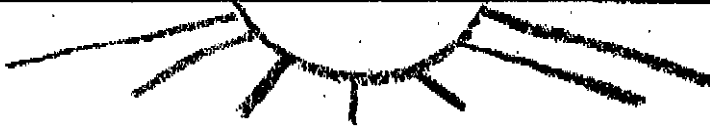


# THE Center for Education Reform

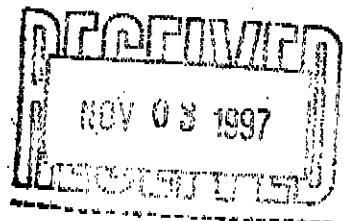


1001 Connecticut Avenue, NW  
Suite 204 • Washington, DC 20036

Tel 202-822-9000  
Fax 202-822-5077

October 29, 1997

Mr. Thomas W. Carroll  
President  
The Empire Foundation  
4 Chelsea Place  
Clifton Park, NY 12065



Dear Tom:

I am pleased to announce that The Center for Education Reform [CER] is sponsoring the third annual Excellence in Journalism Awards program to recognize outstanding print media reporting on education reform issues.

I am writing to you to request your participation in the awards process by serving on the jury which will assess the entries and select the award recipients.

As parents, educators and legislators continue to struggle with education reform issues, it is important that these matters receive media coverage that is informed, comprehensive and fair. With the CER Excellence in Journalism Awards, we hope to stimulate efforts by print journalists to strive for such a standard in their reporting and also hope to increase coverage of substantive education reform issues.

Your insights on education reform — as a reformer — make you an excellent candidate for judging entrants' materials. The review panel will be comprised of journalism and education professionals as well as other education reform leaders. The judging will be handled in two stages: via the mail, and a conference call.

The winners of the 1997 Excellence in Journalism Awards will be announced in the Spring of 1998, with a luncheon planned in Washington, DC to publicly announce the Awards; which we hope you would be able to attend as our guest.

The media's influence on the direction of education reform is a substantial one, and the better the reporting, the better the chances of achieving meaningful change. I hope you will accept our invitation to join us in recognizing journalists who are going the extra mile to ensure that their reporting on education is fair, thorough, and we hope, front-page news.

Thank you for your consideration. I will give you a call in the next week to touch base and hopefully welcome you as a juror for the 1997 Excellence in Journalism Awards.

*Jeanne*

*ok*

*Tom*

Best regards,

*Jeanne*  
Jeanne Allen  
President