

Take that

Brochure targets legislators

BY RALPH R. ECHTINAW
STAFF WRITER

The union representing Michigan public school teachers has targeted the constituents of 11 Republican state representatives with a mailed brochure that says the governor's education plan "won't reform our schools — it will make them worse."

Among the House members getting this treatment from the Michigan Education Association are Barbara Dobb, R-Commerce Township; Penny Crissman, R-Rochester; Shirley Johnson, R-Royal Oak; and Jan Dolan, R-Farmington Hills.

Dobb also represents West Bloomfield, Orchard Lake and Keego Harbor. Crissman also represents Oakland Township. Johnson also represents the southern half of Troy. Dolan also represents Farmington.

The brochure was sent last week to the constituents of these representatives.

Part of the brochure says, "Governor (John) Engler's plan won't provide full funding for schools. It lacks standards for quality education. And it denies parents a role. Worst of all, it puts politics ahead of education. Eventually it could make Michigan's schools among the nation's worst."

MEA targets

MEA spokeswoman Kim Brennan Roof said about 200,000 brochures were sent to every household with a registered voter in 11 state House districts. Legislators were targeted, Roof said, based on their support for Engler's plan.

"Meanwhile, the targeted representatives are boiling because the MEA doesn't identify itself in the brochure. Only on the page where the brochure label goes does it say in very small type, 'Paid for by A Partnership For The Future.' That's an organization that the MEA, the PTA and the Michigan Federation of Teachers formed two months ago to oppose Engler's education reform plan."

Dolan said she "found it very interesting they wouldn't identify themselves, and (the message) came out so slanted."

'The only innocent party in this whole thing is the kids. I'm so sick and tired of everyone trying to hide behind the kids.'

John Jamian
State rep



Crissman reported getting 90 phone calls in six days from constituents who had read the brochure. "My staff is going crazy with them," she said.

Oddly enough, many of the callers thought Crissman had generated the mailing. This is because, she surmised, the Partnership group is surreptitiously identified in the brochure while each representative's name and phone numbers are displayed in big type at the bottom of the main page. Roof, the MEA spokeswoman, said there was no intent to make it seem as if the representatives had generated the brochure.

Plan misfires

Crissman's main beef, however, is lack of accuracy. "It's filled with innuendos and misinformation," she said. "I wish the MEA would be more above board and accurate."

But the plan may have backfired, Crissman said, "80 percent (of the callers) are angry at me and in favor of the governor's plan."

Mark Grebner, who runs a Lansing business selling addresses and mailing labels to politicians and political groups, said it's not unusual for people who read a mailing like this one to get confused. "Anytime you send anyone anything a significant fraction of them misread it," he said.

Dobb blasted the brochure, saying that "it's just intended to cause some hysteria, fear and panic. Rather than trying to in-

form the public, it's misleading and misinforming." Dobb's secretary reported getting more than 70 constituent calls on the brochure.

Rep. John Jamian, R-Bloomfield Hills, isn't on the hit list, but doesn't like what he sees in the ongoing education reform battle. "The only innocent party in this whole thing is the kids," he said. "I'm so sick and tired of everyone trying to hide behind the kids."

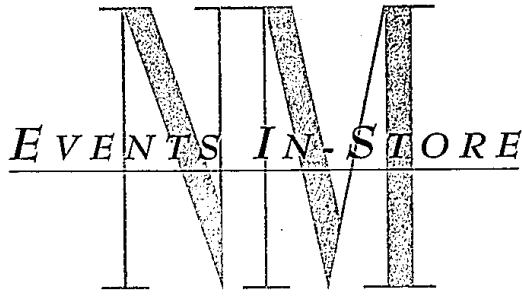
Jamian's take on the teacher's union? "They hate my guts. I know that."

Calling the MEA

Roof said the MEA welcomes phone calls from state residents who want information on education reform. You may reach the MEA by dialing (800) 292-1934.

Other representatives on the MEA's brochure list are House Speaker Paul Hillebrands, R-Holland; Harold Voorhees, R-Wyoming; Robert Brackenkridge, R-St. Joseph; Allen Lowe, R-Graying; Jim McBryde, R-Mt. Pleasant; Gary Randall, R-Elwell; and Kim Rhoad, R-Sandusky.

Sometime before the end of 1993, the officials in Lansing have to approve a new education plan for the state. The hardest part is to decide which of the existing taxes to raise and which new taxes to create to make up for the school property taxes, which Lansing wiped out in July. The whole education package is comprised of about 30 separate bills and more than 100 amendments.



STYLE WITH SUBSTANCE

Get the most out of your wardrobe with separates from Linda Allard for Ellen Tracy and Company by Ellen Tracy. Make time for our special presentation tomorrow, from 10 to 4. Sport Shop and Leisure Sportswear.

AT YOUR SERVICE

Meet Victoria MacKenzie-Childs Thursday, November 18, from 1 to 4, as we present the MacKenzie-Childs collection of colorful ceramic decorative pieces and serving ware. The Galleries.

FIRST RESORTS

Preview the resort collection from Donna Karan Thursday, November 18, from 10 to 4 during our trunk show, with informal modeling from 11 to 3. Designer Sportswear.

CLOTHES MINDED

The Emanuel by Emanuel Ungaro collection consists of clothing with an accent on individuality. See all the options during our special presentation Thursday, November 18, from 10 to 4. Sport Shop.

EXTRAORDINARY EXTRAS

Polish off your wardrobe with the perfect finishing touches from Miriam Haskell. See this retro-inspired jewelry collection during our trunk show Friday, November 19, from 10 to 4. Accessories.

CRYSTAL VISIONS

Meet Waterford master artisan Roy Cunningham Tuesday, November 30, from noon to 4. Mr. Cunningham will be available to personalize your Waterford crystal purchases. The Galleries.

WEARABLE ART

View the Kieselstein-Cord collection of exquisitely crafted accessories, including handbags, belts, and jewelry, in our newly opened Kieselstein-Cord Salon.

ORIGINAL SPIN

The great thing about the clothes in our brand new Double RL Shop is their complete originality. In spirit and in design, they're made to look and feel like your favorite pieces from the past. From broken-in jeans to pajama-sleeve flannel shirts and authentically distressed leather jackets, we have you covered.

GOLDEN OPPORTUNITY

See the latest designs from renowned jewelry designer Henry Dunay during our special presentation Tuesday, November 16, from 10 to 4. Precious Jewels Salon.

GET PACKING

Set your course for the Resort '94 collection from Anne Klein II. See all the new options during our trunk show Friday, November 19, from 10 to 4. Sport Shop.

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