

# Applied Demography

Population Association of America

Applied Demography Interest Group Newsletter

## “...I’D RATHER BE IN PHILADELPHIA”

### PAA Activities for 2005

By Shelley Lapkoff

Lapkoff & Gobalet Demographic Research, Inc.

Philadelphia is the locale for the annual meeting of the Population Association of America (PAA), to be held from March 30 to April 2, 2005. The Committee on Applied Demography (CAD) is planning a number of activities during our time in the famed “City of Brotherly Love,” where the Declaration of Independence and U.S. Constitution were signed more than two centuries ago. We invite you to attend any or all of these activities and to share this information with colleagues or students who might have an interest in applied demography.



#### Annual Business Meeting

Wednesday, March 30, 4:30-6:30 PM

We will discuss the applied demography sessions scheduled for this year’s PAA meeting, ideas for sessions at next year’s meeting in Los Angeles, ways to make the PAA and CAD more useful to applied demographers, and a variety of other topics. This meeting is open to all interested persons.

#### Applied Demography Reception

Thursday, March 31, 6:30-8:00 PM

Sponsored by the Annie E. Casey Foundation and the Population Reference Bureau, this reception—which will feature food and drink—is a chance to network with emerging and veteran applied demographers. The reception provides an opportunity for graduate students and recent graduates to learn more about the field of applied demography, and for current practitioners to exchange ideas and experiences.

#### Applied Demography Breakfast

Friday, April 1, 7:00-8:20 AM

This year’s featured speaker will be Census Bureau director Louis Kincannon. This event is open to everyone, but requires a ticket purchased at the time of registration (\$20).

#### Applied Demography Sessions of Interest

The following sessions may be of particular interest to applied demographers:

##### Wednesday, March 30

2:30-4:00 PM – School Demography Interest Group Meeting, with networking and a demonstration of ways Geographic Information Systems (GIS) is useful in school district demographic analysis by Jeanne Gobalet, Lapkoff & Gobalet Demographic Research, Inc. (*Organizer:* Robin Blakely, Cornell University)

##### Thursday, March 31

8:30-10:20 AM – “The American Community Survey: Stupendous Opportunities, Substantial Changes.” (*Chair:* Elizabeth Martin, U.S. Census Bureau)

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10:30 AM-12:20 PM – “How Should the Census Bureau Respond to Requests for Data? Political and Ethical Issues.” (*Chair*: Linda Gage, State of California)

3:30-5:20 PM – “Census Coverage and Population Estimates.” (*Chair*: John Long, U.S. Census Bureau; *Discussant*: Elizabeth M. Grieco, U.S. Office of Immigration Statistics)

Friday, April 1

8:30-10:20 AM – “School Demography.” (*Chair*: Warren Brown, Cornell University; *Discussant*: Robin Blakely, Cornell University)

10:30 AM-12:20 PM – “New Directions in Applied Demography.” (*Chair*: Joseph Salvo, New York City Department of City Planning; *Discussant*: Michael J. Batutis, U.S. Census Bureau)

12:30-2:20 PM – “Demography and Business Decision Making.” (*Chair*: Tom Exter, MapInfo Corporation; *Discussant*: John P. McHenry, Demographic Data for Decision Making, Inc.)

2:00-4:00 PM – Poster Session, “Applied Demography, Methods, Health and Mortality.”

2:30-4:20 PM – “Historical Census Statistics for the United States.” (*Chair*: Campbell Gibson, U.S. Census Bureau; *Discussant*: Thomas M. Bryan, Third Wave Research)

Saturday, April 2

10:30 AM-12:20 PM – “W.E.B. DuBois and ‘The Philadelphia Negro.’” (*Chair*: Tukufu Zuberi, University of Pennsylvania)

12:30-2:20 PM – “Philadelphia in Historical Perspective.” (*Chair*: Gretchen Condran, Temple University)

In addition, there are a number of other sessions scattered throughout the program that will appeal to many applied demographers (e.g., ethnic definitions, housing).

This year’s PAA meeting offers a wealth of sessions with particular relevance to applied demographers. We hope you will be able to attend.

## APPLIED DEMOGRAPHY RECEPTION

The Annie E. Casey Foundation and Population Reference Bureau  
invite you to the  
**Applied Demography Reception**  
where the focus is networking.

You’ll have the opportunity to talk with  
Applied Demographers working in various fields such as  
**Federal Government, State and Local Government,  
Academia, Business, and Non-Profit**

Drinks and hors d’oeuvres will be served.



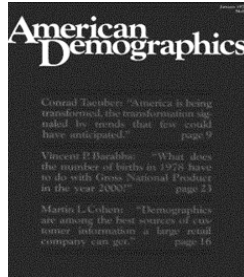
When: Thursday, March 31<sup>st</sup> from 6:30 – 8:00 p.m.  
Where: Liberty Ballroom A, Philadelphia Marriott Hotel

**AMERICAN DEMOGRAPHICS: 1979-2004**

**A Fond Retrospective**

Compiled by Cheryl Russell  
New Strategist Publications

Last November, *American Demographics* ceased publication as a stand-alone magazine after its purchase by Crain Communications. For 25 years, *American Demographics* shone a light on the obscure field of demography, uniting the diverse worlds of applied demographers, policy makers, and market researchers with its informed analysis of demographic trends, willingness to prognosticate, and offbeat sense of humor. Founded by Peter Francese, the high-spirited magazine was recognized as a leader in the industry, three times being named a finalist for the National Magazine Awards.



To honor the passing of *American Demographics*, below are some of our best and worst of times as remembered by the original editorial staff. *American Demographics*, oh how we miss you!

**Cheryl Russell, 1979-1990**

*THEN: Associate Editor, Research Director, and Editor-in-Chief*  
*NOW: Editorial Director, New Strategist Publications*

.....

Perhaps because we knew magazine successes are rare, we all pitched in, all the time. If a telephone rang at an empty desk, whoever was nearby answered it. I never heard anyone say, "That's not my job." All jobs were ours.

**Martha Farnsworth Riche, 1978-1991**

*THEN: Associate Editor, Senior Editor, and National Editor*  
*NOW: Affiliated with the Center for the Study of Economy and Society, and the Population and Development Program, Cornell University*

.....

*American Demographics* lived at the cusp of the age of digital publishing. In the early years we had articles keyed into a compositor to produce long strips of type. Soon we were sending WordStar files from our Apple computer across a

300-baud modem directly to the compositor. One day we made a mistake in the coding, and the compositor produced a 1,200-word article, all in headline-sized type—yards and yards of 60-point bold type.

**Caroline Arthur, 1980-1992**

*THEN: Circulation Assistant and Managing Editor*  
*NOW: Communications Manager, Cornell University*

.....

I remember a business trip with five of us flying back to Ithaca (N.Y.) from New Jersey on a private plane. It was a rainy, icy evening. As we landed in Ithaca, we spontaneously burst into "Amazing Grace," feeling truly blessed for arriving home safely. Most of us swore we would never again take another private plane.

**Doris Walsh, 1980-1990**

*THEN: Associate Editor, Associate Publisher, and Publisher*  
*NOW: President, Paramount Market Publishing*

.....

My first day on the job, I was quoted in the *New York Times* front page, above the fold. My new colleagues greeted me with slaps on the back. Within the next few weeks, the stock market crashed (Oct. 19, 1987), and we were all wondering if we were going to keep our jobs. But the magazine survived for almost two more decades.

**Judith Waldrop, 1987-1994**

*THEN: Senior Editor and Research Editor*  
*NOW: Program Analyst, Population Division, U.S. Census Bureau*

.....

When I joined *American Demographics* in 1982, it still had the feel of a start-up: innovative, growing, fun. We were dedicated to our mission of spreading the gospel of demographics. Our cover artist, Tom Parker, designed a T-shirt that said it all: "Lonely Demographer Seeks Relationship That Counts. Call *American Demographics*."

**Bickley Townsend, 1982-1989**

*THEN: Associate Editor, Senior Editor, and Director of Research and Education*  
*NOW: Independent Market/Opinion Research Consultant*

.....

I jumped from academia to toe a fine line between serious demography and journalism. On the road giving speeches for *American Demographics*, I reassured dentists that a growing need for reconstructive dentistry would offset lower child cavity rates. I told meat industry officials that boomers would buy steak despite rising health consciousness. For me, *American Demographics* established demography as the undismal science.

**Tom Exter, 1984-1992**

*THEN: Research Editor, Senior Editor, and Research Director*

*NOW: Chief Demographer, MapInfo*

.....

After 16 years at *American Demographics*, my memories are of blood (Bryant Robey, founding editor, jumping up in excitement and splitting his head open on the top of a doorway), sweat (the customer service department performing a choreographed version of Madonna's "Vogue" at a holiday party, complete with cone breastplates), and tears (of joy, after receiving a two-night honeymoon as a wedding gift from colleagues).

**Diane Crispell, 1981-1997**

*THEN: Research Assistant, Associate Editor, Senior Editor, and Executive Editor*

*NOW: Executive Editor, NOP World*

.....

One morning, after giving a speech about demographic trends for the magazine, a woman came up to the podium and said, "You weren't nearly as boring as I thought you'd be!" We worked hard to get that reaction.

**Brad Edmondson, 1985-1998**

*THEN: Assistant Editor, Senior Editor, and Editor-in-Chief*

*NOW: Vice-President, Epodunk.com*



**NEW REPORT IDENTIFIES CAUSES OF DEATHS TO MISSISSIPPI'S CHILDREN**

Edited from Spring 2005 SDA Newsletter

The Mississippi Health Policy Research Center has just released a policy paper, "Leading Causes of Death Among Children in Mississippi," by Ronald E. Cossman of Mississippi State University. Among the key findings:

- An estimated 121 children's lives—representing about one-third of all unintentional childhood deaths—could possibly be saved annually in Mississippi through changes in legislation, public health policy, and individual behavior.
- For all children and young adults ages 1 to 19, motor vehicle crashes are the leading cause of death. Often, parents of younger children do not secure them properly in the vehicle—if the adults wear seat belts themselves. Meanwhile, teen drivers often engage in risky driving behavior.
- Infant mortality accounts for almost half the deaths to Mississippians under age 20. The state's 2001 rate (10.5 deaths per 1,000 live births) is significantly higher than the national average and more than half the U.S. Healthy People 2010 goal (4.5 deaths per 1,000 births). Both black and white infant mortality in the state exceed the national average for their respective racial groups.
- Short gestation (that is, premature birth) has overtaken congenital anomalies as the leading cause of death among the state's infants.
- Among the risk factors for premature births are teen pregnancy, stress, infection, smoking, obesity, and a history of preterm births. Prenatal care can identify many of the above factors.

In some cases, the private sector provides regulation toward improving the odds. For example, homeowner insurance companies set regulations on residential swimming pools via their underwriting practices. Insurers also have an effect on vehicle safety features. As a result, any prevention or public health program should consider the role that the private sector (as opposed to government) could effectively play.

*EDITOR'S NOTE: "Leading Causes of Death Among Children in Mississippi," by Ronald E. Cossman, is available at [www.healthpolicy.msstate.edu/publications/](http://www.healthpolicy.msstate.edu/publications/). The paper is 35 pages long, so it might take some time to download. Comments, suggestions and feedback are welcome. Please contact Ron Cossman at [Ronald.Cossman@ssrc.msstate.edu](mailto:Ronald.Cossman@ssrc.msstate.edu).*

## **PRESIDENT SEEKS 18 PERCENT INCREASE FOR CENSUS BUREAU ACTIVITIES FY06 Budget Sent to Congress**

On Feb. 7, President Bush sent his Fiscal Year 2006 (FY06) budget proposal to Congress, beginning the process for funding federal programs starting October 1, 2005. The budget seeks \$877.4 million for the Census Bureau, representing an 18 percent increase from this year's funding level, according to a February news brief by consultant TerriAnn Lowenthal.

Most of the request (\$466.5 million) is earmarked for continued planning of the 2010 census, including continued implementation of the American Community Survey (ACS) to replace the traditional long form, and updating the Bureau's geographic database (Master Address File and TIGER digital mapping system). An additional \$190.9 million would go to other periodic programs, such as intercensal population estimates, the Economic Census (conducted every five years), and the Census of Governments. Salaries and other expenses (such as ongoing surveys like the Current Population Survey and the Survey of Income and Program Participation) account for the remaining \$220 million of the President's request. (Each figure represents double-digit percentage increases over FY05 funding levels.)

Related Census Bureau documents (as well as a ACS alert from Feb. 23) indicate that \$169.9 million would be earmarked for continued

implementation of the ACS in the 50 states, the District of Columbia, and Puerto Rico. The amount, an 18 percent increase over current levels, would also allow the Census Bureau to collect data in group quarters—such as college dormitories, nursing homes, and prisons. (Budgetary issues prevented group quarters data from being collected in 2005.)

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## **SOUTHERN DEMOGRAPHIC ASSOCIATION PREPARES FOR 2005 ANNUAL MEETINGS**

*From Spring 2005 SDA Newsletter*

The Southern Demographic Association (SDA) is making plans for its 2005 annual meetings, to be held November 3-5 in Oxford, Miss., home to the University of Mississippi.



Information about the meetings is available on the SDA website ([www.fsu.edu/~sda](http://www.fsu.edu/~sda)).

The SDA is a national scientific and educational organization of professionals and students with interests in demography and population studies. Topics of interest cover the world, as well as any region, country, or subnational area.

## *Applied Demography – Call for Submissions*

### **APPLIED DEMOGRAPHERS...**

**Do you have some earth-shattering research?  
Have you got a groundbreaking publication that's just been released?  
Are you looking to hire a cracker-jack research assistant?**



### **HOW ABOUT SHARING THIS INFORMATION WITH YOUR COLLEAGUES?**

Short articles, book reviews, blurbs of upcoming (or recently released) publications, job announcements...they're all welcome. We also request contact information (in case we need to reach you to clarify something).

Please send all submissions to:

**Kelvin Pollard, Editor, Applied Demography, Population Reference Bureau, 1875 Connecticut Avenue  
NW, Suite 520, Washington, DC 20009-5728 (phone: 202-939-5424; fax: 202-328-3937; e-mail:  
[kelvinp@prb.org](mailto:kelvinp@prb.org))**

***Remember, Applied Demography is YOUR newsletter! Help make it great!***

## NEW CONTENT ADDED TO POPULATION REFERENCE BUREAU WEBSITE

The Washington, D.C.-based Population Reference Bureau (PRB) has released the following new content to their website ([www.prb.org](http://www.prb.org)):



### Lead Stories

- *Women in 2005—Are They Making Progress?* PRB's Lori Ashford highlights the findings in PRB's 2005 *Women of the World* data sheet.
- *How Population Aging Will Challenge All Countries.* The latest *Population Bulletin* details the social and economic strains both rich and poor countries face from aging populations.

### From PRB's President

- *The World's Next Population "Problem."* PRB President Bill Butz offers a better way of looking at complex and interrelated population issues.

### HIV/AIDS

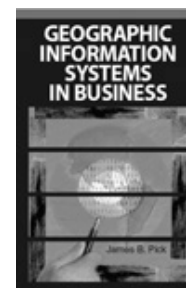
- *HIV/AIDS and African Americans: A "State of Emergency."* More blacks are living with HIV or already dead from AIDS than any other single racial or ethnic group in the United States.
- *Conspiracy Beliefs May Hinder HIV/AIDS Prevention Among African Americans.* A new study links these beliefs with high-risk sexual behavior among black men.
- *Brazil's AIDS Policies Tightly Link Prevention and Treatment.* The country's program is a model for less developed countries, but is facing growing infection rates and other challenges.

### The United States

- *Many Unwed Low-Income Parents in U.S. Need Both Relationship Skills and Employment.* New research based on the Fragile Families Study says that marriage promotion programs aren't enough.
- *U.S. Military's Reliance on the Reserves.* With the exception of the Vietnam War, the Reserves have always played a crucial part in America's war efforts.

## NEW BOOK EXAMINES GIS APPLICATIONS TO BUSINESS WORLD

Unlike in the government sector, geographical information systems (GIS) technology is not widely utilized in the business world. In fact, little has been published on how businesses can use GIS. A newly published book intends to change all that.



*Geographic Information Systems in Business*, edited by University of Redlands (Calif.) professor James Pick, contains state-of-the-art research studies on the concepts, theory, processes, and real world applications of GIS in business. The book's chapters, written by many of the leading experts in applying GIS and geospatial science to business, addresses a wide variety of topics—for example, conceptual theory development, research frameworks, and case studies. This compilation of the latest research of GIS in business is designed to impact not only the underlying concepts and theories in this area, but GIS practice as well.

EDITOR'S NOTE: *Geographic Information Systems in Business*, edited by James Pick, is available from Idea Group Publishing (copyright 2005, hardcover and paperback, 414 pages). More information about the book—including ordering information—is available online at [www.idea-group.com/books/details.asp?id=4381](http://www.idea-group.com/books/details.asp?id=4381), or by calling Idea Group Publishing at 1-866-342-6657 (toll-free).

## CALL FOR PAPERS

### *Population Research and Policy Review*

#### Special Issue on Spatial Demography

**Paul R. Voss**

University of Wisconsin-Madison

Guest Editor

**July 29, 2005 – Deadline for paper proposals**  
(Send to [specprpr@olemiss.edu](mailto:specprpr@olemiss.edu))

#### **Aims and Scope of this Special Issue**

The goal of this special issue is to introduce demographers to new analytical approaches involving demographic data that are spatially referenced. It is anticipated that most articles will use U.S. census data, although other types of data (e.g., disease incident events or crime events) are solicited, and similar kinds of data and analyses from other countries are quite welcome. Analytical papers that address issues of large-scale spatial heterogeneity and small-scale spatial dependence and include specification and estimation of spatial models (including space-time models and hierarchical models involving a level of spatially aggregated data) will be given preference for manuscript acceptance, although the standard peer-review process, the usual publication standards, and formatting requirements of *Population Research and Policy Review* remain in place. Maps and graphs should be prepared for B&W (grayscale) printing.

#### **Proposals**

Please submit a 300- to 500-word proposal for your paper to the guest editor by July 29, 2005. A plain text abstract in e-mail or an attached document either in MSWord (.doc) or WordPerfect (.wpd) is required. Send queries and proposals to: [specprpr@olemiss.edu](mailto:specprpr@olemiss.edu)

Please note that proposals are not an absolute prerequisite for submitting a paper. However, they are strongly preferred, as they will help the guest editor to shape the special issue and help you plan your paper. If you miss the proposal submission deadline, please contact the guest editor at [specprpr@olemiss.edu](mailto:specprpr@olemiss.edu) to let him know you intend to submit a paper.

#### **Paper Submissions**

Authors should submit an electronic copy (in MSWord or WordPerfect format) by e-mail, with full contact details to [specprpr@olemiss.edu](mailto:specprpr@olemiss.edu). Manuscript preparation and style must follow the usual guidelines of *Population Research and Policy Review*. Please consult "Instructions to Authors" at [www.fsu.edu/~sda/sdapr2.html](http://www.fsu.edu/~sda/sdapr2.html).

#### **Important Dates**

- **July 29, 2005 – Deadline for paper proposals**
- August 26, 2005 – Feedback to proposal authors
- **January 27, 2006 – Deadline for full paper submissions**
- May 19, 2006 – Review results returned to authors
- **September 8, 2006 – Deadline for revised papers**
- November 17, 2006 – Review results returned to authors
- **January 19, 2007 – Deadline for final submissions**

#### **Full contact information for Paul Voss**

Department of Rural Sociology, University of Wisconsin-Madison, 316 Agriculture Hall, 1450 Linden Drive, Madison, WI 53706 (phone: 608-262-9526, fax: 608-262-6022, e-mail: [voss@ssc.wisc.edu](mailto:voss@ssc.wisc.edu))

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*Population Research and Policy Review* is the official journal of the Southern Demographic Association and is published by Springer/Kluwer Academic Publishers in cooperation with the Southern Demographic Association. ISSN 0167-5923  
URL: [www.fsu.edu/~sda/](http://www.fsu.edu/~sda/). Correspondence and questions about the journal should be sent to: **David A. Swanson**, Editor-in-Chief, Leavell Hall 104, University of Mississippi, University, MS 38677-1848 USA (phone: 662-915-6688, fax: 662-915-5372, e-mail: [prpr@olemiss.edu](mailto:prpr@olemiss.edu))

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## EDITORIAL INFORMATION

Readers are encouraged to suggest topics and to respond to articles in *Applied Demography* with letters to the editor. Please address all correspondence to the editor:

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PAA members who wish to subscribe to *Applied Demography* will receive an order form with their dues notice and will be able to include the fee in their check to the Association. Those who do not belong to PAA (including librarians, organizations, and corporations) are requested to fill out the subscription form and return it to the PAA business office with a check for \$10 for each annual subscription. Checks should be payable to the PAA.

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