

THE MONEY
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BEHIND

THE MEDIA
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The Bradley Foundation

BRADLEY FOUNDATION
Lynde & Harry Bradley Foundation
Assets: \$719 million ('99)
Annual giving: \$32 million ('98)

Scaife Foundations

SCAIFE FOUNDATIONS
Assets: \$663 million ('98-'99)
Annual giving: \$33.9 million ('99)

SMITH RICHARDSON FOUNDATION, INC.

SMITH RICHARDSON FOUNDATION
Assets: \$528 million ('98)
Annual Giving: \$17 million ('98)

JOHN M. OLIN FOUNDATION, INC.

JOHN M. OLIN FOUNDATION
Assets: \$100 million ('98)
Annual Giving: \$19 million ('99)

EARHART FOUNDATION

EARHART FOUNDATION
Assets: \$101 million ('99)
Annual Giving: \$4.4 million ('99)



KOCH FOUNDATIONS
Charles G. Koch, Claude R. Lambe,
and David H. Koch Foundations
Assets: \$110 million ('98)
Annual Giving: \$8.3 million ('98)

Over the past 30 years a small group of wealthy conservative philanthropies have quietly funded a movement to change the social, legal, educational, media and political landscape of the United States.

Using tax-exempt funds these philanthropies have coordinated their giving to create a supply-side machinery for implementing their mostly Republican agenda.

Various organizations have reported on this phenomenon. In 1996 *People for The American Way* wrote the first in depth examination in a report titled "*Buying a Movement: Right Wing Foundations and American Politics.*" The chief insight of *Buying a Movement* was its observation of

"...the willingness of the foundations to promote a highly politicized agenda by funding a broad range of organizations."

Clearly there was nothing even remotely resembling this on the left, perhaps justifiably so, since these philanthropies were achieving political goals with tax-exempt monies -- which is theoretically against the law, since "there is no social interest in the underwriting of one or another of the political parties."

The second major report on this movement was provided by the *National Committee for Responsive Philanthropy* (NCRP), an umbrella group of liberal-oriented philanthropies. It's 1997 report, "*Moving A Public Policy Agenda: The Strategic Philanthropy of Conservative Foundations*" for the first time examined the grantmaking activities of the 12 top conservative philanthropies, complete with a three-year analysis of their grants, and, more importantly, a structure for understanding both the philosophical underpinnings of the movement, and its action plan.

The NCRP report goes a long way to providing a theoretical structure for studying the sponsored conservative movement, but it falls short of providing a useful research tool for journalists and the general public to "follow the money" of the philanthropies' overall impact.

THE BEHIND THE MEDIA



THE FEDERALIST SOCIETY
Total received: \$6.1 million
Received in 1998: \$1 million



INSTITUTE ON RELIGION
AND PUBLIC LIFE
IRPL (*First Things*)
Total received: \$6.1 million
Received in 1998: \$735,000



FREEDOM
HOUSE
Total received: \$7.5 million
Received in 1998:
\$602,000



INSTITUTE FOR FOREIGN
POLICY ANALYSIS
Total received: \$10 million
Received in 1998: \$706,000



CITIZENS FOR A
SOUND ECONOMY
Total received: \$9.7 million
Received in 1998: \$1.1 million



ETHICS AND
PUBLIC POLICY
CENTER
Total received: \$7.3 million
Received in 1998:
\$626,000



HUDSON INSTITUTE
Total received: \$9.7 million
Received in 1998: \$822,000



NATIONAL CENTER FOR
NEIGHBORHOOD ENTERPRISE
Total received: \$5.9 million
Received in 1998: \$590,000



CENTER FOR THE STUDY OF
POPULAR CULTURE
Total received: \$9.4 million
Received in 1998: \$1.2 million



NATIONAL AFFAIRS
Total received: \$6.8 million
Received in 1998: \$500,000

The key to the effectiveness and tax-exemption of the conservative movement is its web of institutions. These range from the obviously partisan such as the *Heritage Foundation* or the *American Enterprise Institute*, to the seemingly benign such as *Harvard University*, or the *Media Research Center*.

The framework presented by the NCRP's *Strategic Philanthropy of Conservative Foundations* shows the organizational structure of the movement:

- Academic Sector Organizations and Programs
- National Think Tanks and Advocacy Groups
- Media Groups
- Legal Organizations
- State and Regional Think Tanks and Advocacy Groups
- Religious Sector Organizations
- Philanthropic Institutions and Networks

What makes the conservative funding movement different is that the recipient organizations pursue “**overtly political agenda(s)**” nearly congruent with the positions of the Republican Party:

- Industrial & Environmental Deregulation
- Privatization of Government Services
- Reductions in Federal Anti-Poverty spending
- Transfer of Power & Authority from the national Government to the Charitable Sector and State and Local Governments.

Conservatives then achieve synergy through the coordination of overall funding across the philanthropies and through the sheer range of recipient organizations. The *Philanthropy Roundtable*, for example, helps funders such as the *Bradley and Olin* foundations coordinate their giving. Funded organizations such as the *State Policy Network* coordinate the activities of the movement's state and local think tanks. One organization, the *American Legislative Exchange Council*, which supplies sample legislation for the movement's legislators, belies the whole underlying lie of the movement's nonpartisan contention.



INSTITUTE FOR JUSTICE
Total received: \$3.9 million
Received in 1998: \$505,000



INTERCOLLEGIATE STUDIES INSTITUTE
Total received: \$10 million
Received in 1998: \$1.2 million



THE HERITAGE FOUNDATION
Total received: \$35.7 million
Received in 1998: \$3.6 million



UNIVERSITY OF CHICAGO
Total received: \$26.1 million
Received in 1998: \$1.8 million



AMERICAN ENTERPRISE
INSTITUTE
Total received: \$24.4 million
Received in 1998: \$3 million



HARVARD
UNIVERSITY
Total received: \$28 million
Received in 1998:
\$2.7 million



FREE CONGRESS FOUNDATION
Total received: \$19.4 million
Received in 1998: \$1.3 million



YALE UNIVERSITY
Total received: \$15.6 million
Received in 1998:
\$1.6 million



HOOVER INSTITUTION
Total received: \$12.8 million
Received in 1998: \$1 million



CATO INSTITUTE
Total received: \$11.2 million
Received in 1998: \$525,000



CENTER FOR STRATEGIC AND
INTERNATIONAL STUDIES
Total received: \$11.4 million
Received in 1998: \$1.5 million



MANHATTAN INSTITUTE
Total received: \$8 million
Received in 1998: \$983,000



AMERICAN SPECTATOR
Total received: \$6 million
Received in 1998: \$117,500

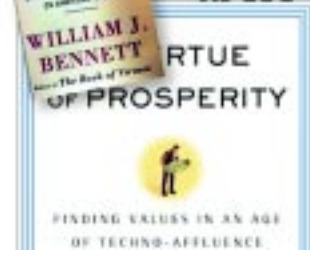
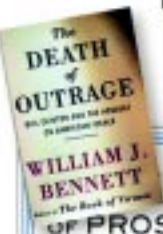
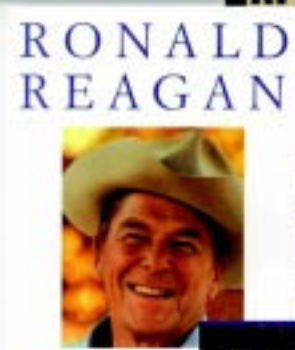
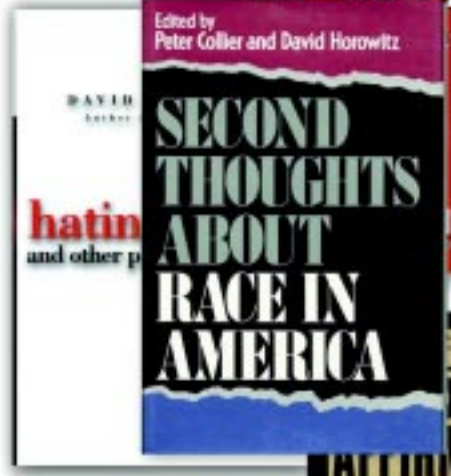
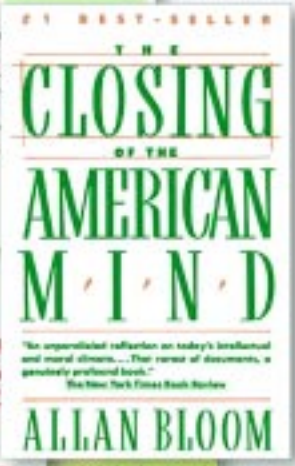
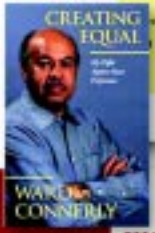
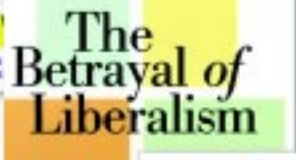
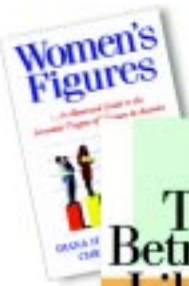
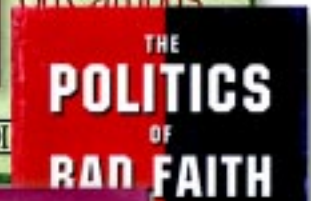
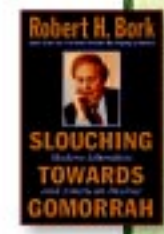
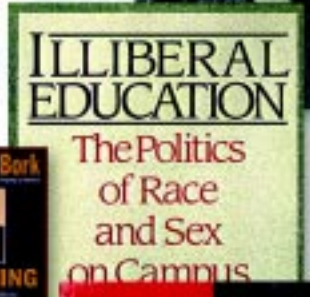
THE MONEY BEHIND THE MEDIA

Given the focused nature of the conservative philanthropies' funding and the broad array of recipient institutions it should come as no surprise that they are able to penetrate the mass media at myraid points, gaining a conservative voice at nearly every point in society where opinions are shaped or policies are made.

The movement has both its own well-funded and controlled media outlets, as well as deep connections with the traditional media. Most importantly, conservatives have realized that in today's media world the way to get noticed is to write books. This has

prompted the movement to subsidize and market the production of books throughout their "supply side" production cycle, from underwriting authors at think tanks to paying for them to tour the movement's state & regional institutions. A media critic for *The Nation* has written about the quality of these books:

"It is an ironic fact that in a society as culturally debased as ours, books can have a significant political and ideological impact precisely because they are not read."



Journalists Praise Media Transparency

“What an amazing site! (Great-looking, too.) Please keep doing what you’re doing. You can count me as a strong supporter.”

Joe Conason, *Salon* and *New York Observer*

“Fascinating!”

Edwin Black, author, *“IBM and the Holocaust”*

“I’m a huge fan of Media Transparency. It has a fact-filled database and a powerful search engine that delivers timely and reliable information about how the conservative movement affects the mainstream media. Media Transparency embodies the best of the world-wide web.”

Dan Moldea, author and investigative reporter

“Media Transparency is the essential tool for researching this movement.”

Eric Alterman, *The Nation* and *MSNBC*

Recent Articles & Reports Cite Media Transparency

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Sheperd Express
7/12/2001

Saving Bush’s Faith-Based Initiative

TomPaine.com
6/28/2001

Sites for Sore Eyes

The Nation
6/4/2001

John Ashcroft: An Asset of the Far Right

Institute for Democracy Studies
January 31, 2001

The Federalist Society: From Obscurity to Power

People for the American Way
8/01/2001

William Bennett: Education Entrepreneur

Working for Change
7/16/2001

Setting Up Shop at the GOP

Catholics For Choice
Summer 2001

Anti-Reparations Ads Build Right-Wing Movement

Media Alliance
May/June 2001

Right Won’t Get Borked Again

Working for Change
5/18/2001

Web Sites and Magazines Recommend Media Transparency

“A great collection of resources for persons studying the funding of conservative ideas.”

Political Research Associates (PRA) The Public Eye, Resources For Studying Right-Wing Funding & Policy-Making

“MediaTransparency.org has a nifty feature called the Fund-o-Meter, which lets you evaluate any web page on the Internet against their databases for signs of bias.”

PR Watch

“Media Transparency is a left-wing survey of conservative activity. It is valuable for conservative networking and comprehension of the far-left perspective on conservative free speech.”

World Journalism Institute

“If you have questions about any advocacy groups you hear about in the media, go to

Mediatransparency, type in the organization, click go and voila, the funders show up with the reasons given for granting the money. Click on the funders and get a profile and see who else they support. After a while, you will begin to see a pattern. Print out the organizations run by these foundations and keep next to your TV.”

InsuranceJustice.com

“News, opinion, analysis and investigative data related to links between conservative think-tanks, funding sources and influence.”

PoliticalProfessional.com

“There are several ‘Media’ watchdog groups out there... my personal favorite is mediatransparency.org”

Metafilter

“An intellectual and political resource for journalists and scholars doing research on the connections between right-wing foundations and public policy. It deserves recognition for its public service and the widest possible audience for the tireless research on this neglected topic undertaken by its founder, Rob Levine.”

The Nation

“Read about political foundations and their influence over US media.”

MediaStudy.com

“I just discovered a really great site called Media Transparency which has a search engine to generate where any non-profit gets its money and who those funders give their money to. Truly an awesome resource.”

Left Business Observer/LBO Talk Message Board

WE DON'T MAKE THE MEDIA. WE MAKE THE MEDIA BETTER.

At MediaTransparency.org we help other media do their job more effectively by providing research, data and information about the money behind the conservative movement

"Take a tour of our nation's cultural landscape as the century turns, and you find that ideas once considered ideologically revanchist are in full bloom, funded by right-wing donors....Media Transparency is the essential tool for researching this movement."

-Eric Alterman, [The Nation](http://The Nation magazine) magazine

Media Transparency is the essential tool for journalists to find out what people and organizations are the real movers — the ones that provide the funds — behind today's conservative movement. ONLY MT provides an online searchable database of the grants made by the 12 leading conservative philanthropies over the past 15 years. Currently our online- free, searchable database contains over 16,000 grants to over 2,000 recipients worth more than \$1 billion.

To give the numbers context, MT also supplies a structure for the movement (provided by NCRP) and information about both the recipient organizations and people. Additionally, MT taps the resources of other writers and researchers around the world, republishing and/or linking to their data, information and research tools.

MediaTransparency.org

The Money Behind the Media

MediaTransparency.org is a project of Cursor, Inc., a 501(c)(3) organization.
420 North Fifth Street, Suite #707 Minneapolis, MN 55401.