

# REVIEW & PREVIEW

*The Newsletter of the Public Policy Institute at Southern Illinois University Carbondale. Winter 2003, No. 10.*

## Two top political leaders spearhead Institute endowment drive

Joined by Illinois' top Republican and one of its most prominent Democrats, Paul Simon unveiled a campaign to boost the Institute's endowment to \$7 million by the end of this year.

During news conferences in Chicago, Springfield and Carbondale, Simon announced State Treasurer Judy Baar Topinka and David Wilhelm, a senior adviser to newly elected Illinois Gov. Rod Blagojevich, will serve as honorary co-chairs for the campaign.

The three were joined in Chicago by John White, who

has pledged \$1 million. White is a Chicago-area businessman and former chairman of the Illinois Better Government Association.

Topinka, the only woman in Illinois to win re-election to a statewide office, is also the Re-

publican state chair. Wilhelm, who served as Democratic national chair after managing Bill Clinton's 1992 presidential campaign, headed Blagojevich's transition committee after playing a key role in his campaign.

"I am very pleased to have two such highly regarded political leaders in the vanguard of our effort to build a solid financial foundation for the institute," Simon said.

"Their support underscores our determination to address major

*Continued at "Endow" on Page 2*



**David Wilhelm, Judy Baar Topinka and Paul Simon**

### A Message From Paul

## Bipartisan spirit sparks effort for Institute's independence

Before his death in 1976, Chinese leader Chou En-lai is supposed to have been asked, "Did the French Revolution of the late 1700s succeed?" His response: "It's too early to tell."

As we launch our Public Policy Institute's drive to build an endowment to assure its continued independence and cutting-edge contributions, a legitimate question is: Are we succeeding? I'm pleased to say that in the short-term the answer is

clearly yes, and we believe that the long-term benefits — unlike the failed French Revolution — will be even greater.

We're pleased to have two of the states's most prominent public figures cochairing this endeavor: David Wilhelm and Judy Baar Topinka. One is a major player on the Democratic scene and the other on the Republican side, but both illustrate something the Institute views as important: The two political parties have to work together. On most

issues we do not need partisan battles but a recognition of problems and then practical workable solutions to those difficulties.

Judy is a former state legislator and, as state treasurer, the highest ranking Republican official in Illinois — and also an incredibly effective vote-getter. David is the former Democratic national chair and played a key role in the election of Rod Blagojevich as governor. If pressed, he will even admit to playing a vital part in the election

*Continued at "Bipartisan" on Page 2*

**Bipartisan, continued from Page 1**  
of Paul Simon to the Senate.

We're proud to have both of them heading this endeavor. They are widely respected in political circles and far beyond those circles.

You who receive this newsletter will be sent detailed information about our fund-raising endeavor as well as reports on what the Institute has done and will do.

One item that may be of more than casual interest to you: One of the nation's leading foundations has assigned someone to look at our relatively young Institute — only six years old — to find out why we have been much more successful at getting things done than most much older, much wealthier public policy institutes. They are particularly

intrigued by a relatively simple thing that we do: Make concrete recommendations.

Not only do we bring experts from around the nation together to focus on a specific issue that is largely ignored (such as our symposium on mental health in our prisons) and have stimulating discussions, we also enrich these verbal exchanges by asking the participants and ourselves: What can we do about this problem?

I am not opposed to discussions. They cause creative thinking. But we have been able to harness that creative mind-stretching to craft specific answers, and the results are both immediate and long-term.

Elsewhere in this issue is a list of the symposiums we have held.

These are the full-blown efforts bringing together key, knowledgeable people from around the nation. In addition, we have "idea sessions," usually a long meeting to discuss someone's idea, a session that sometimes grows into a symposium, sometimes results in specific action, and sometimes simply is an airing of a problem where we may recommend that some other agency take the lead in solving it.

But I am doing too much bragging. I should be boasting about you, because your support has made possible all this good work.



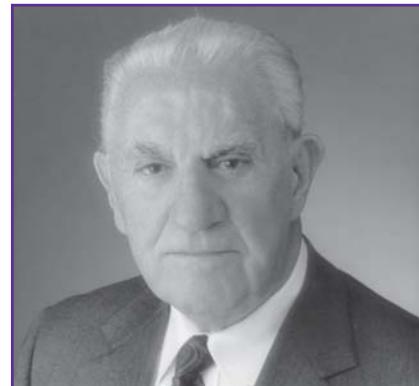
**Endow, continued from Page 1**

challenges facing our region, our state, our nation and our global community in a bipartisan manner."

The Institute has raised \$5.5 million in cash and pledges — including the White gift. By reaching the goal of \$7 million at year's end, the institute will be in a position to attain a \$10 million endowment as part of a University-wide capital campaign that will get under way later this decade.

The institute uses interest from its endowment fund for operations and special programming.

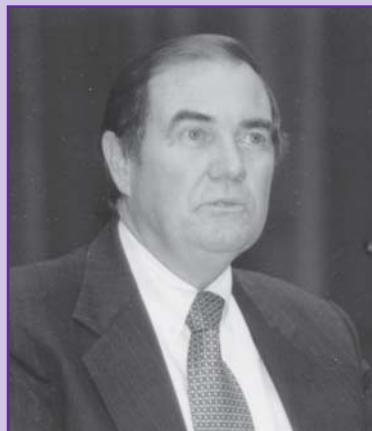
In a letter to potential donors, Wilhelm and Topinka wrote, "The Public Policy Institute has been a do tank — not just a think tank. It has been an energetic, vital force for a better tomorrow. But, to continue as that kind of force, it needs a solid financial foundation — one that guarantees its viability and the independence it takes to brave the enmity of those in the



**John White**

corridors of power by squarely tackling controversial issues."

Simon said, "We are gratified by the solid support we have received from the State of Illinois and Southern Illinois University. But we need a substantial endowment to secure the future and effectiveness of the institute."



## Many Help Institute Build for the Future

**Former Monsanto vice chairman Dick DeSchutter, shown here during an Institute-sponsored lecture at Southern Illinois University Carbondale, recently contributed \$50,000 to the Institute's campaign for endowment in order to assure its long-term future.**

**To learn more about how you can join our efforts in securing the Institute's future, turn to the back cover or contact Institute Development Officer Matt Baughman at 618/453-4001 for more information.**

## Medicine and media connect for Research! America

Former *Today* show co-host Jim Hartz moderated a panel discussion that examined the gulf between members of the media and the scientific community in a symposium cosponsored by the Public Policy Institute and Research! America.

Scientists often feel journalists are uninformed and lean toward sensationalism, Hartz said in his opening remarks, while journalists feel scientists are aloof and speak in an inaccessible language.

Despite those tensions, survey data indicate the general public hungers for more detailed information on health care issues, especially the results of leading research, according to Mary Woolley, president of Research! America.

"People want to read and hear more about preventative research," she said. She used obesity as an example. "Preventing (obesity) requires research. We rely on the

media not just to deliver the story to the public, but to make it come alive and be real."

"What hits the press with great facility are unexpected events that



**Paul Simon, Mary Woolley and J. Michael McGinnis**

occur abruptly," Michael McGinnis of the Robert Wood Johnson Foundation said. "Make nonevents become real; tell a story; turn the expected into the unexpected."

Mark Taylor from *Modern Healthcare Magazine* advocated developing a way to help health care reporters learn some of the complexities inherent in health stories:

"There are really important stories that you can develop locally and paint a human face on the statistics."

Other participants included:

Ken Bode, former dean of the Medill School of Journalism; J. Kevin Dorsey, dean and provost of the SIU School of Medicine; Walter Jaehnig, director of the SIUC School of Journalism; Bruce Japsen, business health care reporter for the *Chicago Tribune*; John R. Lumpkin, director of the Illinois Department of Public Health, and Susan Scrimshaw, dean of the School of Public

Health at the University of Illinois-Chicago.

The panelists also participated in a working group that brainstormed ways to bring the media and the scientific community together in order to advance public understanding of health research and disease prevention.

## Surgeon General calls for prevention, cooperation

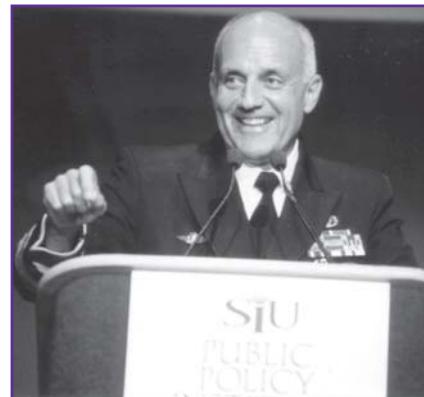
U.S. Surgeon General Richard Carmona called for physicians, lawyers, pharmacists, and the public to come to the table during his keynote address for SIUC's Research! America symposium on "The Media and Health Research: Informing the Public."

"The stakeholders are divided," he said. "We are a treatment-oriented society with incentives that are perverse. How do we reward the physician who keeps his population healthy? The ultimate reward for health care providers should be

to see that emergency room close because we have prevented all traumas and all disease."

Carmona outlined his priorities as surgeon general: prevention, eradicating health care disparities, and eliminating diseases, especially asthma, diabetes, and obesity. He billed research as an essential element of prevention.

"We can no longer as a society tolerate poor choices that give us this huge burden," he said. "There is no solution that is simple for this problem. Research gives us the



**Richard Carmona**

information to move our initiatives forward. Our ultimate goal is to change everybody's behavior so that we can have healthier communities."

## Martin Marty: Awash in a sea of pluralism

**R**eligious scholar, award-winning author, and former Lutheran parish pastor Martin Marty interspersed history and humor through his discussion on pluralism as part of the John and Muriel Hayward Lecture Series.

"Pluralism requires a republic where various races and religions have a parity — at least on paper," he said. "Any number of groups can play. Many do. There are many rules of the game, and a set of customs develop."

Marty stressed people should remain true to their own beliefs and convictions but should also "appreciate the art of the other," a quote from his former professor John Hayward.

He has long appreciated the concept of a horizon, how each person brings a different horizon that describes how his or her heart will reach out to others. He has even gone so far as to create a word for that: "horizontal," not to be confused



**Martin Marty and John Hayward**

with horizontal. (He joked that one newspaper misquoted him when he said "history comes from people being horizontal.")

Marty is the Fairfax M. Cone Distinguished Service Professor Emeritus at the University of Chicago Divinity School, where he

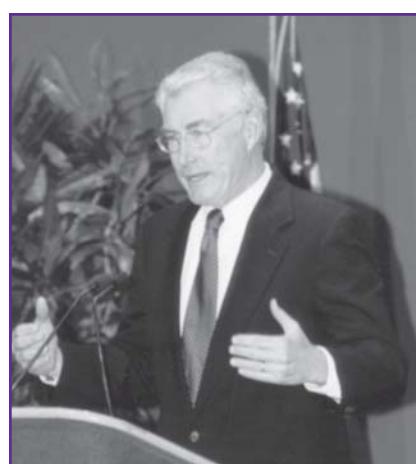
taught for 35 years and where the Martin Marty Center promotes public religion endeavors. He has written more than 50 books, and in a sneak preview for the audience, he predicted his book for 2003 may be entitled "Radical Hospitality Among Religions."

## Youth Government Day challenges students

**F**ormer Illinois Gov. Jim Edgar encouraged more than 200 high school, community college, and SIUC students to consider careers in public service, whether through elected office or employment on legislative, administrative, or agency staffs.

"There's no age group that has more at stake than young people," Edgar said. "You need to be part of the decision-making process."

The standing-room-only crowd included more than 100 SIUC students from a fall leadership summit: "Unleash Your Leadership Potential," sponsored annually by SIUC Student Development. Those students were particularly interested in Edgar's perspective on college lead-



**Jim Edgar**

ership, since he served as president of Eastern Illinois University's student body.

After the keynote, Youth Government Day participants listened to and interacted with federal Judge J. Phil Gilbert; Linda Renee Baker, head of the Illinois Department of Human Services; Hispanic activist Arabel Rosales, and lobbyist Katy Lawrence. Each speaker shared the highlights and challenges of pursuing a career in public service and government, challenging the students to consider all possibilities.

"We thoroughly enjoyed Governor Edgar's keynote address as well as the information provided by each guest speaker," wrote sponsor Michelle Garrett from Rend Lake College. "The day was a very rewarding experience for all involved."

## Symposium focuses on plight of the Romani people

The United Nations should form a team of both Romani and non-Romani experts to monitor and verify that Romani and people of all ethnic populations receive equal treatment in refugee camps throughout the world, a working group led by Paul Simon and a group of Romani experts urged.

Saddled with what they regard as the derogatory label of "gypsies," the Romani people have been excluded from society and persecuted for hundreds of years. Approximately one million Romani died in the Holocaust, targeted for violence and extermination by the Nazis.

Ramsey Clark, former U.S. attorney general, and Ian Hancock, director of the Romani Archives

and Documentation Center, led discussions about the problems facing the Romani people in Europe and the United States.

"Their country is their traditions, their customs, their language," Clark said during his keynote address. "They are the first citizens of the world. We could learn something from that."

Hancock started by outlining some of the causes of anti-Romani attitudes throughout history: The Romani weren't Christian or Muslim; they had a different physical appearance; their culture promotes exclusiveness, which invites suspicion; and they have never belonged to a government or homeland.

The working group also recommended that members of Congress



**Ramsey Clark**

and the Bush administration urge the government in Kosovo to permit Romani children to attend schools speaking their own language; that colleges and universities in the U.S., Canada, and the European nations establish clear policies of nondiscrimination toward Romani citizens and make scholarships available to them; and that the European Union provide some type of voice for the Romani in their parliamentary body.

Members of the panel discussion also included: John Nickels, president of the American Romani Alliance; Sani Rifati, Roma activist and author; Ronald Lee, Roma Community and Advocacy Centre in Canada; and Jane Katz, Habitat for Humanity.



**Paul Simon and Ian Hancock**

### Spring calendar

#### March 3

Religious liberty in public schools with Charles Haynes, senior scholar, First Amendment Center, Freedom Forum

#### March 31

William Perry, former U.S. Secretary of Defense

#### April 1

Ed Asner, actor and activist  
"What I Have Learned" series

#### April 14

George McGovern, former U.S. Senator (rescheduled from Fall 2002)

#### April 28

Bruce Laingen, president of the American Academy of Diplomacy, former U.S. Ambassador to Malta

go to [www.siu.edu/~ppi](http://www.siu.edu/~ppi) for more details

## Institute cosponsors economic development conference

Paul Simon joined with former Illinois Gov. Jim Edgar and former U.S. Sen. Adlai Stevenson to provide perspective and advice to Gov. Rod Blagojevich on how to manage Illinois' fiscal and economic challenges.

"Economic development is a major part of what the next governor has to focus on," Simon said. "This conference will deal with the future of our children."

More than 500 officials from business, labor, education, non-profit agencies and government attended the conference at Illinois State University. David Wilhelm, director of the transition team for Blagojevich, provided the keynote address.

Edgar talked about the importance of quality of life issues when trying to attract businesses including good schools, safety, transportation, trained workers, and a solid infrastructure.

"The most important thing states can do for economic development is to do what a state is supposed to do," Edgar said. "Make sure quality of life in Illinois is as good as any place in the nation."

Stevenson recommended the state re-examine its entire tax structure considering that tax revenue is based on sales tax, but the economy is service driven. He also urged consideration of a tax on Internet sales.

The other cosponsors of the conference included: Illinois State University's Stevenson Center for Community and Economic Development, The Institute of Government and Public Affairs at the University of Illinois, and the Joyce Foundation.

## Panel tackles free air time for political candidates

Panelists addressing the merits of requiring television and radio stations to provide free air time to political candidates found themselves mostly in agreement that such federal legislation would be a step in the right direction.

Participants included Paul Taylor, former *Washington Post* reporter and now head of the Alliance for Better Campaigns; Glenn Poshard, former U.S. congressman and 1998 Democratic candidate for Illinois governor; Robert Spellman, associate professor, SIUC School of Journalism; and moderator Mike Lawrence, associate director of the Public Policy Institute. Both Cindi

Canary, director of the Illinois Campaign for Political Reform, and Paul Simon spoke in favor of the bill.

"It balances things a little bit," Simon said. "The American public would be better informed and if we're better informed, we're likely to have better election results. Somehow we have to have, if not equal access, some access for all candidates."

According to the Free Airtime Campaign, Illinois television stations made more than \$50 million on Campaign 2002.

"It would increase the flow of information to citizens, particularly the information they need," Taylor said. "Money is choking off the ability to compete."

In October, Sens. John McCain

(R-Ariz.), Russell Feingold (D-Wis.), and Richard Durbin (D-Ill.) introduced a bill that would require television and radio stations, as part of the public interest obligation they incur when they receive a free broadcast license, to air at least two



**Paul Taylor**

hours a week of candidate-centered or issue-centered programming during the period before elections. It also would enable qualifying federal candidates and national parties to receive up to \$750 million worth of broadcast vouchers that could be used to place political advertisements on television and radio stations in each two-year election cycle. It also would close loopholes in the "lowest unit cost" provision in order to ensure that candidates receive the same advertising rates that stations give to their high-volume, year-round advertisers.

Spellman suggested the vouchers should be given to the political parties, not lone candidates, giving parties the authority to disperse according to competitive races.

## Clayton Yeutter lays out agriculture challenges

**F**ormer U.S. Secretary of Agriculture and former GOP National Chairman Clayton Yeutter inaugurated the Gil and Jean Kroening Lecture Series by focusing on the demand side of the agriculture industry, the challenges of worldwide hunger, and the competition American farmers face today.

"You've got to have a place to sell what you are producing," Yeutter said. "We need to negotiate additional markets for American farm products. We are still too much in the commodity game. We need to convert to noncommodities and continue to invest in research."

Yeutter lamented the emergence of a new protectionist weapon as countries in western Europe and Japan block some American agriculture products by alleging "food safety concerns." He also said peace will never be achieved without successfully addressing hunger issues.

"We have to recognize that hunger is a big problem worldwide. It is our problem, too," he said. "A billion people live on less than \$1 a day. As citizens of the world, we have to find ways to counter that threat."

He praised former Sen. George McGovern's idea of school breakfasts and lunches for poor children throughout the world but pointed out funding a program of that magnitude would prove daunting.

Yeutter talked about competition in terms of improving our infrastructure, keeping the cost of capital low, focusing on management techniques, and leading through technology. He encouraged farmers to stay current on China and Russia, two countries experiencing population growth that may provide potential markets for U.S. exports and also competition for



**Clayton Yeutter, Jean and Gil Kroening**

American agricultural interests.

The Gil and Jean Kroening Lecture Series and the SIUC College of

Agriculture cosponsored Yeutter's speech. The Illinois Farm Bureau also participated.

## West Point official supports foreign language recommendations

**L**t. Gen. William J. Lennox Jr., superintendent of the U.S. Military Academy at West Point, agrees with recommendations that came out of the Institute-sponsored foreign language symposium last spring:

"At the United States Military Academy, we place great emphasis on the study of foreign languages and cultures," Lennox wrote. "USMA graduates who are familiar with at least one foreign language and culture possess the essential understanding and awareness to serve successfully 'on point.' Knowledgeable and experienced communicators who are 'persuasive in peace' greatly reduce the necessity to resort to armed conflict," he said.

Two of the symposium's recommendations dealt directly with the service academies. The first

stated that within six years, at least 80 percent of the service academy appointments preferably should be given to students who demonstrate a proficiency in a second language. The second recommendation urged that within two years, special appointments to service academies should be available to students demonstrating fluency in targeted, not commonly taught languages.

"Your committee's recommendations are quite timely," Lennox continued. "My staff and I, working closely with the Department of the Army, will carefully consider the best way to integrate your recommendations into our admissions process for future classes."

In separate action, U.S. Sen. Chris Dodd (D-Connecticut) will seek a resolution to make 2004 "The Year of Foreign Language."

## Make A Better Tomorrow

- In support of Paul Simon and the work of the Public Policy Institute, I/we agree to contribute: \$ \_\_\_\_\_  
to the Make A Better Tomorrow Campaign for Endowment over the next \_\_\_\_\_ years.  
Our gift will be made in  annual  semi-annual  
 quarterly payments
- I/we would like information on how making a planned gift through a will, trust or annuity could benefit the Public Policy Institute and me.

My/our commitment will be made through:

- Check (Payable to the SIU Foundation)  
 Credit card (MasterCard, Visa, Discover)

Card number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you to the many of you who have already sent in a contribution to support the Public Policy Institute's efforts in building its endowment. To join us in this effort, please use the form above.

In addition to sending a check to support our work, there are many other alternatives available to you that can help us reach our fund-raising goal,

while at the same time provide significant tax benefits to you.

For instance, a gift of appreciated stock will allow you to avoid capital gains taxes. And establishing a gift annuity could provide significant tax benefits for you as well as provide a guaranteed rate of income for life. We would be pleased to review different gift strategies with you.

Name (s) \_\_\_\_\_  
**P L E A S E P R I N T**  
Address \_\_\_\_\_  
City/State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ / \_\_\_\_\_

### The Public Policy Institute Make A Better Tomorrow

Mailcode 4429  
Southern Illinois University  
Carbondale, Illinois 62901  
(618) 453-4009  
[www.siu.edu/~ppi](http://www.siu.edu/~ppi)  
[psimon@siu.edu](mailto:psimon@siu.edu)

31015281100001 Y3P3PDM6 DM

If you have any questions about the Institute, its work or the different ways you could support our work, please contact Institute Development Officer Matt Baughman by phone at 618/453-4001, by email at [baughman@siu.edu](mailto:baughman@siu.edu), or by mail at SIU Public Policy Institute, Mailcode 4429, Carbondale, IL 62901.

And thanks for your support.

**Review & Preview** is published twice a year for contributors to and friends of the Public Policy Institute. Director: Paul Simon. Associate Director: Mike Lawrence. Editor: Julie Kaiser. Graphic Design and Editing: Bonnie Marx, Media & Communication Resources. Phone 618/453-4009; Fax 618/453-7800; E-mail [psimon@siu.edu](mailto:psimon@siu.edu); Internet Web site [www.siu.edu/~ppi](http://www.siu.edu/~ppi). Printed by SIUC Printing and Duplicating Service.

Non-Profit Org.  
U.S. Postage  
PAID  
Permit No. 15  
Carbondale, IL

Public Policy Institute  
Mailcode 4429  
Southern Illinois University  
Carbondale, IL 62901-4429

