

*A journal of opinion, research, and farce*

## Leaked Memo Spells Out Strategy for Appointment of Secretary of Education

An unsigned memo leaked to *EdTweak* outlines the strategy currently being used to pressure the Obama administration to appoint a Secretary of Education who will continue the policies of the outgoing Bush administration.

The memo advises that articles about the education pick include two key elements:

"First, frame your article as if you actually want progressive policies. To use the popular term, be a '[concern troll](#).' Also, be careful when you quote leaders of right-wing organizations -- identify them only as policy experts.

"Second, and most importantly, remember that you must call those who want to continue Bush policies 'reformers.' In contrast, always call Professor Darling-Hammond 'pro-union' and 'anti-reform.'" The memo offers assurances that these terms "worked excellently with our focus groups."

The memo's recipients include [David Brooks](#), the [New Republic](#), the [Washington Post](#), [Newsweek](#), and [U.S. News and World Report](#). Each of these outlets assures *EdTweak* that it has dutifully complied with the memo's instructions.

## Chartering Authority Given to Fast Food Joints

Prospective charter school operators today welcomed a new law allowing fast food restaurants to authorize the creation of new schools. The law's backers claim it will open up exciting franchise opportunities, with the added bonus that the new authorizers will be able to provide school meals and snacks.

Allen Jean, president of the advocacy group Charters Really Are Something Special (CRASS), asserted that the current state law is unfair because the authorization process can actually stop some people from starting up their own school. "If authorization is only available from organizations with knowledge and experience with schools, there's nobody looking out for those without traditional qualifications," he explained while using air-quotes around the final two words.

Jean says the new law also creates the potential for cross-fertilization between the two industries. "The person considering starting up a TacoTime or Hardee's may now also consider the opportunities available in the schooling sector."

Future charter principal M. McCheese said he looks forward to shaping the minds of his school's new target demographics.

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## Wealthy White Pupils Give Up Some Executive Perks

In a move designed to appease their lesser colleagues, the wealthy white students at Pijo Elementary School have agreed to relinquish some of their executive perks. The decision to give up their elegant catered meals, their au pairs, and membership in the school's exclusive social club was prompted by the other students' brief strike last month, during which they

refused to clean the executive washroom.

As part of the negotiated compromise, the wealthy white pupils will retain exclusive rights to the school's gifted and talented program, its experienced teachers, and its field trips.