LI’s new campaign holds professors, college administrators, and unprincipled politicians accountable

Professors and politicians betray America

“America is faltering today,” says Leadership Institute President Morton Blackwell. “The institutions designed to preserve and protect the principles that made us great are packed with people who have betrayed those principles.”

According to Blackwell, the source of the problem is twofold:

CHALLENGE ONE: Americans send their students to universities originally designed to transmit the core American principles to a new generation. Instead, professors and administrators who run these institutions seek to undermine these principles. They teach students to reject American ideas.

CHALLENGE TWO: Americans elect many politicians who pledge to enact conservative legislation to preserve individual liberty and protect traditional values. Instead, many of those politicians expand the role of government.

Under Blackwell’s guidance, the Leadership Institute launched a new campaign to reform these institutions by holding their members accountable. The name of the campaign: Feet to the Fire.

The Leadership Institute holds professors and politicians accountable

“Every Leadership Institute supporter knows conservative principles could transform America into a more free and prosperous country,” Blackwell says. “They also know that will not happen without a sufficient number of trained conservative activists to restore balance to higher education and hold politicians accountable.”

A multi-front response

LI’s Feet to the Fire campaign consists of three interconnected initiatives:

#1: Campus Leadership Program – Trains conservative college students to expose and fight liberal bias and indoctrination on college campuses. Read more about new and expanded campus programs on page 2, and see two examples of success on page 3.

#2: Voting Is Not Enough Project – Trains conservative activists to hold unprincipled politicians accountable. Read more about this exciting new LI project on pages 4-5.

#3: Building on Success Project – Provides the infrastructure to handle increased training activities by improving LI’s facilities. See the expansion plans on pages 6-7.

Towards a more conservative America

“Leadership Institute donors can make history,” Blackwell says. “Let’s reverse the fiscal and moral slide our professors and politicians have fostered.”

By John Davis
LI holds leftist professors and college administrators accountable

LI’s Campus Leadership Program helps conservative students

Leftist professors indoctrinate students

“If you are a conservative, you might as well leave this class because your viewpoint is not welcome here.”

A young college student actually heard these words from his leftist professor. And many students can’t leave because the college may require that course for graduation.

“America cannot expect to produce better leaders from an education system that only gets worse,” says Morton Blackwell, president of the Leadership Institute. “Hardcore-leftist faculty and staff use their positions and influence to lower educational standards, ridicule conservative students, and push a one-sided agenda.”

A 2012 study by the University of California, Los Angeles, showed only 11.9% of faculty at four-year universities identified themselves as conservative or on the right. But a staggering 62.7% self-identified as politically “liberal” or “far-left.” Worse, at Ivy League universities, 96% of faculty and staff who donated in the 2012 presidential race gave to the Obama campaign.

Without a strong support system, vulnerable conservative college students experience an unending barrage of liberal bias and indoctrination. Many students become discouraged, disenchanted, and disengaged. Others become liberal, as the left intends – turning the next generation of Americans more liberal than the last.

But the Leadership Institute’s Feet to the Fire campaign rolls back this leftist monopoly on college campuses – and holds professors and administrators accountable for their actions.

LI’s Campus Leadership Program rolls back the leftist campus monopoly

The Leadership Institute stands side-by-side with conservative students on campus through its Campus Leadership Program. And when students fight back, they almost always win.

Since 1997, the Leadership Institute has sent field staff to organize and train students, and provide them with resources to fight against leftist abuses and indoctrination from professors and administrators.

By sending field staff directly to college campuses over the past sixteen years, the Leadership Institute has built a unique support network of 1,455 conservative student groups on 612 college campuses. More than half the students who attend a four-year university in America have access to a conservative group in this network.

And in 2013 and beyond, LI will send out field staff both in the fall and spring semesters to keep the pressure up against campus leftists. This “full-court press” against liberals increases the endurance and effectiveness of new and existing conservative student groups.

LI training turns principles into action

The Leadership Institute’s Feet to the Fire campaign turns up the heat against leftist professors. Once conservative students know they can rely on the Leadership Institute, LI partners with them through:

- Training (over 40 different types) – to turn students’ principles into action. LI’s Youth Leadership School teaches students how to build their organizations and champion conservatism through activism. LI’s Campus Election Workshops train students how to get elected to student governments to fund conservative student groups fairly.

- Activism grants – to help student groups bring conservative speakers to campus, publish conservative campus newspapers, hold public events, and much more.

- CampusReform.org news coverage – to expose leftist abuses on campus and create a balanced learning environment for conservatives. (See page 3 for CampusReform.org coverage that held leftist professors accountable for their bias and bullying.)

- Conservatism 101 Online – to help students whose colleges refuse to hold a conservative political course on campus. Conservatism 101 courses teach students modern conservative politics. In 2013, students will access these lectures through the internet, taught by notable conservatives including radio talkshow host Mark Levin, New York Times bestselling author and Grove City College professor Paul Kenor, and Texas U.S. Senator Ted Cruz.

Students know they can turn to the Leadership Institute for help – and through donor support, the Leadership Institute holds professors’ feet to the fire. Page 3 shows how LI’s donor-supported CampusReform.org held two leftist professors accountable.

By Mitchell Nozaka
LI’s CampusReform.org rolls back the leftist college campus monopoly
Exposes outrageous leftist abuses and achieves results

LI’s campus watchdog website helps conservative students

A conservative student often suffers intimidation in a college classroom. The professor berates conservatives and praises socialism. If that student speaks up, he will probably face ridicule, rejection, and retaliation. And college administrators often do nothing to resolve a student’s complaint.

Where can that student turn for help?
Answer: The Leadership Institute and its campus news watchdog website, CampusReform.org.

In LI’s Feet to the Fire campaign, CampusReform.org investigative journalists help conservative students expose leftist abuses on their campuses through news coverage.

CampusReform.org experienced explosive growth since its launch in 2009. In 2012, the website received 2,002,970 unique visitors. And already as of July 2013, LI’s CampusReform.org beat 2012’s record with 2,563,329 unique visitors.

That explosive growth of website visitors means more outraged people take action when they see the coverage, more coverage of liberal bias becomes national news, and the Leadership Institute rolls back the leftist monopoly on college campuses.

Below are two of CampusReform.org’s recent victories against leftist intimidation.

Student exposes professor’s classroom tirade against conservatives

A picture is worth a thousand words. But a video is better.

In 2012, University of Southern California student Tyler Talgo captured his professor on video in class delivering a semester-long attack against conservatives, characterizing them as “stupid racist losers.” Professor Darry Sragow even advocated illegal acts to suppress Republican voters.

Tyler knew he could turn to the Leadership Institute. In April 2013, LI’s CampusReform.org staff posted Tyler’s video online. The story made national news, and Tyler appeared on several Fox News programs, and ABC’s talkshow The View.

Before his appearance on The View, LI staff trained Tyler how to make his points effectively and deflect traps and attacks from liberal hosts including Whoopi Goldberg and Barbara Walters.

Tyler stayed on message and exposed on national television the professor’s liberal indoctrination and bullying of conservative students.

Professor Sharon Sweet forced her students to sign a pledge to vote for Barack Obama and Democrats. LI’s CampusReform.org exposed this leftist intimidation. The college fired her.

LI’s coverage causes college to fire leftist professor

A professor harasses her students to vote for Barack Obama and Democrats. That happened at Brevard Community College in Cocoa, Florida (now called Eastern Florida State College). In September 2012, LI’s CampusReform.org journalists broke a story about Professor Sharon Sweet. As the 2012 election approached, she forced her students in five classes to sign an election pledge that read: “I pledge to vote for President Obama and Democrats up and down the ticket.”

CampusReform.org coverage of this leftist intimidation forced the college to respond. An investigation by college officials revealed the professor created a “hostile academic environment,” and “compromised student learning time to impose her personal political beliefs.”

In April 2013, the Brevard Community College Board of Trustees found the professor guilty of “harassment, incompetence, misconduct, and unprofessional behavior” – and fired her.

LI’s CampusReform.org: a powerful weapon against the left

Leadership Institute donor support makes CampusReform.org the most visited and most successful campus news website in America – a powerful weapon against leftist abuse.

The Leadership Institute stands side-by-side with students to hold leftist professors accountable. CampusReform.org’s investigative journalists expose and roll back liberal bias, indoctrination, and intimidation – and empower students to fight back against campus leftists.

By Mitchell Nozka

USC student Tyler Talgo (center-left) appeared on ABC’s The View last semester to expose on national television his professor’s anti-conservative classroom rants. Before his interview, Leadership Institute staff trained Tyler how to stay on point and deflect traps and attacks by liberal hosts Whoopi Goldberg (left) and Barbara Walters (right).
Unprincipled politicians abandon conservative principles

Conservatives expect this from leftist politicians. But too often, politicians who spout conservative principles during a campaign abandon those principles once elected. These unprincipled politicians:

- mask their liberal intentions in order to seek conservative grassroots votes
- cave on their conservative principles when confronted by the media or liberal special-interest groups
- hire consultants who personally profit from ineffective campaign tactics
- arrogantly belittle or ignore the concerns of the conservative voters who supported them.

Conservative voters feel betrayed . . . and powerless.

Voting is not enough to win

Some conservatives think they can simply vote out an unprincipled politician two, four, or six long years later.
But voting is not enough. Time and time again, Americans re-elect leftist politicians from the White House down to local governments.
Conservatives know their principles – free markets, limited government, strong national defense, and traditional American values – lead to prosperity. “But being right doesn’t mean conservative principles will win,” says Morton Blackwell, president of the Leadership Institute.
“As a conservative, you owe it to your philosophy to study how to win.”

Leadership Institute training schools teach activists to win

The Leadership Institute’s Feet to the Fire campaign trains conservative activists to hold content-free politicians accountable for their actions, remove them from office, and win elections for champions of conservative principles.

The Leadership Institute’s grassroots and campaign schools train activists how to:

- formulate a strategic plan to win a campaign
- develop a winning message
- build a grassroots organization of highly-motivated volunteers
- implement a persuasive grassroots lobbying or campaign effort
- organize and mobilize voters to the polls for ballot initiatives and candidates of their choice.

LI-trained grad challenges unprincipled politician, gets Ted Cruz elected to U.S. Senate

Leadership Institute graduate Nick Dyer, along with six other LI grads, worked key positions in the 2012 Ted Cruz for U.S. Senate campaign. Nick took the Leadership Institute's Campaign Management School, Get-Out-The-Vote Workshop, and Building Your Volunteer Army Workshop.

At first, principled conservative Ted Cruz was a long shot at 2% in the polls. Cruz faced a well-known establishment Republican, Texas Lt. Gov. David Dewhurst.
But Nick Dyer, several other LI-grads, and Cruz’s campaign team rocketed to victory. Nick explains Cruz’s success: “Our campaign had many Leadership Institute graduates on staff – that was key. We had real grassroots people working 14-15 hour days. With our team of regional directors

and a grassroots army the state had never seen before, we flipped the majority of major counties we needed to win from Dewhurst to Cruz."

Thousands of Leadership Institute graduates like Nick Dyer fight in campaigns every year – to beat the odds and get principled conservatives in office.

In 2013 and beyond, LI’s Feet to the Fire campaign will train more conservative activists to mobilize grassroots support and win elections.

Voting Is Not Enough project gears up for victory in Virginia in 2013 and beyond

LI’s Feet to the Fire campaign expands the Leadership Institute’s successful 2012 Voting Is Not Enough (VINE) project.

(continued next page)
LI's Feet To The Fire Campaign

In 2012, the Leadership Institute launched a 90-day VINE effort to train conservative activists and leaders in campaign-focused workshops across fourteen states prior to the November elections.

LI staff trained 1,439 activists in VINE trainings. More than half the in-person training sessions (21 out of 41) occurred in North Carolina.

Voters in the Tar Heel State swung from Obama to Romney, added three additional conservatives to the House of Representatives, and elected their first Republican governor in decades.

In 2013, the Leadership Institute will build upon the success in North Carolina and focus the Voting Is Not Enough project in LI’s own backyard: the Commonwealth of Virginia. The close proximity allows LI staff to train more activists to campaign in the races for:

- Governor, lieutenant governor, and attorney general
- All 100 seats in the Virginia House of Delegates
- Hundreds of local elected positions at the county, city, and town levels.

LI staff have already trained in Virginia more than 520 students in 15 Voting Is Not Enough trainings, and will continue trainings up to the election. The Leadership Institute does not support or oppose political candidates, but LI enables its graduates to fight for candidates of their choice.

LI grad fights for candidate of her choice in Virginia

Lisa Miller says, “The Leadership Institute increased my understanding of the election process and gave me the strategies and tools to win for conservative principles. I continue to take LI trainings to keep current, develop contacts, and gain inspiration for more activism.”

Ken Cuccinelli, himself a student and faculty member of the Leadership Institute, twice won his state senate seat as the only Republican state senator in liberal Northern Virginia. He became Virginia’s attorney general in 2009.

Ken explains his election success: “Virtually no one gave me a chance to win against an establishment candidate who had broad support from the political elites. My campaigns are a perfect example of why Leadership Institute training is so important. Because the Leadership Institute is located here in Virginia, Morton and his staff have trained hundreds of local activists who have played key roles in my grassroots-oriented campaigns, ranging from door-to-door volunteers to senior-level campaign aides.”

Ken continues, “When people ask me where they can go to learn how to be effective in the fight for conservative principles, I give them one answer: the Leadership Institute. If you and I are to see America’s founding principles prevail over the socialist ideas promoted by the well-organized and well-funded leftists, Americans must learn how to fight back.”

Thanks to Leadership Institute donors, conservatives win

At the Leadership Institute’s headquarters, across the Commonwealth of Virginia, and throughout America, LI trains a growing army of conservative activists and leaders.

Many of the 124,818 Leadership Institute-trained activists fight today to remove unprincipled politicians from office and get strong conservatives elected.

Thanks to Leadership Institute donors, LI-trained activists regained lost ground in 2010, made some electoral gains in 2012, and fight the leftists in 2013 and beyond.

And the Leadership Institute’s Feet to the Fire campaign trains activists to make sure politicians stand firm in their commitment to limited government, free markets, traditional American values, and strong national defense – conservative principles.

By Mitchell Nazka

“Not a single major public policy battle in America takes place that is not impacted in some way by conservatives trained by the Leadership Institute.

Even though the Leadership Institute, as a non-profit educational organization, doesn’t get directly involved in campaigns, my campaigns are a perfect example of why Leadership Institute training is so important.

Because the Leadership Institute is located here in Virginia, Morton and his staff have trained hundreds of local activists who have played key roles in my grassroots-oriented campaigns, ranging from door-to-door volunteers to senior-level campaign aides.

When people ask me where they can go to learn how to be effective in the fight for conservative principles, I give them one answer: the Leadership Institute.”

— KEN CUCCINELLI
Attorney General of Virginia, Candidate for Governor
BUILDING ON SUCCESS

Improving LI’s facilities to meet explosive demand for training

More training schools require more space

The Leadership Institute humbly began in 1979, operating from Morton Blackwell’s home.

Then from 1982-1995, the National Right to Work Committee hosted LI in their building. LI first had a single room there and gradually outgrew the available space in the 1990s.

In 1996, the Leadership Institute moved into its own five-story headquarters in Arlington, Virginia. Further growth led Morton and his staff to negotiate a 99-year lease on a neighboring 10,000-square-foot annex for $1 a year.

With the ever-increasing demand by activists for more Leadership Institute training – now 124,818 students and counting – the time has come for additional improvements to LI’s training facilities.

Increasing training, strategy, and activism

LI’s “Building on Success” project will transform the second floor of LI’s Stephen P.J. Wood Building. Improvements to this floor will create three new spaces to train and help conservatives:

- **Training and Conference Center** – to train more students in a flexible, multi-purpose space
- **Strategy Room** – to increase video communication between LI’s headquarters and field staff, and improve LI’s CampusReform.org campus news investigative journalism with video-editing and interview equipment
- **Activism Library** – to provide activists and LI staff with print and digital resources to create powerful training sessions, write CampusReform.org investigative articles, and develop activism techniques based on proven research and experience.

As part of LI’s Feet to the Fire campaign, the “Building on Success” project improves LI’s facilities – to train 30,000 activists over the next three years.

Demand for Leadership Institute training – from 124,818 students and counting – has led to an explosive growth in programs.

Training and facilities to promote the conservative message

In 1999, the Leadership Institute became the first non-profit organization to open a state-of-the-art TV center to train conservatives in the most effective communication techniques to develop and promote the conservative message.

Current and future members of the House and Senate, officers of numerous conservative organizations, and LI staff and students use LI’s studios to train and film for TV and internet broadcasts.

Five of the Leadership Institute’s communications training schools take place in LI’s Sacher Multi-Media Center:

- Broadcast Journalism School
- Introductory Television Workshop
- On-Camera Television Workshop
- One-on-One Television Training
- Advanced Public Speaking

Amanda Carpenter took LI’s communications training schools and now promotes conservative principles as Senator Ted Cruz’s speechwriter.

The popularity and growth of these trainings has led to “problems of success.” The current makeshift, cramped seating for students to observe and train for interviews hampers the training process.

LI’s “Building on Success” project will solve this problem and improve LI Studios with:

- A full classroom seating-and-viewing area outside of the Norma Zimdahl Master Studio
- A viewing monitor for students in the control room
- A one-way mirror for students to observe filming without disrupting recording
- Extra seating in the control room for students.

Donations from LI supporters help improve LI’s training facilities

Support from donors ensures students and activists receive the highest quality of training – to promote the conservative message, fight leftists on college campuses and in the political arena, and win.
The Feet to the Fire Campaign has a year-one budget goal of $11,492,226.

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The “Building on Success” project transforms portions of LI’s headquarters to train more conservatives.

Improvements to LI’s studios help train more activists in communications schools to champion the conservative message.
Dear Friend of the Leadership Institute,

Leftists work hard to bamboozle America.

In the 1960s, radical leftists realized how they could change America. They stayed on college campuses and became tenured professors and administrators to indoctrinate America’s youth. Unsuspecting parents send their children off to college, and they return spouting the liberal ideology they learned in the classroom. Then many of these graduates become professors, politicians, and journalists – to peddle the leftist agenda and dupe the next generation of America’s youth.

But your Leadership Institute breaks this leftist monopoly. And this year, the Leadership Institute starts our new *Feet to the Fire* campaign to take back America from leftists.

Since 1979, thanks to you, LI has trained 124,818 activists to champion conservative principles. And over the next three years, the Leadership Institute’s new *Feet to the Fire* campaign can train another 30,000 principled, determined activists to fight against:

- Leftist bias and indoctrination from professors and administrators on college campuses
- Leftist and unprincipled politicians – including those who claim to be conservative but abandon their principles once elected

The activists trained by the Leadership Institute during the *Feet to the Fire* campaign will hold leftist professors, college administrators, and unprincipled politicians accountable for their actions.

In 2013 and beyond, your support to the Leadership Institute will train activists to turn up the heat against leftists and fight today’s and tomorrow’s political battles effectively – to build a more conservative America. Thank you for your support.

Cordially,

Morton C. Blackwell
President