation.

The New York Times, October 3, 1984

"You got it," said Mr. Rubenstein.

"I love her," said the Mayor.

The following day, Jan. 18, Mr. Koch pecked Miss Ross's cheek at a City Hall news conference, and Miss Ross smiled back. That evening and the next day, television news reports and newspapers were filled with pictures of Miss Ross and the Mayor, and Miss Ross at the playground site, where Mr. Rubenstein rushed her after the news conference.

Thus ended a not-so-atypical chapter in the career of a man who has achieved vast influence at the juncture of government, big business and news organizations in New York City. As the owner of Howard J. Rubenstein Associates, Mr. Rubenstein this week celebrated the 30th anniversary of his business which started with a single client - a home for the aged in Brooklyn - and which now includes 72 employees and 200 clients, including some of the city's most powerful builders, institutions and unions.

Consider a partial list of them: the Real Estate Board of New York, Helmsley-Spear Inc., the Empire State Building and Observatory, the New York City Marathon, the Association for a Better New York, New York and Columbia Universities, the New York Hospital-Cornell Medical Center, the Uniformed Firefighters Association, the Uniformed Sanitationmen's Association, the Association of the Bar of the City of New York, the Metropolitan Taxicab Board of Trade, The New York Post, the Hotel Association of New York City, the School of American Ballet.

He is registered as a lobbyist for 34 of his clients at the city clerk's office, with a combined billing in excess of \$75,000 a month.

The attraction he has for many clients was displayed most vividly at the anniversary party he held Monday evening for more than 1,000 guests at Tavern on the Green. The din of deal making and information trading by university presidents, Borough Presidents and such others as George Steinbrenner, principal owner of the New York Yankees; Naphtali Lavie, the Consul General for Israel in New York, and Rupert Murdoch, owner of The Post and many other publications, barely lowered as Mayor Koch and Governor Cuomo joined Mr. Rubenstein in a short ceremony.

"I came here for very selfish reasons," Mr. Koch told the crowd. "I wanted to be where the power is."

Mr. Cuomo referred to Mr. Rubenstein's "enormous power and influence" as well as his "hard work and enthusiasm." Then he led the audience in singing "Happy Birthday" to Mr. Koch, who had noted that he would turn 60 on Dec. 14.

The Diana Ross incident and the rendition of "Happy Birthday" are representative of what many clients say Mr. Rubenstein offers: a bent for accommodation at the jungle-like crossroads of city government and big business, a flair for shaping images that dominate the local newspapers, television and radio, and, perhaps most important to many clients, access to power that his competitors concede is unequalled.

It is part of Mr. Rubenstein's unusual achievement that many of the politicians at his party, while locked in combat with one another, will

The New York Times, September 24, 1989

broker."

Still, the Rubenstein organization performs many of the functions of an old-fashioned press agent. It has created a chopped-liver Statue of Liberty for the Carnegie Delicatessen and drummed up business for a plastic surgeon with a traveling Nosemobile. His business has grown so complex that, on the same day, he found himself representing clients on both sides of the smoking issue. "Howard," says John Scanlon, an executive vice president with the Chicago-based P.R. firm of Daniel J. Edelman Worldwide, "has more conflicts than downtown Beirut."

At the heart of his client list, though, are the developers, including Leonard N. Stern of Hartz Mountain Industries and Donald J. Trump. As such clients moved into M. & A., Rubenstein says, "We found that the skills were trans-(Continued on Page 48) ferable." He made Peter Rosenthal his point man: "Peter read every financial publication he could lay hands on. And Murdoch is a genius. I learned a lot from him."

Rubenstein and Rosenthal represented the Reichmanns' Olympia & York in their move on the Santa Fe railroad and their purchase of Gulf Canada. They were brought in at the last minute when the Ladbroke Group, the British gambling concern, bought Hilton International from Allegis.

Last year, Rubenstein was engaged by Robert Maxwell, the British press mogul, in his hotly contested takeover of the Macmillan publishing company. According to a source close to the situation, the main thrust of the Rubenstein effort was to keep the colorful and outspoken Captain Bob, as Maxwell is known in his circle, out of the country and away from the American press.

Once a P. R. firm connects with a raider, the opportunities multiply. In 1986, the Rubenstein organization represented Pacific Asset Holdings - a partnership sometimes called a "mini-Drexel" because of its close ties to Drexel Burnham Lambert, the investment bank - which was weighing a bid for Western Union, the troubled telecommunications company. When Pacific Asset backed off, Bennett S. LeBow, an entrepreneur who likewise enjoyed the patronage of Drexel, and who likewise engaged Rubenstein, stepped forward and bought Western Union.

Now in LeBow's camp, Rubenstein took part in his brief, abortive run at American Brands and, most recently, his seemingly endless attack on Prime Computer, the Massachusetts minicomputer firm. Prime's enthusiasm for LeBow was under considerable control, and the firm was ultimately bought by J. H. Whitney & Company, a New York venture capital firm of paralyzing respectability. "The Prime effort," says Rosenthal, "was disheartening."

Howard Rubenstein's particular skills and connections were most prominently displayed when Rupert Murdoch sold The New York Post to developer Peter S. Kalikow in 1988. The sticking point, as the relevant parties met in a midtown hotel, was \$3 million in union demands. Murdoch refused to pay and gave the unions 15 minutes to capitulate before he shut the paper down forever.

Over the next few hours, Rubenstein persuaded New York Governor Mario Cuomo to reason with Murdoch and Kalikow, arranged for the union leaders to take a call from Cuomo and convinced Murdoch and Kalikow to meet privately in the absence of their lawyers. Murdoch agreed to come up with the \$3 million. When

The New York Times, September 24, 1989

same vein, Robert Dilenschneider comments: "It used to be that P. R. was the clearinghouse but no more; it's now an add-on to a battle waged between investment bankers and lawyers. I'd like to say we're in a leadership position, but we're not."

In virtually any takeover situation today, the bulk of the shares of the target company are in the hands, not of individual stockholders, but of institutions and arbitrageurs, who have direct lines into the warring parties. Under those circumstances, how vital is the press, and by extension, the public relations counsel? Flom has his doubts. "There's no case in American corporate history that I'm aware of where any major corporation was or was not taken over because the stockholders were told it was a good or bad idea," he says. "P.R. can't change the dynamics of the marketplace."

Generally speaking, the public relations adviser for the defense faces the greatest challenge. The would-be acquirer has had time to plan his strategy, and the target company must play catch-up. In the councils of the raiders, says Rubenstein's executive vice president, Peter Rosenthal, all of whose experience is on that side of the fence, "The teams are fairly well-knit. There's not a lot of infighting that spills over on the outside. There can be some pretty loud arguments about what to do and when, but once a decision is made, it's made." THE FIRM OF HOWARD J. Rubenstein Associates occupies the 30th and 31st floors of the Burlington Industries building on Sixth Avenue, with a view of Central Park. Its 140 professionals serve more than 300 diverse clients, but in the president's huge corner office, real estate takes pride of place, in the form of more than 80 hard hats adorned with the logos of construction projects. Where Gershon Kekst is often direct if not blunt, Rubenstein is talkative and ingratiating. At the age of 57, he is also fit, a four-mile-a-day jogger who typically rises at 4:30 A.M. and expects no less of his top aide. He and his wife, the former Amy Forman, have three children.

In 1954, a recent dropout from Harvard Law School - he later got his law degree by going nights to St. John's University - Rubenstein was introduced to the world of public relations by his father, Sam, the Brooklyn police reporter for The New York Herald Tribune. "I remember right before my father died," Rubenstein recalls, "he said, 'Don't mourn for me, I had a great life. I covered 2,000 murders and went to 5,000 fires.'"

Rubenstein's first office was in the family home in Brooklyn. He had his father's excellent connections and he more or less had the public relations business in Brooklyn to himself. As many of the metropolitan dailies began to go out of business, Rubenstein became the single most dependable conduit between Brooklyn politicians and the handful of surviving newspapers across the East River.

But the making of Howard Rubenstein as a public figure came in 1973 with the election of Brooklyn's Abraham D. Beame as mayor of New York City. Rubenstein became one of Beame's closest advisers. "The fiscal crisis," he recalls, "was probably the most exciting time of my life."

Then, in 1975, voters approved the Uniform Land Use Review Procedures, which made the task of building virtually anything in New York intensely political. It led the city's major developers directly to the politically well-connected Rubenstein. Says Jack O'Dwyer, publisher of a P.R. newsletter, "Howard Rubenstein is not a public relations man. Howard Rubenstein is a power

The New York Times, September 24, 1989

Kekst is widely regarded as the public relations firm of choice - a major player in such celebrated struggles as T. Boone Pickens vs. Gulf Oil and Philip Morris vs. Kraft.

It is a specialty whose practitioners are remarkably few, given the size of the financial rewards and the enormous growth in the number of takeovers during the past decade. Only a handful of public relations firms are both able and willing to undertake the work, and it usually generates considerably less than half of their revenues - in the case of Kekst, about 35 percent. "You're dealing with high-profile crisis situations, and many people have no experience and no stomach for it," says Walter G. Montgomery, a partner in Robinson, Lake, Lerer & Montgomery. "We've had job candidates who say this is an exciting firm, but M. & A. is too unpredictable and demanding."

To devise the best strategy for presenting the client's case to the press, the P. R. specialist must master the financial status of his client and the opposition, not to mention the intricacies of the particular buyout offer. "There's a lot of nerdy stuff," says Montgomery. "You spend a lot of time reading." But other, more subtle skills are required. The specialist must capitalize on the opponent's weaknesses, professional and personal - what's known in the trade as "attack" or "combat" public relations. He must know how to rein in the other players on his team, the executives, lawyers and investment bankers, each firmly in possession of a healthy ego and his own media contacts, so that the client speaks to the press with one voice - what Kekst calls "damage control."

And in the final analysis, in an era when big institutions, not individual shareholders, control the bulk of the stock, the P. R. specialists must demonstrate the value of their craft. Says Bruce Wasserstein, the investment banker and master strategist of the takeover wars, "I suppose they think what they do is important."

Among Kekst's rivals are two giants, the venerable white-shoe firm of Hill & Knowlton and Burson-Marsteller, an aggressive latecomer to the field. Robinson, Lake and Adams & Rinehart, the other major players, are much smaller firms.

Perhaps the most surprising recent addition to the field is Howard Rubenstein, heretofore renowned for his publicity stunts (it was Rubenstein who put a King Kong balloon atop the Empire State Building to promote the observatory), his connections with the city's Democratic establishment and his unparalleled client list among New York's most powerful real estate developers. Rubenstein's M. & A. "boutique," as he calls it, cannot match the Kekst operation, which handles dozens of takeovers a year. On the other hand, with such M. & A. clients as Robert Maxwell, Britain's acquisitive publisher, and Canada's equally acquisitive Reichmann family, Rubenstein will not be idle. WHEN RICHARD E. Cheney, now the chairman of Hill & Knowlton, rejoined the firm in 1960 after a stint with Mobil Oil as investor relations director, he found himself peculiarly well-equipped to shine in the arena of takeover P. R. As he puts it, "I was the only guy around here who knew a debenture from an equity." In those days, a hostile raider typically offered the stockholders not cash but securities and other financial instruments. The target company's P. R. adviser would scour the takeover prospectus for the presence of "Chinese money" - inflated paper that was unlikely to fulfill the raider's promises in the market - and then share his findings with the press. Forewarned, stockholders would shy away from the offer.

The New York Times, October 17, 1988

The big challenge in his job, he said, is "staying in touch with readers' needs, the staff's needs and your own needs and then finding enough time to think ahead for the next five years." And, he quickly added, there is competition in the form of television and specialized magazines like Elle and Working Woman.

"But," he said with a smile, "if you combine all the specialty magazines, I think it will add up to a general interest magazine like Good Housekeeping. So what we must do here is continue to keep a strong, successful magazine strong and successful."

With its Good Housekeeping Institute, which tests products and issues a seal of approval for those that pass, the magazine has to be very careful to keep its advertising skirts clean.

"That is one of the great things about Hearst," Mr. Carter said. "The final acceptance or rejection of advertising is the responsibility of the editor in chief. It's a most unusual policy. We're the only magazine at Hearst that has it."

Top editors at Hearst magazines do stay a while. The most durable ones, besides Mr. Carter, are Helen Gurley Brown of Cosmopolitan, Frank Zachary of Town & Country and Tony Mazzola of Harper's Bazaar.

Mr. Carter, who joined Hearst 13 years ago, recently elected to remain: Before CBS Magazines was sold, CBS Inc., the corporate parent, had asked him to join the subsidiary as its president, but he politely declined.

"It would have been a different culture for me," he said. "Broadcast people would be running the magazines, and I don't think they understand the economics of that business."

Not that Good Housekeeping's own economics has been so great this year. With a rate base of 5 million copies, the number of advertising pages has been down this year, compared with a year earlier, and ad revenues have been flat.

"But we are turning around so that the last quarter will show a gain in advertising," Mr. Carter said.

"I'm very excited about next year. There's a big social trend toward neo-traditionalism among the 35- to 50-year-olds. The yuppies, in fact, have turned 40, and their mind-set is family, and that is Good Housekeeping. Politicians used to kiss anyone's babies; now they are kissing their own. It's a return to traditionalism."

LANGUAGE: ENGLISH

25TH STORY of Level 1 printed in FULL format.

Copyright 1988 The New York Times Company  
The New York Times

October 17, 1988, Monday, Late City Final Edition

NAME: John Mack Carter

CATEGORY: Books and Literature

SECTION: Section D; Page 9, Column 3; Financial Desk

LENGTH: 689 words

HEADLINE: THE MEDIA BUSINESS: Advertising;  
At 60, Editor For Women Looks Ahead

BYLINE: By ISADORE BARMASH

BODY:

JOHN MACK CARTER, editor in chief of Good Housekeeping and the only person to be top editor of all of the Big Three in the women's service magazine field, has had a long love affair with women - millions and millions of them.

For those who wonder how a man could be editor in chief successively of McCall's, The Ladies' Home Journal and Good Housekeeping, each with a multimillion circulation, some of the answers may lie in Mr. Carter's perky smile, his soft Southern manners and a friend's remark: "John is every woman's brother or son. They want to mother him."

Also he grew up with a twin sister, Carolyn, now a business manager at Murray State University in Murray, Ky. "I think that being the only children in the family brought us very much together," he said, "and I never felt the universe was divided into a world of men and a world of women."

It has been 35 years since Mr. Carter, then a Navy lieutenant from Murray, saluted the flag of his minesweeper, said goodbye to the Korean War and got a job on a magazine as "the least of its editors." He is still an editor at age 60.

Staying on top in the stiffly competitive magazine world through has meant many crises.

"They're not constant, but they do recur," he said. "For an editor in chief, the pressure is never off. Yesterday's success is something you just don't dwell on." After three decades of such pressure, is it possible that Mr. Carter may be thinking of quitting? Guess again.

"I'm going to keep on longer than indefinitely," he said in a recent interview in his Hearst Corporation office in Manhattan. "That comes too soon. I'll continue to edit Good Housekeeping. That's really my center. From that base, I earn the right to do other things at Hearst, to write a column for AdWeek, give speeches, write books and serve on the boards of various women's organizations."

21ST STORY of Level 1 printed in FULL format.

Copyright 1990 A/S/M Communications, Inc.  
ADWEEK

December 10, 1990, Eastern Edition

SECTION: NATIONAL NEWSWIRE; Onward and Upward

LENGTH: 152 words

DATELINE: NEW YORK

BODY:

Malcolm T. Karlin joins Kobs & Draft/N.Y. as senior vp/executive creative director. He hails from Wunderman Worldwide where he was senior vp/creative director. Good Housekeeping editor-in-chief and Hearst Magazines director of magazine development John Mack Carter will chair the new Editorial Review Committee for the American Advertising Federation's national magazine, American Advertising . . . Ellen Oppenheim is leaving her position as media group head at Young & Rubicam/N.Y. to become media director at FCB/Leber Katz Partners, N.Y. She replaces Dave Fulton, who is pursuing other interests . . . Cadwell Davis Partners has appointed James H. Barickman to senior vp/new business development, a new post . . . Arthur Miller has been moved to senior vp/cable marketing at NBC. Angela F. Pumo joins NBC Cable Sales as senior vp, and Peter Knobloch moves to vp/network news sales for NBC.

LANGUAGE: ENGLISH

20TH STORY of Level 1 printed in FULL format.

Copyright 1991 A/S/M Communications, Inc.  
ADWEEK

May 6, 1991, Western Advertising News Edition

SECTION: NATIONAL NEWSWIRE;

LENGTH: 70 words

HEADLINE: ASME Names New Board Members

DATELINE: NEW YORK

BODY:

The American Association of Magazine editors elected John Mack Carter, Good Housekeeping editor in chief, to his second term as president of the AAME. Stephen B. Shepard, editor in chief of Business Week, was elected to a second term as vice president. Betsy Carter, editor in chief, New York Woman, and Stephanie Stokes Oliver, editor, Essence, were named treasurer and secretary, respectively.

LANGUAGE: ENGLISH

Advertising Age, July 19, 1993

producer'' doing the ad? This is ''in-laws of the producer.''

Big new job in Chicago for Marssie Mencotti as sales/marketing director for WJJD and WJMK Radio. In her leisure hours Marssie plays ''the Italian mother'' in a local stage offering of ''Tony & Tina's Wedding.''

In Cincinnati, meanwhile, two radio stations are feuding over which broadcasts the earlier severe storm warnings. WGRR-FM says WLW-AM is full of hot air, reports the Cincinnati Post.

Redbook named Barbara Hickey its promotion director, succeeding David Chase, who moved to Child.

Tomorrow (the 20th) The Fashion Group International holds a lunch symposium at the Waldorf in New York all about ''Generation X.'' Bonnie Hurowitz-Fuller of YM magazine will moderate.

Hype, the trendy New York-based mag, named Suzie Miles its ad director, according to ''Mutant,'' the editor/publisher. That's all, Mutant. Has no middle initial.

Ten thousand women are expected to run (or walk) a five-K race Sept. 12 in Central Park in the third annual such event to raise bucks (and awareness) for a breast cancer cure. John Mack Carter is organizing chair and Hearst Magazines hosts a fund-raising dance Sept. 9 at Remi Restaurant in Manhattan.

If Advil ''keeps me going,'' as Nolan Ryan claims in the commercial, then why has he been on the disabled list so long this season?

Love the Nutri-Grain commercial with the dawn patrol DJ.

HBO's Michael Fuchs hosts a screening at the East Hampton Cinema Saturday, Aug. 14, of Randy Shilts' film, ''And The Band Played On.'' It's all about the early years of the AIDS epidemic and stars Matthew Modine plus a terrific ensemble of major stars.

John Brady (no relation), former editor of Writer's Digest and now a Boston-based publishing consultant, is writing a bio of the late Lee Atwater, Bush campaign manager in '88. The book will be published next year by Addison Wesley and John wants to hear from folks with Atwater experiences. Contact him at 99 Washington St., Melrose, Mass. 02176.

GRAPHIC: Photo 1, Mencott; Photo 2, Carter; Photo 3, Hickey

LANGUAGE: ENGLISH

PR Newswire, October 13, 1994

The new entity will provide advice and services to independent publishers on a fee basis where that is the preferred relationship. In other instances, Hearst Magazines Enterprises will invest in start-up magazines or titles not yet fully established. In still other situations, HME will explore acquisition of currently independent titles.

"Eventually, all magazine entrepreneurs seem to require capital," Carter added, "so we also stand ready to provide equity capital to those independent publishers whose promise meets our expectations."

"The establishment of Hearst Magazines Enterprises will provide two important benefits to our company: It will create an attractive new avenue for our own magazine development activities and it will give us an opportunity to provide equity capital to important new talent where it makes sense for the publisher to remain independent," Bennack said.

Carter first came to Hearst as editor-in-chief of Good Housekeeping in 1975. In addition to his broad editorial experience, including appointments as editor-in-chief of the three leading women's service magazines, Good Housekeeping, McCall's and Ladies' Home Journal, Carter served as president and chief operating officer of Downe Communications, Inc.

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HEADLINE: HEARST TO OFFER ITS EXPERTISE TO MAGAZINE INDUSTRY THROUGH A UNIQUE NEW ENTERPRISE

BODY:

John Mack Carter Named President; Longtime Editor-In-Chief of Good Housekeeping Moves Up

NEW YORK, Oct. 13 -- The Hearst Corporation announced today the formation of a major subsidiary within Hearst Magazines, to be called Hearst Magazines Enterprises (HME), that will be responsible for the development of new magazine ventures both inside and outside of Hearst. This is the first time in the 90-year history of Hearst Magazines that the company's editorial and managerial expertise has been made available to magazine publishers outside Hearst. John Mack Carter, editor-in-chief of Good Housekeeping for almost 20 years, was named by Frank A. Bennack, Jr., president and chief executive officer of The Hearst Corporation, to lead the new entity. Carter's appointment is effective immediately and his successor at Good Housekeeping will be named in the near future.

Hearst's publishing expertise in the past has been focused exclusively on the internal magazine development program created and supervised by Carter. This innovative program has produced highly successful titles such as Country Living and Victoria. It also co-produced the very successful financial monthly, SmartMoney, with a partner, Dow Jones & Co., Inc. This internal magazine development program, which will continue as the core of HME, will also now be taken outside the company and made available to non-Hearst publishing ventures. Carter will supervise the internal development, as he has in the past, and be responsible for identifying entrepreneurial magazine publishers to which Hearst can provide an array of fee-based publishing services. The program will include investment in these entrepreneurial publishers and/or acquisition by Hearst where appropriate.

"Our newest venture, Hearst Magazines Enterprises, opens up a whole new area of operations for Hearst that is unprecedented in the history of our company," Bennack said in making the announcement. "And John Mack Carter, who will serve as president of Hearst Magazines Enterprises, is probably the only person with the editorial and publishing experience necessary to create an industry-wide resource such as this."

Carter described the new business unit by saying, "Many of the most imaginative ideas for new magazines come from innovative men and women who have great concepts but often lack publishing experience or a structure to carry out their ideas. They need to be encouraged and assisted in getting their concepts published as economically viable magazines."

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HEADLINE: THE MEDIA BUSINESS;  
John Mack Carter to Head New Hearst Magazine Unit

BYLINE: By DEIRDRE CARMODY

BODY:

After 19 years as editor in chief of Good Housekeeping magazine, John Mack Carter is stepping down to become president of Hearst Magazines Enterprises, a newly created division for the development of new magazines.

The company said yesterday that a successor to Mr. Carter, who is 66, would be named shortly. The top job at Good Housekeeping is considered a plum because the magazine, with its circulation of five million, is not only one of the most venerable of the company's magazines, but probably its leading money-maker as well.

The new division, which will report to D. Claes Bahrenburg, president of Hearst Magazines, has been formed with an eye to adding new magazines to the Hearst stable. For the first time in its 90-year history, Hearst Magazines will make available venture capital and publishing expertise to people outside the company who want to start up their own magazines.

Mr. Carter, one of the most respected editors in the industry, has been involved with magazine development at Hearst since 1980, when he created a unit to start new magazines within the company. The group introduced Country Living and Victoria, among others.

In addition to continued magazine development within the company, the new division will be responsible for testing and developing magazines with entrepreneurs who have ideas for new publications with the potential of becoming Hearst properties.

It will provide venture capital and services like newsstand distribution, accounting procedures, printing, publishing advice and introductions to advertising agencies. The group is also looking to enter into joint ventures with other publishers, like the deals it has with Marie Claire Album for the American version of Marie Claire and Dow Jones & Company for Smart Money.

Mr. Carter said he was interested in arrangements with entrepreneurs -- which he described as "the option to own" -- in which Hearst would put in equity, help develop a magazine and eventually buy out the founder.

In starting Hearst Magazines Enterprises, Hearst is following in the footsteps of other companies, most notably Time Inc. with its magazine development division, Time Inc. Ventures. The Time Inc. group, based in Los Angeles, was responsible for starting Martha Stewart Living in 1991 and Vibe