From campus to Congress... from interns to activists...
The Leadership Institute is
Training conservative students to win!

LI grads are today’s activists and leaders. They rally their fellow students to fight the left, and they present the conservative message clearly.

Here are just a few of the Leadership Institute's trainings and programs to equip young conservatives:

- LI’s CampusReform.org’s campus news website exposes and shuts down leftist bias and indoctrination through national news coverage (see page 3).
- LI’s Online Journalism Workshop teaches young journalists how to break the liberal media monopoly (see page 2).
- The Leadership Institute’s Internship pays dividends for both students and donors. Students sharpen their skills and fight for conservative principles today and for the rest of their lives (see page 6).
- LI’s Career Services staff brings together skilled conservatives and active organizations to fight the left (see page 7).

Supporters of the Leadership Institute are responsible for the 119,000 (and growing) graduates who fight back in politics, government, and the media. LI supporters equip these graduates to fight the left today and for the rest of their lives.

By Mitchell Nozaka

LI’s CampusReform.org makes a national impact. (See page 3)
Rand Paul credits LI grads for election to U.S. Senate (See page 5)

Leadership Institute training:
- Teaches students how to fight against liberal bias on campus.
- Trains students in the most effective and successful strategies and tactics to win.
- Prepares students for the political battlefield during and after their college years.

A soldier doesn’t forget his training or experience. A soldier is patriotic and stands up for his principles. The same goes for Leadership Institute graduates.

Fighting the left for what’s right

Since 1979, the Leadership Institute has trained over 119,000 students, with more than 13,500 in 2012 alone. LI staff is hard at work to train as many conservatives as possible in 2013.

Leadership Institute-trained activists stood for constitutional rights and became the top news story across the country on June 26, 2008. The activists furthered the conservative message as the Supreme Court upheld Second Amendment rights in the D.C. v. Heller decision.
LI’S ONLINE JOURNALISM WORKSHOP
Teaching new journalists a new way to fight the left

Smart, well-trained conservatives can weaken the liberal monopoly over news reporting. The internet and modern technology have made access to information cheaper, quicker, and fairer—and many conservatives now use this to break into journalism.

This year, the Leadership Institute taught a new Online Journalism Workshop to mobilize the next generation of conservatives: principled activists armed with the skills to report the news, fight the left, and win.

LI grad, a national news editor, teaches LI students

David Martosko, LI faculty member and the executive editor of The Daily Caller news website, trains young journalists in this new workshop. From story construction and headline writing, to using inexpensive video technology to expose liberals, LI’s Online Journalism Workshop teaches the nuts and bolts of journalism.

Forty-two people attended the inaugural Online Journalism Workshop. David taught the majority of the training, joined by Daily Caller reporters Alex Pappas and Taylor Bigler, and investigative reporter and best-selling author, Richard Miniter. Amos Gelb, founder and director of the Washington Media Institute, also joined the training to discuss foundations of success in today’s media.

David Martosko attended four LI workshops back in 2000 to figure out what type of career he wanted to pursue. In the decade between attending LI training and his current role at The Daily Caller, David successfully navigated the public relations world. But the most surprising fact about David is that he has no academic journalism school training, which he believes isn’t necessary to establish a journalism career online.

LI’s online journalism success in fighting the left

The Leadership Institute’s campus news website, CampusReform.org, proves the power of online journalism. The site attracted more than two million unique visitors in 2012. Many other news sites republished stories first reported on CampusReform.org.

“The speed and reach of online journalism today means we can shut down much liberal indoctrination and expose leftist abuses on campuses more than ever before,” says Morton Blackwell. “CampusReform.org can publish a story today, thousands will read it by tomorrow, and a leftist campus administrator might be making a public apology to conservatives within a week.”

Last year, CampusReform.org stories rallied conservatives to shut down a racist indoctrination campaign at the University of Minnesota. And at Louisiana State University, administrators apologized to students after they manipulated a photo of Christian students to erase Christian crosses. (See page 3 for CampusReform.org’s success in fighting liberal abuses).

By Rachel Phillips

Larry Get Your Gun • Gun rights leader Larry Pratt visits LI interns

Does the government exist to protect citizens? Or to impose rule through unchallenged force? Larry Pratt, executive director of Gun Owners of America, poses these types of questions to President Obama, the American people, and the Leadership Institute’s interns.

Throughout their internship, Leadership Institute interns meet leading conservative figures such as National to Work’s Mark Mix, Americans for Tax Reform’s Grover Norquist, Reps. Michele Bachmann and Jim Jordan, and Senator Rand Paul. Larry Pratt visited LI interns at LI’s Sacher Intern House and discussed the current gun rights issue. Pratt and other gun rights proponents strive to preserve and defend the Second Amendment rights of law-abiding gun owners. During the dinner, Pratt educated LI interns about the history of the Second Amendment.

CampusReform.org covers gun issues

LI’s CampusReform.org campus news website published several gun-related stories that reached a national audience. The website covered stories about legislators and campus administrators restricting gun rights of college students. Female students are especially vulnerable. They live on campuses with rampant sexual immorality encouraged by administrators who tell them to use “rape whistles,” instead of firearms, to stop a sexual predator.

Government calls good citizens “evil”

Pratt believes the government’s duty is to punish wrongdoers and protect law-abiding citizens. Rather, the government calls good, law-abiding gun owners “evil,” instead of cracking down on illegal activity. According to Pratt, the current government works to take away the rights of citizens, and Vice President Biden went so far as to advise people to do something illegal—fire warning shots with a shotgun in populated areas.

Leadership Institute interns meet, learn, and discuss firsthand with leaders like Larry Pratt who are active in the public policy process. These leaders encourage young conservatives to preserve and promote the conservative ideals of America’s founding documents.

By Jean Morrow
IT'S ANYTHING BUT DRUDGERY

Li’s CampusReform.org coverage exposing liberal bias on campus makes national news on the Drudge Report and elsewhere

News travels fast

Already in 2013, the Leadership Institute’s CampusReform.org campus news website published nine stories which were picked up by the Drudge Report website (DrudgeReport.com). Stories published on the Drudge Report reach a wider audience, and open up new opportunities for conservative victories on college campuses nationwide.

The Drudge Report is a conservative news aggregator – a website that promotes breaking stories on other news websites. Conservatives frequently turn to Drudge for important news, especially stories liberal-dominated media do not cover. The Drudge Report is famous for breaking the Bill Clinton – Monica Lewinsky scandal.

Reaching national news shuts down liberals on campus

The Drudge Report is like a booster rocket that sends stories to the next level. Called the “Drudge Effect,” millions view these stories and turn up the heat against liberals. One such story featured on Li’s CampusReform.org was of a racist, taxpayer-funded “Un-Fair Campaign” indoctrination program by the University of Minnesota. More than 275,000 people viewed that story on CampusReform.org. Thousands called the university to express outrage, and the school administration dropped the program.

CampusReform.org: a new weapon against campus liberalism

Morton Blackwell created CampusReform.org to keep up with the fast-paced news environment of the 21st century. Morton knew a campus news program could effectively combat leftist abuses on college campuses. He hired full-time journalists to expose leftist indoctrination and force campus liberals to back down. “It’s a powerful weapon against the left,” Morton remarked.

Gun control and sexual immorality exposed on campus

Six of the nine CampusReform.org stories picked up in 2013 by the Drudge Report reveal the promotion of sexual immorality on campus, where campus administrators not only tolerate promiscuity – they encourage it. Many stories concern speakers and programs at public universities – which are funded by taxpayers. Taxpayer dollars undermine and attack the conservative values and morals parents have taught their children. Other CampusReform.org stories featured on the Drudge Report this year included stories about the current gun rights debate:

- NYC Mayor Michael Bloomberg told a group of Johns Hopkins students that President Obama should sidestep Congress and implement gun control through executive order.
- At Texas A&M University, actor Danny Glover ridiculously claimed that America’s founding fathers created Second Amendment gun rights to keep slaves from revolting, rather than protect against tyrannical rule.
- The University of Illinois invited a porn star to conduct a sex education week, funded by student fees. Her lecture included showing explicit videos from her adult films.
- North Carolina State University held a “Dirty Bingo” event, which included sex toys as prizes.
- Yale University hosted a sex shop owner during Yale’s Sex Weekend, who spoke of perverted sexual practices as acceptable “sexual diversity.”

LI training turns vulnerable students into battle-ready veterans

Conservative students, supported by Leadership Institute training and mentoring also lead the fight against outrageous attempts to indoctrinate students in socialism.

Concerned donors support the Leadership Institute’s fight against appalling liberal domination on college campuses – and create a balance so their vulnerable children and grandchildren can remain conservative and thrive.

By Mitchell Nozka
LISA MILLER: DONOR, ACTIVIST, MOTHER, AND ALL-AMERICAN CONSERVATIVE

Leadership Institute-trained graduate now donates to LI to fight the Left

As a single mother, small business owner, and concerned citizen, Lisa Miller’s strength of character and determination are always on display ... and constantly tested. More and more, she has seen government as a hindrance rather than a help to her. Lisa fears the consequences of bad government policies on her daughter’s future. But she sees the Leadership Institute’s activism training as a big part of the solution.

A strong believer in the conservative principles that built this nation, fueled by the American work ethic, and empowered by Leadership Institute training, Lisa knows her actions produce results – and make a difference.

LI grad starts Washington, D.C. Tea Party group

Lisa started Tea Party WDC (Washington, D.C.) and uses her LI training to promote conservative principles. She attended her first LI training in November 2001 at the recommendation of Ken Cuccinelli, Virginia’s current attorney general and conservative candidate for governor. And now, over a dozen LI trainings later, Lisa is a blogger, activist, Tea Party leader, and investigative journalist. In these roles, she advocates for constitutionally limited government, free markets, a strong national defense, and faith in God as the essential moral fiber of this nation.

And every time Lisa wanted to do more activism, there was an LI training she could take to learn how to do it. “LI has been by my side every step of the way. I wouldn’t be the conservative activist I am today without the Leadership Institute.”

Small actions by all conservatives lead to big changes

Lisa knows that when conservatives contribute to the movement, big changes happen. “We must constantly bring in and train new people. It’s about building the grassroots. It’s a constant process of building awareness and the troops on the ground. Never let anyone go who gets overwhelmed or discouraged. Ask them what smaller things they can do. Ten thousand people who do small things get big things done in the end.”

Lisa Miller is not a politician. But she entered politics because she, like many other Leadership Institute supporters, fears for her child’s future: “I’m worried that my daughter will have fewer opportunities to succeed in the future because of irresponsible government policies.” But unlike the President’s empty cliché, she sees that real “hope and change” happens when more conservatives stand up and fight the left – equipped through the effective training of the Leadership Institute.

By Heather Sherlock

LISA MILLER’S TRAINING AT LI

✓ Grassroots Activist School
✓ Campaign Management School
✓ Future Candidate School
✓ Comprehensive Online Activist School
✓ Legislative Project Management School
✓ New Media Workshops
✓ Public Speaking Workshop
✓ Television Workshops
✓ Written Communications Workshop

Lisa Miller supports the Leadership Institute to ensure that conservatives learn how to make their voices heard.
Senator Rand Paul endorses the Leadership Institute and its graduates. The rising star from Kentucky calls Leadership Institute-trained graduates his “secret weapon” in winning election to the U.S. Senate in 2010.

On March 6-7, 2013, for 13 hours, Senator Paul filibustered the confirmation of Obama’s nominee for CIA director. Paul questioned the constitutionality of the Obama administration’s potential use of unmanned drones to kill U.S. citizens on American soil. Conservatives cheered Senator Paul’s principled stand for the Constitution against President Obama.

LI grads implement their training

Rand Paul’s election to the U.S. Senate proves Leadership Institute (LI) graduates, like Paul’s statewide youth coordinator Lance Wheeler, successfully implement their LI training. From LI’s Future Candidate and Campaign Management Schools, to Get-Out-The-Vote and Activist workshops, the Leadership Institute’s comprehensive trainings help eager students learn how to successfully promote their conservative views.

Sticking with a good cause

One of Morton Blackwell’s tenets says to only trust those activists who fully stick to a good cause – even though it may seem like a losing one. The political world swells with flatterers seeking their own glory, rather than principled conservatives who fight for what’s right over what’s politically expedient.

Like the LI-trained activists who helped Senator Paul, eight Leadership Institute graduates with LI grassroots and campaign training propelled Ted Cruz and Jeff Flake to the U.S. Senate. At the beginning of the primary, Ted Cruz was a long-shot with only 2% in the polls (the margin of error was 3%). LI-trained activists stuck to their guns and helped elect Ted Cruz and Jeff Flake to the U.S. Senate.

LI grads get real campaign experience

Uphill battles often give activists more experience than an easy campaign would. These activists think outside of the box, try new strategies and tactics, and must work harder to gain recognition. When the campaign finishes, they come out with valuable experience essential for victory in the next campaign.

LI: not a think tank, but a “do” tank

Senator Paul remarked, “The Leadership Institute is a “do” tank, taking action to achieve more conservative victories ... many more good candidates and grassroots groups can benefit from it in the crucial elections to come.” The Leadership Institute continues to train thousands of activists each year – who go on to propel principled senators like Ted Cruz, Jeff Flake, and Rand Paul to victory.

By Mitchell Nozaka

“I ran for the United States Senate in 2010, and I’m proud to represent Kentucky there today.

The political elites in both parties opposed me, and the “experts” didn’t give me much of a chance.

Let me tell you about a “secret weapon” I had. That “secret weapon” is top notch volunteers and staff members trained by a remarkable group called the Leadership Institute.

The Institute’s grassroots training has been called the best available anywhere in the country. And Institute graduates prove it to be true.

If more conservative candidates have the same secret weapon I had – top staff and key volunteers trained by the Leadership Institute – you and I will see many more conservative victories in the future.”

— RAND PAUL
LEADERSHIP INSTITUTE’S INTERN PROGRAM

A win-win for interns and LI supporters

The Leadership Institute turns its student interns into conservative leaders and activists for America.

Each year, the Leadership Institute (LI) provides three dozen interns with the most comprehensive and career-advancing internship in the conservative movement. Since 1988, LI has provided internships for more than 740 students representing all 50 states.

The Leadership Institute trains thousands of students in its 40 different training programs, workshops, and seminars every year. LI handpicks those with the best potential and awards them with the coveted opportunity of an LI internship. Interns get paired with different departments within the organization. From grassroots activism to CampusReform.org, from events management to career services, interns take on important projects with responsibility and accountability in LI departments of greatest interest to them.

The best internship in Washington, D.C.

For twelve interns at a time, this paid internship includes free housing, free training, and valuable political experience. The majority of Washington, D.C. area internships offer no compensation of any kind. Those unpaid interns must provide for their own housing in an expensive area, and they may do only menial tasks such as answering phones and making copies (or coffee).

Not so at the Leadership Institute. LI’s high-potential interns receive life-changing opportunities. They can focus on learning all they can from their internship.

Thanks to the generosity of LI donors, interns live (at no cost to them) in the fully-furnished Sacher Intern House just seven blocks from the office. Interns also receive a monthly stipend, free tuition to all LI trainings for a year, and a book allowance to build a conservative library. But it’s not just about the perks. Leadership Institute interns have important responsibilities. And the lasting value of LI’s program lies in turning the interns’ desire for a conservative America into lifelong action and victories against the left.

Learning how to fight the left and win

Morton Blackwell founded the Leadership Institute on the premise that conservatives owe it to their philosophy to learn how to win. LI interns take that responsibility seriously. LI’s program equips interns to articulate what they believe and why they believe it. Interns sharpen their understanding of conservative philosophy through weekly book discussions and private meetings with conservative leaders, like Senator Rand Paul and Congresswoman Michele Bachmann.

Interns also gain hands-on work experience. They apply their social media, technology, journalism, and campaign skills at LI while completing vital projects for their chosen departments. The experiences and connections built during their internships become the foundation of their future careers.

Interns yesterday, leaders today

LI intern alumni now work for, or are themselves, elected officials at every level. Former interns also work in conservative non-profit, for-profit, and think-tank organizations, and in print and online journalism. Senator Ted Cruz, Congresswoman Michele Bachmann, the Becket Fund for Religious Liberty, and the Texas Public Policy Foundation all count former LI interns among their staff, just to name a few.

The interns thank Leadership Institute donors for their support – and the investment in their future.

By Eliza Thurston
LI’S CAREER SERVICES DEPARTMENT
Organizations hire principled conservatives through LI

“You’re hired!”

More than 1,300 applicants who have used the Leadership Institute's ConservativeJobs.com job placement website have heard those exciting words.

The Leadership Institute's Career Services staff matches skilled, principled conservatives with effective organizations that advance the conservative movement. They achieve this through free career counseling, resume editing, job fairs, and low-cost career trainings. Applicants post their resumes and employers post their open positions, both free-of-charge, on ConservativeJobs.com.

LAUNCHING CONSERVATIVE CAREERS

Each year, hundreds of young conservatives get their start in politics thanks to the Leadership Institute’s Career Services. LI’s ConservativeJobs.com connects jobseekers and recruiters easily, and at no cost to either, online.

Career trainings prepare jobseekers

“The Leadership Institute is the rising tide that lifts all boats,” says Morton Blackwell. “When the Leadership Institute's programs help conservative organizations succeed, then conservative principles win.”

But for organizations to succeed, they must find the right people for the right positions. Enter Alyssa Condrey, LI’s Career Services Coordinator. Alyssa organizes the trainings and services for conservative jobseekers – taking skilled conservatives and matching them with eager employers.

Along with one-on-one counseling to prepare for the next interview, LI hosts trainings to help conservatives to break into their desired fields. These LI trainings include: Broadcast Journalism School, Civil Service and Foreign Service Opportunity Schools, Conservative Career Workshop, Conservative Intern Workshop, and Written Communications Workshop.

LI: the HR department for conservatives

The Leadership Institute can be called the “human resources department” of the conservative movement. Through robust training and providing access to resources, LI’s Career Services department boasts:

- ConservativeJobs.com, the largest online database of conservative jobs.
- The most conservative jobseekers and recruiters.
- The largest job fairs for conservatives.

At LI’s headquarters in Arlington, VA, Alyssa Condrey, the Leadership Institute’s Career Services Coordinator, assists principled conservative jobseekers.

The entrance to LI’s 45,000 square foot headquarters.

Over 180 organizations in politics, government, and the media trust the Leadership Institute to host job fairs and post their available openings on ConservativeJobs.com. Some examples are:

- The Heritage Foundation
- FreedomWorks
- The Daily Caller
- Americans for Prosperity
- Americans for Tax Reform
- Charles Koch Institute
- Media Research Center
- Americans United for Life
- Office of Rep. Michele Bachmann
- National Rifle Association
- Family Research Council
- Faith & Freedom Coalition

Morton Blackwell thanks Leadership Institute supporters who make these employment services possible: “With each principled conservative hired, our generous donors contribute to a restored, conservative America.”

By Mitchell Nozka
Dear Friend of the Institute,

I aim to build a movement, not an empire.

With your support, I bring together resources to turn principled conservatives into well-trained “soldiers.” They deploy into the political battlefield at a moment’s notice.

But I’m not the one pulling the strings. These conservative students, leaders, and activists think for themselves. They know what they fight for. Limited government. Lower taxes. Strong national defense. Traditional values.

I don’t tell these conservatives what to do. They stand up for what they believe in. Leadership Institute graduates eagerly jump into the fray ... and fight in campaigns, challenge leftists on college campuses, and chip away at the liberal domination of politics, government, and the media.

Not every graduate is a politician, nor should they be. See the article about Lisa Miller on page 4. Lisa has taken over a dozen Leadership Institute trainings because she cares about the future America her daughter will inherit. Through Tea Party activism, blogging, and investigative journalism, she is a model Leadership Institute graduate.

And through 40 different types of training, your Leadership Institute has trained over 119,000 activists. When these trained activists fight against the left, all conservatives win.

With your help, America will see great conservative victories in the months and years ahead.

Cordially,

Morton C. Blackwell, President