

President's Letter

Five Lies about Tobacco

The Tobacco Bill Wasn't about Kids

by Joseph L. Bast



On June 17, 43 Republicans and 3 Democrats in the U.S. Senate voted to kill a bill that would have raised taxes on cigarettes by \$1.10 per pack and restricted cigarette advertising. That this was a major victory for the tobacco industry has been widely reported. Less widely noted, however, is the victory for truth and freedom against the corrupt tactic of the Big Lie.

Smokers Pay Their Way

The first lie of the anti-tobacco campaign is that smokers impose a burden on the rest of society by not paying the full cost of their medical care and social insurance benefits. The image often evoked is of an indigent retiree suffering from lung cancer relying on Medicaid to pay for surgery or chemotherapy. But that image is incomplete.

To determine whether smoking increases or decreases a person's burden on society, we need to subtract from a smoker's lifetime costs to society the amount that *would have been spent* if he or she had never smoked. Such a calculation reveals that smokers, by dying younger than nonsmokers, actually save society billions of dollars in nursing home, Medicaid, Social Security, and private pension payments. Harvard law and economics professor Kip Viscusi estimates that smokers actually save society about \$0.32 per pack of cigarettes smoked.

Smokers also pay billions of dollars each year in taxes, a forced "contribution" that the politicians curiously fail to mention when blasting smokers. Federal, state, and local cigarette taxes amounted to \$15 billion in 1994, about \$0.58 per pack. When added to the lower spending on medical care and social insurance, the total net savings to society is \$0.90 per pack.

Secondhand Junk Science

The second lie is that more regulation and higher taxes are justified because secondhand smoke hurts nonsmokers. The Environmental Protection Agency's (EPA) claim that secondhand smoke causes 3,000 cancer deaths a year in the U.S. is often

cited. Less often mentioned, however, is the World Health Organization's finding that the risk is "either non-existent or too small to be measured at any meaningful level." Can we trust EPA's "science"?

EPA had to twist and torture its data to find a public health risk from secondhand smoke. Its analysis pools the results of eleven different studies, ten of which showed no statistically significant effect of secondhand smoke. EPA excluded altogether a major recent study that found no effect. Even the pooled results were not significant at EPA's usually required 95 percent confidence interval, so the agency arbitrarily dropped its requirement to 90 percent.

EPA's leadership is currently under fire by its own scientists for suppressing research that does not support a political agenda calling for more regulation and more spending on public health programs. Critiques of EPA calculations of the costs and benefits of the Great Lakes Initiative and new air quality standards, and the health effects of radon and dioxin, have exposed a cavalier disregard for sound science, independent peer review, and accurate reporting of research results.

Smokers Know the Risk

The anti-smoking lobby alleges that millions of us have been fooled into overlooking or minimizing the health hazards of smoking. Surveys show, however, that most smokers actually overestimate the risk to their health posed by smoking. The reason tobacco companies so rarely lose in court is because they can easily show that the plaintiffs were aware of the health risks associated with smoking but chose to continue smoking anyway.

If cigarette executives in fact crossed the line between legitimate product promotion and fraud, they can and should be punished under existing laws. New legislation isn't required. Either way, the evidence suggests the public wasn't fooled.

Do smokers keep smoking because they are hopelessly addicted to nicotine? Hardly. Twenty-five million people in the U.S. have quit smoking, and devices to help smokers stop—filters, gum, pills, patches, and even a nicotine-laced soft drink—crowd the market. Economists Gary Becker and Michael

continued on page 2

the heartlander

The monthly newsletter of The Heartland Institute

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Grossman estimate that for every 10 percent increase in cigarette taxes, cigarette consumption eventually falls by 8 percent. Such a relationship would not exist if smokers were "hooked for life."

Smoking in Moderation

A fourth lie is that even moderate smoking is deadly. Several experts (including two who are very anti-smoking) have told me that smoking fewer than seven cigarettes a day does not raise a smoker's risk of lung cancer. When have you ever seen that fact reported in a newspaper or admitted by a public health official?

Exposure to small amounts of a toxic substance is often benign because the human body has a natural ability to repair itself. Our bodies shed and create anew millions of cells every day, in the process repairing much of the damage done by exposure to toxins and other kinds of wear and tear. The result is thresholds of exposure to potentially harmful substances below which there is no irreversible damage.

The fact that smoking in moderation has few, if any, adverse health effects has astounding importance in the tobacco debate. Virtually any product (water, salt, and vitamins come to mind), if used in excess, is a health hazard. The rule applied to virtually all consumer products, except tobacco, is that the consumer assumes the duty to use a product responsibly. Applying the rule to smoking would seem to bring a quick end to most lawsuits against tobacco companies.

It Isn't about Kids

Finally, the biggest lie of all is that the tobacco bill was about saving our children from the health risks of tobacco. If that was really its purpose, the bill would have concentrated on enforcing current laws against juvenile smoking. As Patrick Buchanan correctly asks, "How does robbing a working-class couple of \$1,200 a year keep teenagers from smoking?" Where is the logic in increasing taxes on all buyers of a legal product in order to discourage purchases by a tiny minority?

The evidence that tobacco companies target teenagers is hardly convincing. Internal memos and letters disclosed during litigation show that marketing to

kids was discussed, but not that the tactic was adopted as corporate policy. The tobacco industry directly employs some 400,000 people: How many of the millions of internal memos they produce each year reflect or influence official company policies?

For the lawyers who filed lawsuits against tobacco companies, the real motivation was not children's health, but \$50 billion or more in contingency fees. This windfall is so huge it constitutes evidence of corruption or gross incompetence by the (largely Democratic) state attorneys general who struck those deals.

For President Clinton, the tobacco bill offered \$65 billion a year for new social programs and a way to tar Republicans with the bogus "anti-kids" label. For Sen. John McCain and other liberal Republicans, the bill eventually became a way to end the marriage penalty in the income tax code and extend a tax deduction to the self-employed.

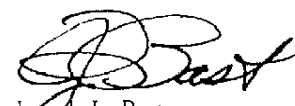
It's about Freedom

My view of the attack on the tobacco industry is unchanged from a year ago, when I last wrote about this issue in *The Heartlander*. The campaign against tobacco is less about public health than it is about lawyers failing to act as true officers of the courts; politicians and bureaucrats seeking power and prestige at the expense of civil and economic liberties; and the steady deterioration of personal responsibility as a standard of law and private morality. At its root, it is all about freedom.

We will soon have a good test of whether the war on tobacco really is about kids. House Republicans are drafting a no-new-taxes tobacco bill that focuses on reducing youth smoking, not raising money for unrelated causes or pushing the tobacco industry into bankruptcy. Tobacco's critics are voicing their opposition even before the bill has been submitted, and President Clinton has signaled he will probably veto it if it reaches his desk.

So much for the kids.

Sincerely,



Joseph L. Bast
President

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Executive Summary

Weekly Think Tanks

Starting Monday, July 20, Heartland will begin hosting a series of weekly breakfasts, lunches, and after-work roundtable discussions on school reform, taxes, and libertarianism at its new offices in downtown Chicago. See page 4 for a schedule.

14th Anniversary Benefit Dinner

After five years in the suburbs, Heartland's annual benefit returns to Chicago in grand style. The location is the Palmer House Hilton Hotel, one of Chicago's finest. Ward Connerly, the keynote speaker, will "make you stand up and cheer." After-dinner speaker P.J. O'Rourke and master of ceremonies Thomas Roeser will inspire and entertain you. The event takes place on October 1. A reply form appears on the back cover of *The Heartlander*.

Three Events Highlight June Calendar

Nearly fifty people attended Heartland's June 10 tribute to economist Julian Simon featuring testimonials from ten friends and family members. The tribute was followed by Heartland's First Annual Economic Forecasting Event, at which Joseph L. Bast, Brian Wesbury, Joseph Plache, and John Silvia offered predictions on public policy, markets, inflation, foreign currencies, taxes, and the federal budget.

On June 23, forty Heartland friends and colleagues enjoyed Thanksgiving in June at the "Health Facts vs. Health Hype" luncheon, featuring speaker Dr. Elizabeth M. Whelan, president of the American Council on Science and Health.

Heartland Enhances Web Presence

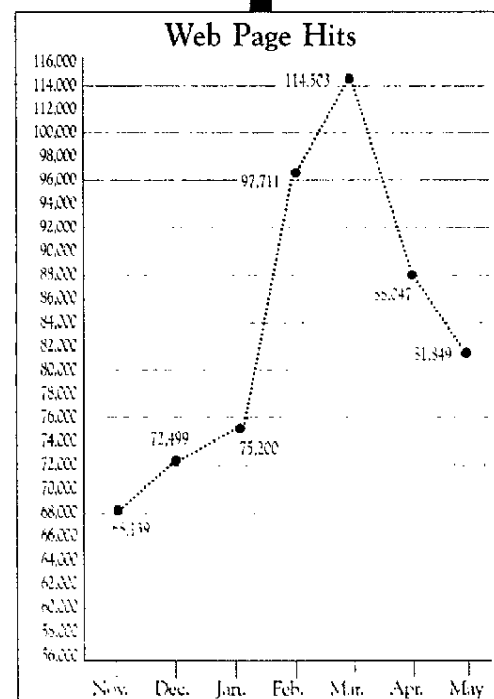
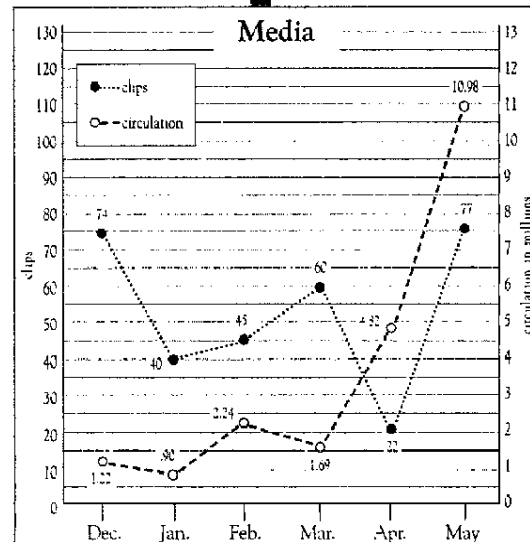
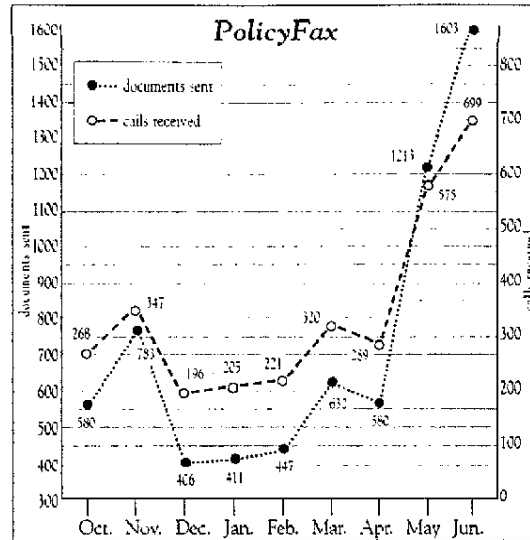
An easy-to-use search engine now resides on Heartland's Web site (www.heartland.org); the entire *PolicyFax* '98 catalog is posted on the site; and Heartland partnerships with Free-Market.Net and PointCast Network are featured on the home page. The site features content galore, including the full text of all Heartland publications and a new Positions Available feature. Coming soon: "sports stadium madness," a topic-indexed Experts feature, and fax-from-the-Web capability for *PolicyFax*.

Publications Released

The June issue of *School Reform News* features articles on the pending state takeover of the Philadelphia Public Schools system and California's recent expansion of its charter schools program. The featured interview is with Quentin L. Quade, director of Marquette University's Blum Center for Parental Freedom in Education.

The June issue of *Environment News* reports the release of a devastating National Wilderness Institute exposé of the Environmental Protection Agency's abuse of power and misuse of science. Jane Shaw, senior associate of PERC, discusses the state of environmental education in the featured interview.

The June/July 1998 issue of *Intellectual Ammunition* features a front-page article by Lewis K. Uhler on reducing the size and cost of government, and a two-page excerpt of William S. Bike's new book, *Winning Political Campaigns: A Comprehensive Guide to Electoral Success*.



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Weekly Think Tanks

Beginning July 20, Heartland supporters will be able to discuss school reform in the morning, taxes over lunch, and libertarian philosophy after work at Heartland's new offices in downtown Chicago. The Weekly Think Tanks have been scheduled according to responses to questionnaires printed in the May *Heartlander* and several issues of the *Heartlander by Fax*.

LIBERTARIANISM

Monday After Work
5:00 p.m. - 6:00 p.m.

SCHOOL REFORM

Tuesday Breakfast
8:00 a.m. - 9:00 a.m.

TAXES

Wednesday Bag Lunch
12:00 noon - 1:00 p.m.

The weekly informal discussions will take place around a conference table in Heartland's library in our new office space at 19 South LaSalle, Suite 903, in downtown Chicago.

(Parking is available in several garages and lots located within two blocks of the office.) Admission to the meetings is free; coffee and soft drinks will also be free. Please bring your own lunch. A pricing policy for drinks during Monday's after-work discussions of libertarianism is expected to emerge spontaneously after the first few meetings.

Meetings will be chaired by Heartland staff members or members of Heartland's Board of Directors. Members of Heartland's Board of Advisors are being recruited to attend the meetings, so we hope to see the area's most prominent free-market academics and professional economists in regular attendance.

David Padden's legendary Loop Libertarian League will serve as the model for how meetings are conducted. For many years the LLL met monthly at the Union League Club; it was from such meetings that The Heartland Institute was born in 1984.

A typical meeting began with each person introducing him- or herself and making a brief statement or observation. A guest speaker would sometimes make a brief presentation, followed by discussion and often vigorous debate. The chair asks questions and may serve as a resource, but does not dominate the discussion. Each meeting is scheduled to last just one hour, to accommodate people's busy schedules, but guests are welcome to stay longer.

Unless interrupted by a holiday, meetings will always take place Monday after work, Tuesday mornings, and Wednesday at noon. Guests are always welcome to attend. Notices of upcoming meetings and guest speakers, if any, will be sent by e-mail or fax to persons who ask to be notified. To be added to the list, call 312/377-4000 or send e-mail to think@heartland.org.

We look forward to seeing you.

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Weekly Think Tanks

- WHAT:** Weekly informal meetings around a conference table at Heartland's new offices in downtown Chicago.
- WHERE:** The Heartland Institute, 19 South LaSalle Suite 903, Chicago.
- WHEN:** Mondays at 5:00 p.m. (Libertarianism)
Tuesdays at 8:00 a.m. (School Reform)
Wednesdays at noon (Taxes)
- WHY:** Meet Heartland Directors, staff, advisors, and other supporters.
Discuss the latest developments on issues of special interest to you.
Help plan future Heartland projects.

14th Anniversary Benefit and Dinner

**Return to
Downtown
Chicago**

The Heartland Institute's 14th Anniversary Benefit and Dinner will take place on October 1st at the Palmer House Hilton Hotel in downtown Chicago. The location marks the return of Heartland's annual benefit to downtown Chicago after five years in suburban locations.

The Palmer House Hilton, located on Monroe Street between State and Wabash, is more than a hotel: It is one of Chicago's most cherished institutions, serving guests since 1871. The magnificent second-floor lobby, featuring 40-foot vaulted ceilings and Tiffany sconces, tops the list of the city's most breathtaking public spaces and is a popular meeting place. Heartland's dinner will take place in the Grand Ballroom, a gorgeous room featuring spectacular chandeliers, wall paintings, and ornate private balconies overlooking the main room.

Ward Connerly is Keynote Speaker

The front cover of the May 31 issue of *Parade* magazine features an interview with Ward Connerly, "the man who led the campaign against affirmative action in California." Connerly is quoted as saying, "Thirty years ago, we agreed that racism was morally wrong and we embraced affirmative action to remedy the harm done to black people. But somewhere along the line, we became addicted to government and its occupation of our lives."

Connerly is not an apologist for racial discrimination, but instead an impassioned defender of the truths contained in the Declaration of Independence and in Martin Luther King's vision of a color-blind society.

Heartland's founder, David Padden, calls Ward Connerly "the best public speaker I have ever heard. He will make you cry. He will make you stand up and cheer."

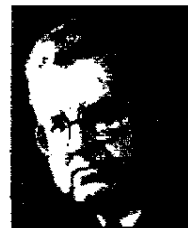
"Eat the Rich"

Following Connerly and dinner, P.J. O'Rourke will entertain us with anecdotes and insights into the absurd ideology of the Left. America's most famous satirist and libertarian author, O'Rourke is the author of eight books, including three *New York Times* hardcover bestsellers. He is one of the country's funniest stand-up comedians, and his libertarian instincts are never far from the surface as he pokes fun at liberal dogma, the Clinton escapades, and popular culture. His latest book, *Eat the Rich*, will be released in September and available for sale at the Benefit.

Tom Roeser to Serve as MC

Thomas Roeser, Chicago's best-loved and most listened to conservative commentator and talk show host, will perform master of ceremonies duties during the evening. Roeser hosts a three-hour talk radio program on WLS-AM on Saturdays from 9:00 a.m. and noon, and often appears on WTTW-TV and other television channels as a political commentator. He writes frequently for the *Chicago Sun-Times*, *Chicago Tribune*, and other publications. He serves as chairman of the City Club of Chicago, the city's oldest organization devoted to civic reform.

To make reservations for Heartland's 14th Anniversary Benefit and Dinner, please fill out the form on the back of this *Heartlander* and mail or fax it to The Heartland Institute. For hotel reservations at the special Heartland discounted rate (\$175/night single or double occupancy), call the Palmer House Hilton Hotel at 800-HILTONS.

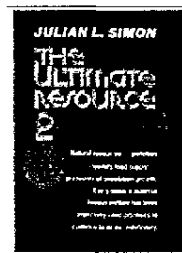
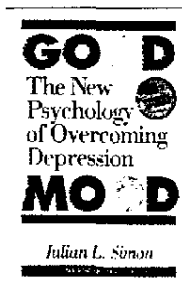


Ward Connerly and P.J. O'Rourke will be the featured speakers at Heartland's 14th Anniversary Benefit Dinner on October 1. Tom Roeser will act as Master of Ceremonies.

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Heartland director Jim Johnston served as master of ceremonies for the June 10 tribute to economist Julian Simon (top).



Through the end of July, several of Julian Simon's books are available for purchase from Heartland.

Simon Tribute a Moving Experience

Nearly fifty people attended Heartland's June 10 tribute to economist Julian Simon—a two-hour event that featured testimonials from ten eloquent speakers, including Dr. Simon's wife and son, Rita and David. It was a deeply moving, uplifting event, highlighting the remarkable diversity of people Dr. Simon and his ideas touched.

Heartland director and emcee Jim Johnston welcomed testimonials from A. James Heins of the University of Illinois; Lincoln Legal Foundation president Joseph A. Morris; businessman Carl Barnes; journalist Harold Henderson; American Farm Bureau Federation chief economist John Hosemann; the Hon. Pete duPont, former Delaware governor and publisher of the online magazine, *Intellectual Capital*; and Simon family friend and confidante John Schultz.

David Simon thanked the speakers and Heartland on behalf of his family, noting how much comfort the family had taken in the outpouring of respect and warmth for his father. Rita Simon closed the memorial with the sort of first-person, "insider" look at a life well-lived that only a wife could provide.

In all, the tribute was one of those things that in many ways you wish you didn't have to do—Julian Simon's death was unexpected and truly much too soon—but in the end, you're glad you did it. We at Heartland certainly are, and we thank Rita and David, and all the speakers and guests, for their participation in a memorable event.

The Tribute Continues

If you were unable to attend the June 10 tribute—or if you were there and simply want to continue to pay tribute to this great man and his ideas—check out the special Heartland Institute and Free-Market.Net partnership on the World Wide Web. Free-Market.Net offers a remarkable Web-based resource—including

links to Simon's writings and dozens of tributes written by the site's visitors—for 'Net surfers interested in learning more about Julian Simon's work. Webmaster Chris Whitten attended the June 10 tribute to introduce guests to the site's resources. Point your Web browser to www.free-market.net/features/heartland.

Through July, copies of several of Dr. Simon's books will be available for purchase through The Heartland Institute. Call administrative assistant Michelle Jones at 312/377-4000 to place a credit card order, or send your check payable to The Heartland Institute. We have the following four books available: *The Ultimate Resource II* (\$20); *The Economics of Population* (\$25); *Population Matters* (\$15); and *Good Mood* (\$10).

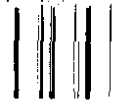
Forecast Lunch Entertains, Informs

Many of the guests at the Julian Simon tribute, plus a dozen or more late-comers, attended Heartland's First Annual Economic Forecasting Event. Heartland president Joseph L. Bast moderated the event and made the first predictions: among others, that the movement for free markets and limited government would win on educational choice but would lose on health care reform and major tax reform.

Optimist Brian Wesbury, vice president and chief economist for Griffin, Kubik, Stephens & Thompson, followed with a discussion of markets, inflation, and currency rates. Joseph Plauche, vice president and market strategist for Carr Futures Inc., addressed the outlook for key currencies during the remainder of 1998; and pessimist John Silvia, chief economist for Kemper Funds, discussed taxes and the federal budget.

If you weren't able to attend but would like a copy of the speakers' handouts, call administrative assistant Cheryl Parker at 312/377-4000.

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- ✓ Free Heartland books
- ✓ Invitations to events and seminars

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Whelan Luncheon Offers Thanksgiving in June

Olestra and Splenda were joined by forty Heartland friends and colleagues at the June 23 "Health Facts vs. Health Hype" luncheon, featuring speaker Dr. Elizabeth M. Whelan, president of the American Council on Science and Health.

In an informative and entertaining presentation, Dr. Whelan addressed a wide range of issues, from Alar to tobacco. Delightfully edible props were donated to the event by Heartland donor Procter & Gamble (cans of fat-free Pringles potato chips containing Olestra, a nondigestible fat substitute), Verifine Products Inc. (diet Veryfine fruit juice containing Splenda, an artificial sweetener), and Royal Crown Company Inc. (diet RC cola, also containing Splenda). Lunch itself, prepared by The Metropolitan Club kitchen according to Dr. Whelan's specifications, was a veritable Thanksgiving Day feast, featuring such natural-carcinogen-laden foods as turkey, bread stuffing, and cranberry sauce.

For a copy of the uniquely informative luncheon menu and other event handouts—including a new edition of ACSH's *Facts versus Fears* report—call administrative assistant Cheryl Parker at 312/377-4000. Through the end of July, copies of Dr. Whelan's book, *Fad-Free Nutrition*, will be available for \$15 pre-paid from Heartland. Send your check payable to the American Council on Science and Health to The Heartland Institute.

Heartland Enhances Presence on World Wide Web

Several recent enhancements to Heartland's World Wide Web site (www.heartland.org) have reinforced its billing as the world's fastest, most convenient, most comprehensive, and most reliable source of public policy information. Pay us a visit today!

Search Engine

A new *search engine* residing on the home page allows site visitors to search by keywords or phrases. Search requests can be tailored to search only the Heartland Web site, the Web sites of a group of libertarian and conservative think tanks, or the entire Web.

PolicyFax '98

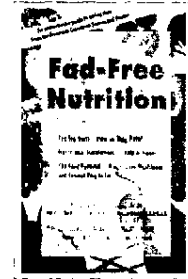
The search engine will dramatically improve the usability of the latest and most exciting addition to Heartland's Web site: the *entire PolicyFax '98* catalog! Summaries of nearly 4,000 documents, all of them available instantly by fax through Heartland's *PolicyFax* service, are now posted and fully searchable on the site.

Essays, newsletters, articles, and full reports on twenty public policy topics—everything from Agriculture to Welfare—are summarized on the site. *PolicyFax '98* also summarizes nearly 300 model bills and resolutions developed by the American Legislative Exchange Council and offers a gateway to 281 resource organizations whose materials are made available through *PolicyFax*. To reach the *PolicyFax '98* table of contents, point your Web browser to www.heartland.org/policyfax/index.htm.

Heartland Joins Free-Market.Net

Heartland is the newest member of Free-Market.Net, an Internet site that hosts discussion groups and acts as a guide to libertarian research and commentary. Among other features, Free-Market.Net offers "one-stop" sign-up for e-mail lists from free market organizations; a monthly issue spotlight and weekly "freedom home page"; and easy-to-use bulletin boards. For quick access to the site, click on the Free-

Market.Net button on Heartland's home page. Or point your browser directly to www.free-market.net.



Dr. Elizabeth Whelan entertained and informed guests at a June 23 luncheon. Her book, *Fad-Free Nutrition*, can be purchased from Heartland through the end of July.



The *PolicyFax '98* catalog is now available—and fully searchable—on Heartland's web site.

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**Heartland
Broadcasts
on PointCast
Network**

Also just a click away from Heartland's home page is the PointCast Network, through which Heartland actively broadcasts information on environment and education channels. A third Heartland connection on the PointCast Network provides "insider" news and commentary. Over one million users have PointCast software.

You can join the PointCast Network and subscribe to any one or all three of the Heartland connections *free of charge* from Heartland's Web site. Point your Web browser to www.heartland.org and click on the PointCast icon to download the free PointCast software and subscribe to the Environment, Education, or Heartland connections (or all three!). If you're already a member of the PointCast Network and would like to add Heartland connections, do that from our Web site, too.

**Positions
Available**

Detailed job descriptions for several positions open at The Heartland Institute are now posted on the Web site. If you or someone you know is interested in joining the Heartland team as Development Director, Marketing Manager, or Computer Systems Manager/Webmaster, stop by www.heartland.org/jobs/jobs.htm for position descriptions and information on how to apply.

**Content,
Content,
and More
Content**

Heartland's Web site isn't all bells-and-whistles: there's content galore! You'll find the complete text of every issue of *School Reform News* and *Environment News*; over one dozen issues of *Intellectual Ammunition*; and a year's worth of *Heartlander* newsletters. There are *Policy Studies*, *Executive Summaries*, and *Perspectives*; biographies of all members of Heartland's Board of Directors; a calendar of Heartland events; and our mission statement and funding information. If you haven't already done so, set a bookmark to www.heartland.org. You'll be glad you did.

**Coming
Soon**

By August 1, look for the new *Sports Stadium Madness* page, bringing together in several easy-to-use formats all of Heartland's publications on sports stadium issues. You'll be able to view *Perspectives* and *Policy Studies* on-screen or download them in PDF (Adobe Acrobat) and Word Perfect formats. Links to research done on sports stadium and convention center issues by our think-tank colleagues, as well as links to fan organizations nationwide, will also be included.

By late August, the long-awaited *Experts* feature should be up-and-running. There you'll find biographies for over 100 members of Heartland's Board of Policy Advisors, indexed by their area of expertise and with complete contact information.

In September, Heartland will debut its new *fax-from-the-Web* feature, allowing visitors to request directly from the Web site any of the nearly 4,000 documents summarized in the *PolicyFax '98* catalog.

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School Reform Update

**June Issue
of School
Reform News
Released**

Featured on page one of the June issue of *School Reform News* are two articles demonstrating the power of "threats" to prompt education reform.

In Pennsylvania, the Philadelphia Public Schools superintendent threatened to close the city's schools if the state did not provide the funds needed to balance his proposed budget. State lawmakers responded—with a bill that authorizes the state education secretary to declare the city's public school system "financially distressed" and suspend or dismiss the system's superintendent. "Holding students and their parents and teachers hostage in an effort to gain additional funding is certainly bold," commented state representative Dwight Evans, "but not very wise."

In California, a ballot initiative aimed at expanding the state's charter school program so threatened the state's teachers union that it endorsed a legislative proposal to expand charter schools instead. The bill, signed on May 7 by Governor Pete Wilson, doubles the number of charter schools allowed in the state.

Elsewhere in *School Reform News* are articles on outcome-based education, the success of Cleveland's voucher program, news from CEO America's Fourth Annual Founder's Meeting, Houston's private school plan for students in failing public schools, Ohio voters' rejection of a proposed school tax hike, and a report on the success of Texas' approach to improving its public school system.

This month's featured interview is with Quentin L. Quade, professor of political science emeritus and executive vice president emeritus of Marquette University and director of Marquette's Blum Center for Parental Freedom in Education.

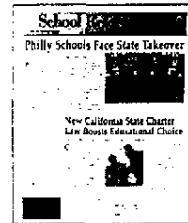
School Reform News goes on summer vacation for two months; the next issue will be the September 1998 issue. The entire text of the June issue is available on Heartland's Web site; point your browser to www.heartland.org/education/june98/contents.htm.

**Media
Attracted
to School
Reform**

School Reform News managing editor George Clowes provided information to Stuart Devan, a reporter for the *Jacksonville Business Journal*, who had called to ask why parents choose private schools. Clowes pointed to private school advantages in terms of student safety, the academic environment, discipline, and values. He referred Devan to Florida representative Steven Wise, who has introduced a notable voucher proposal; and to Patrick Heffernan of Floridians for School Choice. Clowes also provided information on school choice to a reporter from the monthly *Boston Parents* magazine.

Clowes was interviewed by Arnie Arneston of WSNM Radio (Salem-Nashua-Manchester) during drive time on June 11. The interview focused on the June 10 Wisconsin Supreme Court decision upholding the Milwaukee Parental Choice Program. He also was interviewed by Patrick Hennessy on WLAC's morning talk radio program in Nashville, Tennessee, on May 22, following the shootings at Thurston High School in Oregon. When asked to speculate on the growing problem of violence in schools, Clowes noted that public schools no longer teach values and ethical behavior, but focus more on raising children's self-esteem and having children feel good about themselves.

Clowes reports that the Corporation for Educational Radio & TV is planning a series of PBS programs featuring host Clarence Page. Following up on Page's 1993 program, "Liberating America's Schools," the series will address such topics as charter schools, vouchers, private voucher programs, bilingual education, and home schooling.

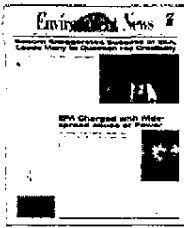


Quentin L. Quade is the featured interview in the June issue of *School Reform News*.



School Reform News managing editor George Clowes is a valuable resource for journalists seeking information on education issues.

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PERC senior associate Jane Shaw discusses environmental education in the June issue of Environment News.

June Environment News Released

If you share our opinion that the Environmental Protection Agency is fast overtaking the Internal Revenue Service as the country's most abusive federal agency, you won't want to miss the June issue of *Environment News*! Page one reports the release of a devastating exposé, written by *Environment News* managing editor Bonner Cohen for the National Wilderness Institute, of the agency's abuse of power and misuse of science. Angela Antonelli of The Heritage Foundation contributes to the case against EPA in an article that exposes how the agency seems to care little about improving the environment, too often pursuing the enforcement of rules and regulations for enforcement's sake alone.

Interior Secretary Bruce Babbitt's recent delisting of several endangered species is also analyzed on page one of this issue of *Environment News*. Elsewhere in the issue are articles on the impact of EPA initiatives on electricity deregulation; efforts to stop the Clinton administration's "implementation without ratification" of the Kyoto global warming treaty; the importance of private property as a protector of the environment; and growing opposition to EPA's "environmental justice" initiative.

This month's featured interview is with Jane Shaw, senior associate of PERC (Political Economy Research Center) and coauthor of *Facts, Not Fear: A Parent's Guide to Teaching Children about the Environment*. While pessimistic about the state of environmental education in classrooms today, Shaw offers hope that more balanced, fact-based curricula can be introduced into the schools if parents, teachers, trade and professional associations, and think tanks work together as "watchdogs" to insist on science-based education.

The entire text of the June issue is available on Heartland's Web site; point your browser to www.heartland.org/environment/june98/contents.htm.

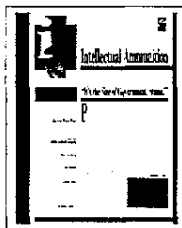
New Intellectual Ammunition Released

The June/July 1998 issue of *Intellectual Ammunition* was delivered in early June to over 10,000 policymakers and opinion leaders nationwide—including every state legislator and Constitutional officer in the country as well as every member of Congress.

In addition to the magazine's regular columns on crime, education, environment, health care, law, privatization, regulation, taxes, and welfare, this issue features a front-page article by Lewis K. Uhler on reducing the size and cost of government, and a two-page excerpt of William S. Bike's new book, *Winning Political Campaigns: A Comprehensive Guide to Electoral Success*.

The Libertarian Party of Dane County (Madison) Wisconsin will reprint in its July newsletter Heartland president Joseph L. Bast's essay from the June/July issue of *Intellectual Ammunition*, "The Coming Elections: Cake Walk or Mine Field?"

Intellectual Ammunition is published five times a year (February/March, April/May, June/July, September/October, and November/December) and is sent as a membership benefit to all current Heartland members and donors at the \$49 level. The entire text of the June/July issue, as well as past issues, is available at The Heartland Institute's Web site; point your browser to www.heartland.org/iajnjl98.htm



The June/July issue of *Intellectual Ammunition* features Lewis K. Uhler's call for smaller—not more efficient—government.

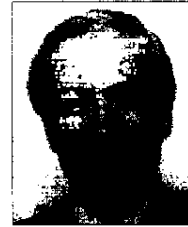
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In the News

In his May 25 column for *Crain's Chicago Business* (weekly circ. 50,000), Heartland director Lee H. Walker offers his perspective on former Black Panther leader Eldridge Cleaver, who died in early May. The Black Panthers, Walker notes, "ran their own community projects, giving free breakfasts to black children, and offered free health clinics and testing for sickle cell anemia. One could argue that the Panther leadership was the first to attack the whole idea of the welfare state." If you missed Walker's column and would like a copy, call administrative assistant Cheryl Parker at 312/377-4000 and she'll fax it to you.

Letters to the editor by Heartland staff and directors appeared in several publications in June. Jim Johnston examines the performance of the federal government's sulfur dioxide emissions trading program in the current issue of the Cato Institute's *Regulation* magazine; Heartland president Joseph L. Bast and director Lee Walker collaborated on a discussion of trade sanctions published by the *Chicago Tribune* (daily circ. 664,584) on June 9; marketing manager Eric Caron's letter to the editor of the *Chicago Sun-Times* (daily circ. 491,143), addressing school reform, appeared June 25; and chairman of the board Herbert J. Walberg appeared in the June 22 issue of the *Wall Street Journal* (daily circ. 1,841,188) with an essay, coauthored with Chester Finn of the Thomas B. Fordham Foundation, explaining why schools in the U.S. are "the world's least efficient schools."

Walberg's essay in the April/May issue of *Intellectual Ammunition* was quoted in Harold Henderson's "City File" feature in the June 26 issue of the *Chicago Reader*, a popular free weekly.



Heartland directors Lee Walker and Herb Walberg were recently published in *Crain's Chicago Business*, the *Chicago Tribune*, and the *Wall Street Journal*.

Personnel Changes

Heartland marketing manager Eric Caron has taken a public relations position with the Washington, DC-based American Legislative Exchange Council. We wish him great success in his challenging new position, which he starts on July 13.

If you or someone you know might be interested in and qualified for Eric's position at Heartland, please call administrative assistant Michelle Jones for a copy of the job description, or visit Heartland's web site at www.heartland.org.

In mid-August, Ohioans John and Jean La Plante will join Heartland as research assistant and executive assistant, respectively. The husband-and-wife team (Heartland's second!) brings much-needed experience to these key support positions.

Gift Memberships and Subscriptions

Ever wonder how best to introduce your friends to The Heartland Institute? We can help . . . with a gift membership or subscription.

For as little as \$29, you can enroll a family member, friend, or colleague as a Member of The Heartland Institute. They'll receive a membership certificate suitable for framing, the monthly *Heartlander* newsletter, free *Policy Studies* and *Perspectives*, free books, and invitations to events. For an additional \$20 (a total of \$49), they'll receive Heartland's bimonthly public policy magazine, *Intellectual Ammunition*.

Alternatively—or additionally—you can add family members, friends, and colleagues to the mailing list for Heartland's two issue-specific newspapers, *School Reform News* and *Environment News*. A year's subscription (10 issues) is \$19.95 each; \$29.95 if you'd like them to receive both.

Either way—with Heartland memberships or with subscriptions—you ensure that your contacts receive a year's worth of great material and exposure to interesting ideas. At the end of the year we'll send them a renewal notice, so that they can continue receiving our publications if they've enjoyed what they've received. We're confident they will!

For more information on gift memberships and subscriptions, please call 312/377-4000.

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The Heartland Institute relies on the generosity of approximately one thousand individuals, foundations, and corporations for financial support. You can help by bringing our efforts to the attention of a friend, coworker, or neighbor. We will add the person to a 6-month complimentary mailing list, and then ask him or her to become a Heartland member.

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