



The Heartland Institute

The Heartlander

April 2, 1996

Update: Earth Day '96

Nearly five hundred students, state legislators, think tanks, Heartland donors, and business leaders plan to blanket the country with copies of *Earth Day '96*, Heartland's 36-page newspaper addressing sound science and free-market environmentalism. Our first print run of 140,000 copies is exhausted, and we are soliciting contributions to enable us to print 40,000 additional copies. Requests of particular note include these:

Congressman Nick Smith (Michigan) is sending copies to every member of Congress with a "dear colleague" letter.

The American Farm Bureau Federation will distribute 8,000 copies through its fifty state offices.

Students in eight states--Oklahoma, North Carolina, South Carolina, Texas, Illinois, Rhode Island, New York, and Indiana--together have requested over 30,000 copies for distribution on their campuses.

Copies of *Earth Day '96* will accompany the March issue of the monthly *Heartlander* newsletter, which you can expect to arrive in your mailbox next week.

We've started a waiting list for a second printing, contingent on additional funding for the project. Please call intern Cheryl Marcotte if you can help distribute copies, and development director Joseph Walsh if you can make a contribution to this project.

***PolicyFax* Upgrade Underway**

After two months of research, planning, and negotiating, Heartland is bringing its *PolicyFax* information service in-house. *PolicyFax* gives callers immediate access to over 2,000 public policy reports, essays, and model bills provided by more than one hundred think tanks, trade associations, and policy publications nationwide. Callers need only a telephone and a fax machine to access the service.

Heartland systems manager Doug Kinney is overseeing implementation of the in-house system, which should be up and running next week and formally "on-line" by May 1. The new service and the current contractor-provided service will operate side-by-side for two months, and then we'll shift exclusively to the in-house service. Watch this space, and the monthly *Heartlander*, for more details.

Meetings and Events

On March 29, publications director Diane Bast addressed 120 attendees at the annual Illinois Women in Government

conference in Springfield. It was not a pretty sight! Speaking against affirmative action, she had few supporters in the audience. If you'd like a copy of her handouts, call Cheryl Parker at 847/202-3060.

Mark your calendar! On Thursday, May 16 (or perhaps Friday, May 17--we'll know in a day or two!), Heartland and the Washington, DC-based Tax Foundation will co-sponsor a half-day seminar on tax issues. Economist and Heartland policy advisor Robert Genetski will open the program, which will run from 9:00 a.m. to 12:00 noon in a downtown Chicago hotel. The Tax Foundation will present a panel discussion of federal tax issues; Heartland's panel discussion will address the topic "Education Finance and Tax Policy in Illinois."

Educational Choice Update

A new issue of *PSI Update*, the newsletter of the Center for Rebuilding America's Schools, was released on April 1. Executive director Joseph Walsh explains the organization's position on Illinois governor Jim Edgar's proposal for raising the state income tax to fund schools. Walsh writes,

We . . . oppose Governor Edgar's attempt to shift more responsibility for the education of our children to Springfield. The governor's plan would severely hamstring local control of schools, do nothing to improve student achievement, and divert our attention from reforms that will truly make a difference for our children. Schools don't need more money: They need information and incentives so they can spend more productively the resources they already have. State government officials are too distant from parents and children--and too close to the education establishment--to do the job well.

A detailed response to the Governor's Commission on Education Funding has been written by Joe Bast and is being circulated for review. If you would like to comment on the 68-page manuscript, call Diane Bast at 847/202-3060.

Internet Report

March was a record month for Heartland's World Wide Web site, which attracted 1,453 visitors and 23,852 hits. Among other Heartland publications, you'll find the three most recent issues of *Intellectual Ammunition* and a list of over one hundred free-market organizations, many with hotlinks to their own Web sites. The full text of *Earth Day '96* and the March/April 1996 issue of *Intellectual Ammunition* will be available at the site by month's end.

Exploding Population Myths

Copies of Heartland's latest book, Jim Peron's *Exploding Population Myths*, were sent to 320 media outlets nationwide last week. Heartland members and supporters will receive their copies with the April issue of the Heartlander newsletter, which will be mailed in early May.

Heartland Lends a Helping Hand

In keeping with its commitment to support fellow free-market organizations, Heartland

helped write a prospectus for the Free Market Society of Chicago;

made a presentation to the Board of Directors of the Henry George School of Chicago, which is re-evaluating its mission and programs; and

sent more than 11,000 copies of *Earth Day 96* to nearly two dozen think tanks, including The Sutherland Institute (Utah), John Locke Foundation (North Carolina), Evergreen Freedom Foundation (Washington), and Constitutional Heritage Institute (Nebraska).

If you would like further information on the activities of any of these groups, call Cheryl Parker at 847/202-3060 and

she'll put you in touch with them.

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