



# ALLIANCE FOR CHOICES IN EDUCATION

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## Milwaukee students and parents plea to Governor Doyle: End your enrollment cap

January 13, 2006

Contact: Howard Fuller, Chair (414-807-1310)

The Alliance for Choices in Education (ACE) today launched a campaign of television and radio ads designed to convince Governor Jim Doyle to end the arbitrary enrollment cap on the Milwaukee Parental Choice Program (MPCP).

“Governor Doyle can end the school choice crisis instantly by announcing that he will sign a no strings attached bill to prevent rationing of school choice seats,” said ACE Chair Howard Fuller.

“The Governor vetoed three different bills that would have prevented parents from reaching the dire situation that they now face,” Fuller said. “He knows his so-called ‘Milwaukee Education Package’ has no chance of enactment. Unless he changes course, the Governor could force up to 4,000 students to leave the schools they and their parents have chosen.”

Fuller said Doyle’s current plan “makes Milwaukee parents take a back seat to the agenda of his special interest backers. It’s unconscionable to leave these parents and students twisting in the wind to please WEAC.”

The ACE campaign shows the anguish that students in the MPCP and their parents feel. In one ad, a parent of a child in the MPCP, declares, “Governor Doyle, don’t turn your back on us again,” A high school student says in another ad that Governor Doyle is “throwing away my dream.”

The ACE ads will run in Milwaukee and Madison media markets.

“When the Legislature gathers next Tuesday to hear Governor Doyle’s State of the State address, Senators and Representatives will hear how great things are in Wisconsin. Our ads will remind them that thousands of distraught Milwaukee parents think otherwise,” said Fuller.

Fuller said the length of the campaign and its cost will be determined in part by “whether and when Governor Doyle signs legislation to end the enrollment cap crisis. We will be active as long as necessary.”

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Advisory to reporters and editors:

1. A script for the TV spot beginning January 13 follows.

**CLIENT:** A.C.E.

**SPOT TITLE:** COME A LONG WAY

**MEDIUM:** 30 TV

LANISHA: I've seen and been through a lot in my day....

BRITTEL: In my neighborhood...there's a lot of shooting and killin' and gang-bangin'....

LANISHA: for me to come from the 'hood as I can say.....to like, the class president.....

GRAPHIC: School choice in Milwaukee

LANISHA: It was really big for me. It really was. I've come a long way.

JACOB: School choice is obviously working...

ANNCR: Governor Doyle would force up to 4,000 inner-city children to leave their schools. It's wrong.

GRAPHIC: Gov. Doyle would force/up to 4,000 inner-city children/to leave their schools.

LANISHA: He's affecting a lot of people with this.

JUSTINE: Gov. Doyle's just made a big mistake...

SHALIA: ...he's throwing away my dream.

2. The spot itself can be viewed at [www.SchoolChoiceWi.org](http://www.SchoolChoiceWi.org).
3. At 9 p.m. on January 13 the "20/20" news magazine on ABC-TV will broadcast a program on educational problems in American. The ACE spot will run on Madison and Milwaukee ABC affiliates during this hour.