



THE HEARTLANDER

QUARTERLY PERFORMANCE REPORT

A Free-Market Economy Lifted My Family Out of the Welfare Projects



By James Taylor
President

As a young boy, I grew up in the housing projects, raised by a single mother supporting three children. My mom worked 60 hours per week at a low-paying hostess job in a restaurant in Hartford, Connecticut. Even with my mom working 60 hours per week, we relied on food stamps and welfare support. My brothers and I drank powdered milk made with water, rather than real milk.

My clothes were hand-me-downs that usually had patches or other poverty-specific signs of excessive, unreplaced wear-and-tear. Many of my friends at school would not come to the sordid housing projects where I lived to play with me after school. Even as the star player on my Little League baseball team, the other kids made fun of me for my Kmart sneakers and other signs of poverty.

Soon after Ronald Reagan entered the White House in 1981, my mom was told that our welfare benefits were being slashed. Ronald

CONTINUED FROM PAGE 1

Reagan became a four-letter word in my home. My mother wondered how we would get by.

Before long, however, the Reagan economy took hold. Unemployment dropped, and people had much more money to spend on goods and services. My mom started getting offers from competing restaurants to join them for much higher pay. She leveraged those offers to obtain a much higher hourly wage. By the time Reagan was running for re-election in 1984, my mom was making more money on her salary alone than she was on her previous salary and welfare benefits combined. She even was able to cut back to a 40-hour work week.

Even in a strong economy, there will be some people who will have a hard time making ends meet. However, I learned first-hand that a strong economy based on economic freedom is far better for people in lower economic classes who truly want to work hard than an economy that punishes growth and seeks to buy off people with government benefits.

Growing up in the welfare projects, I saw many people who had no desire to work and who simply gamed the welfare system as

best they could. I also saw many people who had personal pride and worked hard in the hope of someday improving their economic status. The Reagan free-market economy put pressure on the first group while providing unprecedented opportunities for people in the second group. Both paths and outcomes were just.

Both political parties have experience following the Reagan route and, conversely, the Jimmy Carter route that preceded it. After Ronald Reagan's successful presidency, George H. W. Bush slipped back to a more statist economic and political worldview. Ironically, it was a Democrat—Bill Clinton—who was more true to Reagan's policies and signed legislation (granted, after first opposing it) that restored serious work requirements for welfare recipients.

For people willing to work hard for a better life, the best thing government can do is get out of the way and let a rising economic tide lift all boats. Gumming up the economy with government intervention and excessive handouts to people who are unwilling to work for them

helps nobody—not even the recipients of the handouts.

I know first-hand that economic freedom, not a state-driven economy, is truly the most charitable government policy for all.

“For people willing to work hard for a better life, the best thing government can do is get out of the way and let a rising economic tide lift all boats. Gumming up the economy with government intervention and excessive handouts to people who are unwilling to work for them helps nobody—not even the recipients of the handouts.”

The Heartland Institute is an independent source of research and commentary founded in Chicago, Illinois in 1984. It is not affiliated with any political party, business, or foundation. Its activities are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Heartland's mission is to discover, develop, and promote free-market solutions to social and economic problems. Such solutions include parental choice in education, market-based approaches to environmental protection and health care finance, tax and spending limitation, and deregulation in areas where property rights and markets do a better job than government bureaucracies.

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THE HEARTLAND INSTITUTE

BY THE NUMBERS

During the first quarter of 2023, The Heartland Institute ...

APPEARED IN THE MEDIA

1,695

TIMES.



AD VALUE OF ALL MEDIA HITS IS
ESTIMATED TO BE

\$36.2
MILLION

PUBLISHED

63

STORIES
ON OUR

CLIMATE REALISM AND
CLIMATE AT A GLANCE
WEBSITES.



PRODUCED

23

*RESEARCH &
COMMENTARIES*
ADDRESSING ISSUES
THROUGHOUT
THE COUNTRY.

PUBLISHED

659

STORIES ON THE *HEARTLAND DAILY*
NEWS WEBSITE.

POSTED

87

OPINION PIECES
ON THE
HEARTLAND
WEBSITE.

CONTACTED ELECTED OFFICIALS

107,711

TIMES, INCLUDING **151** ONE-ON-ONE
CONTACTS BY PHONE, EMAIL, OR IN
PERSON.

WROTE
AND
PLACED

69

OP-EDS IN
OUTSIDE
PUBLICATIONS.



GENERATED AT LEAST

91
BROADCAST,
1,344

ONLINE,
AND **351** PRINT MEDIA HITS REACHING
MORE THAN **9.9 MILLION** PEOPLE.



RELEASED

48

PODCASTS.

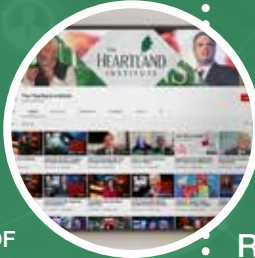


ADDED

217

VIDEOS TO OUR
YOUTUBE CHANNELS,
ATTRACTING A TOTAL OF
1,150,514 VIEWS.

OUR VIDEOS WERE VIEWED MORE THAN
250,000 TIMES ON FACEBOOK.



REACHED MORE THAN

310,000

PEOPLE ON OUR FACEBOOK PAGES.

PUBLISHED

3
PRINT AND
DIGITAL MONTHLY
ISSUES OF *HEALTH
CARE NEWS*.



PUBLISHED

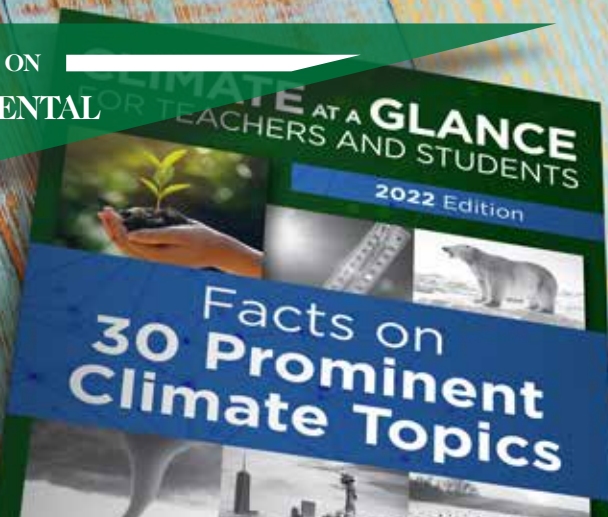
52

NEW ARTICLES ON
STOPPINGSOCIALISM.COM.

SENT OUT **102** EMAILS,
HITTING THE INBOX OF OUR
AUDIENCES **1,859,115**
TIMES. THE EMAILS
WERE OPENED ALMOST
689,230 TIMES AND
GENERATED MORE THAN
37,000 CLICKS TO
HEARTLAND CONTENT.



DISTRIBUTED **27**
ISSUES OF OUR CORE
WEEKLY E-NEWSLETTERS
– *CLIMATE CHANGE
WEEKLY*, *HEARTLAND
WEEKLY*, AND *THE
LEAFLET* – REACHING THOSE
AUDIENCES A TOTAL OF
340,672 TIMES.



Improving Climate Education

In the first quarter of 2023, Heartland's Environment and climate work made major waves in the media and reached new audiences through the distribution of compelling new educational and persuasive materials.

We mailed 8,000 *Climate at a Glance* (CAAG) coursebooks to teachers throughout the country, which received widespread praise from educators. The mainstream media has had a predictably mixed response.

A community college and high school physics teacher in Pennsylvania said, "Thank you for sending me the *Climate at a Glance* book. I have for years told my students that the things they hear on TV are lies and half-truths and have had to deal with others judging me." A science teacher in Ohio asked for 60 more copies, as have countless others, which we eagerly fulfilled.

The massive media clearinghouse Agence France-Presse took it upon themselves to fact-check the book twice, which generated significant trickledown

coverage. The fact checks largely agreed with the underlying data in CAAG, and the quibbles often relied on climate projections, which Heartland has debunked many times.

On Amazon, CAAG has maintained a truly stellar 4.6-star rating and is the number 18 book in the kids' science category, outselling books from science luminaries Richard Feynman, Leonard Susskind, *Princeton Review*, and the National Research Council.

The CAAG website posted three new entries this past quarter, and *Climate Realism* grew by 60 articles.

Heartland complemented CAAG with new content on our *Energy at a Glance* website. The latest entries discussed the science and economics of geothermal power, and two educational videos on these subjects were posted online.

President James Taylor and Research Fellow Linnea Lueken detailed the failed energy policies of the Biden administration in a new research brief, which found the



H. Sterling Burnett
Director
Managing Editor



Anthony Watts
Senior Fellow

Biden administration's intrusive policies have cost each U.S. household more than \$2,300 since 2021. This paper was discussed by the media and distributed to policymakers.

Heartland's energy and environment work achieved considerable press coverage, with 232 media hits. Editorials appeared in Fox News, The Western Journal, CNS News, Human Events, Townhall, Real Clear Energy, The Economic Standard, and many other outlets.

Four issues of our *Environment & Climate News* email were distributed to tens of thousands of policymakers and industry leaders. *Environment & Climate News* featured 105 articles in total, including 25 on the Environmental Protection Agency, 15 on carbon taxes and regulation, 17 on environmental, social, and governance (ESG) policies, and 15 on climate change.

Our environment experts appeared 18 times on TV in the first quarter, led by Linnea Lueken's appearance on *Fox & Friends* to discuss Biden's failed energy policies in March. Heartland environment and energy experts did 54 radio interviews, ranging from Portland to Pittsburgh. We released 13 environment and climate podcasts and appeared 848 times in online media.

Heartland contacted policymakers on environmental and energy issues a total of 35,822 times. Foremost among these contacts was the distribution of three *Research & Commentary* policy studies on ESG bills in Indiana, Iowa, and Nebraska.

Heading into the second quarter, Heartland is continuing its work to fight ESG score abuse and promote climate change realism and energy independence.



Linnea Lueken
Research Fellow

CENTER HIGHLIGHTS

Attained 232 press hits, including 205 online, 54 on radio, and 18 on TV, reaching a total print circulation of more than 3.2 million.

Worked with allied organizations to stall permits for inefficient offshore wind farms that threaten North American right whales.

Posted 54 videos to YouTube sharing the entire International Conference on Climate Change program online.



Defeating Job-Killing Wage Bills

Free-market economists have proven repeatedly that minimum wage laws create barriers to employment and increase costs to customers. Yet, politicians consistently propose minimum wage hikes to demagogue for support, against the best interests of their constituents.

In preparation for this year's legislative sessions, Heartland penned several *Research & Commentary* policy analyses arguing against minimum wage laws, distributed them to policymakers, and contacted lawmakers directly to discuss these issues.

These efforts paid off with the defeat of new minimum wage laws under consideration in multiple states. Absent Heartland's work on the issue, West Virginia might have led the way in increasing the minimum wage, as the state

considered three such bills. Following Heartland's advice, however, all three bills went down in defeat, as did similar legislation in Maryland, Mississippi, and North Dakota.

These were only a few of the 81 direct, personal contacts Heartland made with legislators this quarter on budget, tax, and regulatory issues, augmented by 35,215 group contacts, 15 legislative meetings, 13 *Research & Commentaries*, and a legislative testimony on an online free speech bill under consideration in Utah that passed successfully out of committee.

Heartland's e-newsletter *Budget & Tax News* provided lawmakers and opinion leaders with descriptions and links for the prolific 273 articles we posted on *Heartland Daily News* this quarter. These articles included 105 on government spending,



S.T. Karnick
Director of
Publications



Eileen Griffin
Heartland Writer

79 on taxes, 56 on individual rights, 28 on electoral reform, and others spanning Illinois' tax burden, state secession movements, and Big Tech censorship. An additional 127 articles were posted to *Rights, Justice, and Culture News*.

The new Heartland periodical *Life, Liberty, Property* provided weekly updates on the economy; Black Lives Matter; George Soros-funded prosecutors; diversity, equity, and inclusion; ESG; and more. It was sent a total of 207,645 times to subscribers this quarter.

Heartland's budget and tax editorials appeared in American Greatness, Human Events, The Center Square, and other publications this quarter, covering economics, the Second Amendment, and more. In total, Heartland's budget and tax analysis appeared in 81 online sources, six newspapers, and four times on radio, in addition to the four podcasts Heartland produced on these topics.

Heartland also produced a groundbreaking research brief about updates to the Uniform Commercial Code that could pave the way for a new central bank digital currency (CBDC). CBDCs are an emerging threat that would give the Federal Reserve Bank the ability to program the dollar to punish those with politically disfavored ideas. The Fed's leadership and the private financial institutions who dictate its policies support the ESG agenda.

New threats to America's economic liberty seem to appear every day. Heartland is better equipped than ever to fight these harmful ideas, though, with new weapons in our arsenal and our established thought leadership on the most important economic issues of the day.



Stephen Moore
Economist

CENTER HIGHLIGHTS

Minimum wage hikes were defeated in Maryland, Mississippi, North Dakota, and West Virginia.

Directly contacted legislators 81 times individually and 35,215 times in groups, held 15 legislative meetings, and produced 13 new *Research & Commentaries*.

Produced new research on proposed federal rules to create a central bank digital currency.

Published 273 articles in *Budget & Tax News* and 127 in *Rights, Justice, and Culture News*.



Heartland's Climate Conference Was A SMASHING Success!

A lineup of more than 50 of the world's best scientists and policy experts — as well as several prominent elected officials who are climate realists — made the program at the 15th International Conference on Climate Change in February in Orlando one of our best yet.

We covered the latest climate science, ESG (environment, social, and governance) in finance, the problems with green energy, the fossil fuel industry, and much more.

If you missed it, you can watch every presentation on the Climate Conference 2023 playlist on Heartland's YouTube page (youtube.com/HeartlandInstitute) or go to climateconference.heartland.org. And if you attended, go and see some of the presentations you missed, or want to watch again.

15TH INTERNATIONAL
**CONFERENCE ON
CLIMATE CHANGE**

Did you miss any of the...

15TH INTERNATIONAL CONFERENCE ON CLIMATE CHANGE

FEATURED SPEAKERS INCLUDED



Rep. Lauren Boebert



Alex Epstein



Sen. Ron Johnson



Myron Ebell



Judith Curry, Ph.D.



Christopher Essex, Ph.D.



Patrick Moore, Ph.D.



Christopher Monckton



William Happer, Ph.D.

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IMPORTANT PRESENTATIONS AT**

CLIMATECONFERENCE.HEARTLAND.ORG

Progress on Deregulation, Telehealth

Hearland's free-market health care reform efforts met with continued success this past quarter. Our years-long campaign to roll back the regulatory state in medicine helped pave the way for recent expansions in telehealth, licensing reciprocity, and FDA reform.

Telehealth is an emerging practice area that allows doctors to see and treat patients online or over the phone. Before COVID-19, telehealth was heavily regulated and often prohibited across state lines. Heartland has led the way in educating policymakers about the need to join a growing interstate compact that eliminates these regulations.

Heartland worked in all three of the states that became the newest additions to the compact this quarter. Arkansas and Virginia joined in March, and Wyoming joined in February. Heartland also worked

with legislators in Ohio, who are moving to expand the telehealth reciprocity legislation they enacted last year.

Overregulation of the drug industry is a major driver of cost increases. Heartland worked with legislators in Texas, who are considering two separate Right to Try bills. If they succeed, they will follow the lead of Arizona and South Dakota, which established Right to Try programs last year under Heartland's guidance. Right to Try bills allow patients to access safe drugs that have not yet completed the byzantine FDA approval process.

Beyond deregulating health care, it is equally important to prevent new regulations. Obamacare was one of the worst-ever expansions of regulation and government spending in health care, and Heartland is dedicated to preventing its



**AnneMarie
Schieber**
Managing Editor



Matt Dean
Senior Fellow for
Health Care Policy
Outreach

growth in the few holdout states remaining.

Regrettably, North Carolina finally caved to Obamacare expansion this quarter. The silver lining is that the lawmakers also passed significant deregulation, including certificate of need reform. Heartland worked directly with the 10 remaining holdout states this past quarter, and that crucial work will continue, in cooperation with our free-market allies.

Heartland was active on Arizona Senate File 1250 this quarter, which would have protected workers with religious exemptions from being forced by their employers to take COVID-19 vaccines. The bill passed both the House and Senate, but it was vetoed by leftist Gov. Katie Hobbs.

Vaccines, deregulation, and Obamacare remain important subjects for Heartland's analysis and commentary in media that we produce, as well as in outside media.

Heartland published three print and online editions of *Health Care News* this quarter. The newspaper featured 15 articles on COVID-19 vaccines and mandates, eight articles on Medicare and Medicaid, six on regulation, three on drug prices, and three on diversity, equity, and inclusion mandates. A total of 23,483 copies were sent to policymakers and industry leaders.

Heartland produced seven podcasts on health care policy this quarter, and our experts appeared four times on the radio. Heartland writers had four articles published in newspapers, reaching a total circulation of 782,850, and 11 articles online. Heartland is working hard to make sure the public gets the free-market message on health care.



**Bonner Cohen,
Ph.D.**

Heartland Writer

CENTER HIGHLIGHTS

Following Heartland's research and testimony, the South Carolina Senate passed a bill, which has the governor's support, to eliminate certificate of need rules.

Heartland's favored telehealth deregulation compact grew to include Arkansas, Virginia, and Wyoming.

We published three issues of *Health Care News* in print and digitally, distributed to tens of thousands of policymakers and industry leaders.

We worked with 32 states on Parents' Bill of Rights legislation to ensure parental notification and consent to medical treatments of minors.



Big Victories for Universal School Choice

Last year, The Heartland Institute published research and testified to legislators before the nation's first truly universal school choice program was enacted in Arizona. At the time, our education policy experts predicted this new type of education option would sweep across the country, but even our most optimistic estimates could not foresee the rapid pace achieved in the first quarter of this year.

Arkansas, Florida, Iowa, and Utah passed universal school choice programs this quarter, and other states may soon follow suit, including Texas. Heartland has written extensively in support of each of these programs.

Our education policy experts wrote and distributed *Research & Commentary* policy analyses on the Florida and Utah school choice bills and sent them directly to legislators, and those bills passed. Our

experts also wrote in support of similar legislation in Kansas, Texas, and other states, in a few of our seven *Research & Commentaries* on education policy this past quarter.

The Florida program is groundbreaking. With more than 2.8 million K-12 students, Florida has by far the largest student population of any state that has adopted universal school choice. This reform single-handedly increases the number of American students with true choice by an order of magnitude.

The other participating states are no less significant. As a growing number of states compete with each other to grow education freedom for students and parents, a virtuous circle incentivizes ever-more states to follow.

If Texas can overcome the many barriers to universal school choice, the movement may reach a critical mass where most



Tim Benson
Policy Analyst



Larry Sand
Policy Advisor

liberty-leaning states are compelled to do likewise. After decades of work on these issues, Heartland continues to lead the way in state legislatures throughout the country.

School choice was one of the most popular topics in Heartland's e-newsletter and *Heartland Daily News* section *School Reform News*. The newsletter was sent to policymakers and education industry leaders 24,880 times, linking to our 123 published articles. Of these, 57 covered political and gender indoctrination in the classroom, 25 were on school choice, 25 on curricular issues and reform efforts, and 11 on critical race theory, among other topics.

Heartland's education policy analysis also reached many more people through outside media. Heartland work appeared 49 times in newspapers and twice in magazines, reaching a total circulation of 690,818, plus at least 178 times in online media outlets.

Among the most impactful media hits was Heartland Policy Advisor Larry Sand's editorial on political correctness run amuck in higher education. Sand's article exposed shocking statements by professors of law at Georgetown University Law School and the Boston College Law School. The latter professor went so far as to suggest "scrapping" the U.S. Constitution.

If universal school choice continues its torrid pace of reform, America's future college and law students will be much better equipped to push back against the biased indoctrination and absurdities of modern higher education. We expect that the pace will continue, and Heartland pledges to keep fighting on the frontlines to make that vision a reality.



S.T. Karnick
Director of
Publications

CENTER HIGHLIGHTS

New universal school choice programs were enacted in Arkansas, Florida, Iowa, and Utah.

Made 33 direct, personal contacts and 9,703 group contacts with legislators on education issues.

Published and distributed seven *Research & Commentary* education policy analyses to lawmakers across the country.

Distributed four issues of our *School Reform News* email newsletter to policymakers and opinion leaders, a total of 24,880 messages.

A Journey Into The ‘Dark’ Future

In 2020, Justin Haskins and Donald Kendal, the leaders of the Socialism Research Center, partnered with Glenn Beck to author one of the most popular books against socialism published to date, *Arguing with Socialists*. The book became an instant hit. It received massive media attention, including from unfriendly foes in the legacy media, reaching the fourth spot on *The New York Times* list of bestselling books.

In January 2022, Beck, Haskins, and Kendal teamed up again, this time publishing a highly impactful book titled *The Great Reset: Joe Biden and the Rise of Twenty-First Century Fascism*. The book topped virtually every sales chart in America in its first week, reaching number-one status on several bestselling books lists. More importantly, *The Great Reset* sparked a wave of legislative action against ESG metrics, a kind of social credit scoring model that large companies, financial institutions, insurance companies, and governments are using to reshape society. In the 15 months following the book’s launch, lawmakers in more than



20 states proposed legislation to limit the impact of ESG, including in Florida, which is now on the verge of passing the most comprehensive anti-ESG law in history—one inspired directly by the work of the Socialism Research Center and Glenn Beck.

As remarkable as those two projects were, however, the team is just getting started. In 2023, Beck and Haskins will coauthor a third book (Kendal is the book’s lone additional contributor) titled *Dark Future: Uncovering the Great Reset’s Terrifying Next Phase*. In *Dark Future*, Beck, Haskins, and Kendal will reveal for the first time the disturbing



Justin Haskins
Director



Donald Kendal
Research Fellow

movement among global elites, including the Biden administration, to embed ESG into emerging and future technologies, including artificial intelligence, central bank digital currencies, quantum computing, social media, the metaverse, gene editing, biological engineering, and many more. By building new technologies with ESG included in their foundations, elites know they can socially engineer almost every part of our world.

The authors will also discuss elites' strategy to consolidate over the next decade increasingly more amounts of wealth, property, and, perhaps even more vitally, data, a move that would provide unprecedented power to large corporations and Big Tech.

The research presented in *Dark Future* is nothing short of groundbreaking, and it will undoubtedly have a substantial effect on the conservative movement in 2023, 2024, and beyond. The more people learn about Joe Biden and Davos elites' plans for the next decade, the greater the legislative and societal pushback will be.

As all of these projects show, the Socialism Research Center is unlike any other policy center in the conservative movement. Its experts conduct revolutionary research that is genuinely altering public policymaking in America on a daily basis. And with your support, the SRC will accomplish even greater things in the years to come.



Jack McPherrin
Research Editor



Chris Talgo
Editorial Director

CENTER HIGHLIGHTS

Appeared on a radio, podcast, or television show 16 times, including appearances on *The Glenn Beck Radio Program*, *Relatable with Allie Stuckey*, TheBlaze TV, AM-740 in Houston, WFLA-FM in Tallahassee, Florida, and AM-560 "The Answer" in Chicago.

Published 52 new articles on StoppingSocialism.com, earning 313,000 page views.

Jack McPherrin authored one policy publication about Russia's totalitarian government and its connections to U.S. policy, titled "The Road to Totalitarianism: Lessons From Russia." McPherrin also published a presentation for lawmakers about the potential dangers of environmental, social, and governance metrics. It is titled "Environmental, Social, and Governance (ESG) Scores: A Basic Primer."

Videos published on Stopping Socialism TV received 373,873 views on YouTube. It was one of our best-performing quarters since we launched the channel.



Government Relations

Gearing Up to Make a Big IMPACT

By Cameron Sholty
Government Relations Director

The Heartland Institute has long been known as a leading organization in the fight for limited government and free markets. In recent years, our commitment to these principles has only grown stronger, as evidenced by our successful efforts to monitor more than 800 pieces of state legislation and establish a new 501(c)4 organization dedicated to impacting public policy.

At The Heartland Institute, we believe that government should be limited to its proper role of protecting individual rights and promoting free market solutions to public policy challenges. We also recognize that this vision is under attack from powerful special interests that seek to expand government power at the expense of individual freedom. That's why we've made it our mission to fight for limited government and free markets in every arena, from the halls of Congress to state legislatures.

“We’re excited and know you will be, too, about what the future holds for The Heartland Institute and Heartland Impact. Stay tuned.”

In the first quarter, we have tracked more than 800 bills related to taxes, spending, ESG, education reform, health care and executive overreach. By staying on top of legislative developments, we’ve been able to identify threats to individual freedom and proactively fight against them.

In the coming weeks and months, you are going to hear more about it, but we want to share with you first: The Heartland Institute has created a new 501(c)4 organization dedicated to impacting public policy across the nation. This new entity, Heartland Impact, is focused on advocating for limited government and free markets and being a comprehensive resource to state lawmakers and opinion leaders. Through Heartland Impact, we’re able to more fully engage with policymakers and stakeholders on important policy issues.

We’re excited and know you will be, too, about what the future holds for The Heartland Institute and Heartland Impact. Stay tuned.

Something
BIG
Is Coming



June 2023

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HOW TO GET THE MOST OUT OF HEARTLAND

The Heartland Institute produces content for everyone. Whether it's daily news articles on HeartlandDailyNews.com, podcasts on iTunes, videos on YouTube, or email updates, you can customize the way you receive Heartland's great work.



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