Q:

Where do elected officials go to get the information they need?
Welcome to The Heartland Institute, a national nonprofit research and education organization devoted to discovering, developing, and promoting free-market solutions to social and economic problems.

Among the hundreds of “think tanks” in the United States, The Heartland Institute is unique in the following ways:

- **We focus on ideas that empower people** to solve social and economic problems by expanding consumer choices in such areas as education, health care, and telecommunications.

- **Our primary audiences are the nation’s 8,300 state and national elected officials** and approximately 8,400 local government officials.

- 85 percent of state legislators and 63 percent of municipal officials report reading at least one Heartland publication. Nearly half of state elected officials say a Heartland publication influenced their opinions or led to a change in public policy.*

- **We produce five monthly public policy newspapers** featuring the latest news and commentary on school reform, environmental regulation, health care reform, budget and tax issues, and telecommunications regulation.

- **Our Web site is the clearinghouse** for the work of 350 other think tanks and advocacy groups.

The Heartland Institute is also *outside the beltway*, founded and operating continuously in Chicago since 1984. We actively oppose junk science and the use of scare tactics in the areas of environmental protection and public health. And we help governments lower taxes and spending by exploring opportunities to privatize services that are delivered poorly by government bureaucracies and impose constitutional tax and spending limits on state governments.

We welcome your support.

Sincerely,

Joseph L. Bast
President

* Telephone survey conducted in 2007 by Victory Enterprises.
8 out of 10 state elected officials read and use Heartland publications.

Each year, The Heartland Institute commissions an independent survey of state elected officials, chosen at random from a national sample, to find out if its publications are actually being read and used. In December 2007, Victory Enterprises surveyed 300 elected state officials — 48 percent Republicans and 52 percent Democrats.

85% of state elected officials said they read at least one Heartland publication sometimes or always.

- 53% read Budget & Tax News
- 58% read Environment & Climate News
- 54% read Health Care News
- 22% read Infotech & Telecom News
- 58% read School Reform News

42% said a Heartland publication influenced their opinions or led to a change in public policy.

- 23% said Budget & Tax News did so
- 19% said Environment & Climate News did so
- 21% said Health Care News did so
- 9% said Infotech & Telecom News did so
- 21% said School Reform News did so

HOW DO WE DO IT?

The Heartland Institute has discovered a way to get the attention of busy elected officials. We package research and commentary on public policy issues as news, in the form of monthly public policy newspapers.

These 20-page tabloid-sized publications are colorful, easy to read, arrive in the mail frequently, and feature short articles. They are far more likely to be read than policy studies, books, or media kits.

BUDGET & TAX NEWS

A national monthly newspaper advocating lower taxes and balanced budgets for states and the federal government. Topics addressed include income, sales, corporate, excise, and property taxes, privatization, tax and expenditure limitations, and economic development strategies.

CIRCULATION
7,965 local and county government officials
7,956 state and national elected officials
1,770 donors/members
1,144 advisors, board, and VIPS
958 media
800 conference distribution
405 direct request

20,998 print total
732 electronic

EDITOR
Steve Stanek, stanek@heartland.org

Stanek, managing editor of Budget & Tax News, was a freelance writer for the Chicago Tribune and other publications. He previously worked in corporate communications for Kemper Insurance Companies and was managing editor of three weekly newspapers in the Pioneer Press newspaper chain in Chicago’s suburbs.

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Public Service Research Foundation
Americans for Tax Reform
Classical Principles
Evergreen Freedom Foundation
Washington Policy Center
Cato Institute
American Legislative Exchange Council

“Budget & Tax News helps me to stay up-to-date on tax-related issues and initiatives by my counterparts all across the country.”

Daryl D. Metcalfe
State Representative
Commonwealth of Pennsylvania
ENVIRONMENT & CLIMATE NEWS

Environment & Climate News, launched in 1997, is the only national monthly newspaper devoted to sound science and market-based environmental protection. Topics addressed include climate change, air and water pollution, food safety, biotechnology, nuclear power, corporate average fuel economy, and wetlands.

CIRCULATION

47,001 ENVIRONMENT PROFESSIONALS
7,990 LOCAL AND COUNTY GOVERNMENT OFFICIALS
7,986 STATE AND NATIONAL ELECTED OFFICIALS
3,000 CONFERENCE DISTRIBUTION
2,739 DONORS/MEMBERS
2,450 SUBSCRIBERS
958 MEDIA
331 ADVISORS, BOARD, AND VIPS

72,455 PRINT TOTAL
1,458 ELECTRONIC

EDITOR

James M. Taylor, taylor@heartland.org

Taylor, managing editor of Environment & Climate News, received his Bachelor of Arts from Dartmouth College and his Juris Doctor from the Syracuse University College of Law. He is the author or coauthor of three Heartland Policy Studies on environmental issues and has appeared on the Fox News Channel and the “Good Morning America” and “Newsmakers” national radio programs. His writing on environmental issues has appeared in the Los Angeles Times, Houston Chronicle, Detroit News, Boston Globe, Tampa Tribune, and elsewhere.

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National Center for Policy Analysis
Science and Public Policy Institute
Competitive Enterprise Institute
Washington Public Policy Institute
American Enterprise Institute
Science and Environmental Policy Project
Institute for Energy Research

“It is nice to see common-sense reporting for a change in the environmental arena.”

Candy Spence Ezzell
State Representative
State of New Mexico
HEALTH CARE NEWS

Health Care News is the only national monthly publication devoted to consumer-driven health care reform. Topics addressed include health savings accounts, repeal of insurance mandates, tax fairness, defined contribution insurance, provider competition, prescription drugs, and consumer choice.

CIRCULATION

7,966  LOCAL AND COUNTY GOVERNMENT OFFICIALS
7,878  STATE AND NATIONAL ELECTED OFFICIALS
3,860  DIRECT REQUEST
2,829  DONORS/MEMBERS
2,000  CONFERENCE DISTRIBUTION
  941  MEDIA
  276  ADVISORS, BOARD, AND VIPS

25,750  PRINT TOTAL
  1,367  ELECTRONIC

EDITOR

Jeff Emanuel, emanuel@heartland.org

Emanuel, managing editor of Health Care News, has written for The Weekly Standard, American Spectator, Human Events, Washington Times, Wall Street Journal’s Opinion Journal, and several other publications. He is a frequent guest on several national and major-market television and radio programs, including The O’Reilly Factor and the Laura Ingraham Show. He served in the U.S. Air Force from 1999-2004 as a tactical air controller and later returned to Iraq as an embedded reporter, working on the front lines in Baghdad, Salman Pak, Samarra, and elsewhere.

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John Goodman  National Center for Policy Analysis
Devon Herrick  National Center for Policy Analysis
Christie Herrera  American Legislative Exchange Council
Greg Scandlen  Consumers for Health Care Choices
Grace-Marie Turner  Galen Institute

“Health Care News is must reading for everyone interested in health care in America.”

Sally Pipes
President
Pacific Research Institute
INFOTECH & TELECOM NEWS

Infotech & Telecom News is the only national monthly publication devoted to featuring the best research and commentary by information technology and telecom experts at such leading think tanks as the Cato Institute, The Heritage Foundation, Progress & Freedom Foundation, Reason Foundation, and others. Topics addressed include network neutrality, communication taxes, municipal broadband, antitrust, and consumer protection.

CIRCULATION
7,849 state and national elected officials
1,130 state public utility commissioners
885 donors/members
500 conference distribution
247 media

10,611 print total
179 electronic

EDITOR
Tom Lipscomb, lipscomb@heartland.org
Lipscomb, managing editor of Infotech & Telecom News, is founder and a senior fellow with the Annenberg Center for the Digital Future. Newsweek lists him as one of the “50 most influential people to watch in cyberspace.” He has worked as publisher of The Ladies’ Home Journal and president of Times Books and has written for The New York Times, Wall Street Journal, Washington Post, Harper’s, The Nation, and Readers’ Digest. A newspaper series he coauthored was entered for a Pulitzer Prize for investigative reporting in 2005.

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Diane Katz Mackinac Center for Public Policy
Randolph J. May The Free State Foundation
Adam Thierer Progress & Freedom Foundation

“IT&T News provides much-needed analysis of key issues in the technology sector. It is an excellent resource for anyone in the field.”

David J. Hansen
President
Buckeye Institute for Public Policy Solutions
**SCHOOL REFORM NEWS**

School Reform News is the national outreach publication for the national movement for greater competition and choice in kindergarten to 12th-grade schooling. Topics addressed include charter schools, tuition tax credits, vouchers, teachers union activism, curriculum, and school finance.

**CIRCULATION**

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**TOTAL**

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WWW.HEARTLAND.ORG

The Heartland Institute was one of the first think tanks in the world to have a Web site. In 2007, Heartland’s site at www.heartland.org generated 18.2 million page views from 6.5 million visitors.

Visitors to the site will find:

- More than 22,000 reports and commentaries from The Heartland Institute and other think tanks and advocacy groups

- Back issues of all five Heartland monthly public policy newspapers, plus The Heartlander, Lawsuit Abuse Fortnightly, Heartland Policy Studies, and Research & Commentary collections

- Complete text of past Heartland books and booklets, including Energy Policy for America, Please Don’t Poop in My Salad, and Reforming the Health Care System

- Special “issue suites” drawing together the best available research and commentary on specific issues including education, environment, health care, and tobacco

- A growing collection of audio and video educational products

- Links to hundreds of other organizations that present free-market public policy solutions

| PAGE VIEWS |
|-----------------|-----------------|
| 2007        | 18,208,804      |
| Monthly avg. | 1,517,400       |

| VISITORS |
|-----------------|-----------------|
| 2007        | 6,448,199       |
| Monthly avg. | 537,349         |

**POLICYBOT™**

PolicyBot™ is Heartland’s online clearinghouse for the work of other think tanks and advocacy groups. It combines the Internet’s largest collection of free-market public policy research with a fast, user-friendly search engine.

More than 20,000 documents, on topics ranging from agriculture to welfare, are available for viewing or downloading, free of charge, in Adobe Acrobat’s PDF format and HTML.

“If the name of the game is influencing public policy and shaping the political debate, then The Heartland Institute has created a perfect vehicle for accomplishing these goals.”

CultureWatch
BOOKS

Our books are designed to be read, not put on a shelf and forgotten.

- Eco-Sanity: A Common-Sense Guide to Environmentalism
- Let’s Put Parents Back In Charge!
- The Conscience of Conservative Blacks
- Destroying Insurance Markets
- Education and Capitalism
- Emerging Issues 2007

HEARTLAND POLICY STUDIES

Several times a year, Heartland publishes policy studies on issues of major concern to its supporters and audiences. Heartland has published 118 peer-reviewed policy studies covering a wide range of topics.

THE HEARTLANDER CIRCULATION 3,422

The bimonthly membership newsletter for The Heartland Institute, sent to the organization’s donors and members plus more than 1,000 think tank allies and colleagues, featuring short essays and performance reports.

LAWSUIT ABUSE FORTNIGHTLY CIRCULATION 1,909

A biweekly two-page newsletter documenting cases of lawsuit abuse by trial lawyers, sent to journalists, civic and business leaders, allies and friends, and elected officials.
The Heartland Institute's Government Relations Department develops and promotes free-market ideas among elected officials nationwide. Additionally, The Legislative Forum at The Heartland Institute is a unique membership program for elected officials at all levels of government, designed to enhance our relationship with key policymakers across the country.

Trevor R. Martin, vice president - government affairs, oversees Heartland’s public policy outreach to elected officials at all levels of government. He has testified before legislative committees in several states on topics including insurance regulation, tobacco policy, gun control, and transportation and has appeared in a variety of media outlets including Forbes, The Washington Post, Stateline.org, and Governing magazine.

Ralph Conner is local legislation manager for The Heartland Institute. Prior to joining Heartland in 2004, he devoted the past 20 years to public service for the municipality of Maywood, a community in the western inner-ring suburbs of Chicago. He served as village president (2001-2005), director of planning and development/building commissioner (1990-1995), and enterprise zone administrator (1989-1995).

Alexandra (Sandy) Liddy Bourne is vice president - policy and strategy for The Heartland Institute. She is Heartland’s Washington DC media spokesperson and liaison to national elected officials and allies in the nation’s capital. Prior to joining Heartland in 2006 she was policy director for the American Legislative Exchange Council. From 1986 to 2003 she served in the U.S. Army Reserves, attaining the rank of captain in the Army Nurse Corps.

Brian Costin joined the staff of The Heartland Institute in November 2007 as assistant director of government relations. Costin’s responsibilities include the recruiting, hiring, training, and managing of legislative specialists to encourage more legislators to embrace free-market ideas. Costin holds a Master of Management of Nonprofit Administration from North Park University and a Bachelor of Science in economics and politics/government from Illinois State University.

“The Heartland Institute is an excellent source of high-quality and up-to-date research on legislative issues. I cite them all the time.”

Ralph C. Watts
State Representative
Iowa
The Heartland Institute’s Public Relations Department produces a steady stream of news alerts, opinion-editorials, and letters to the editor; organizes events for its key audiences; schedules speaking engagements for Heartland’s senior fellows; and engages in joint projects with allies and other civic and business groups.

**DAN MILLER**  
Publisher and Executive Vice President

Dan Miller joined Heartland as publisher and executive vice president in March 2008 after a long and distinguished career in journalism. He began as a reporter for the now-defunct Chicago Daily News, then was editor and associate publisher of Crain’s Chicago Business, and then served as chairman of the Illinois Commerce Commission from 1994-1998. For one year, from 1998 to 1999, he served as publisher at The Heartland Institute, and then he became business editor of the Chicago Sun-Times, one of the nation’s largest-circulation daily newspapers. In 2006 he was inducted into the Chicago Journalism Hall of Fame.

**HARRIETTE JOHNSON**  
Manager of Media Relations

Harriette Johnson interacts with producers, editors, and reporters to promote the Heartland perspective via guest appearances, news releases, op-eds, and letters to the editor. She interned with the USDA Economic Research Service while earning a Master of Arts in journalism from Roosevelt University in Chicago.

**KEELY DRUKALA**  
New Media Specialist

Keely Drukala is Heartland’s new media specialist. She is responsible for online marketing, media, and other video and audio products. Prior to joining Heartland in 2007, Keely worked as office manager for the Cook County Republican Party. She co-chaired the 2006 Cook County Republican Convention, the first county convention in more than 20 years.

**NIKKI COMERFORD**  
Associate Publisher and Events Manager

Nikki Comerford has been with The Heartland Institute since 1999, serving as advertising manager, associate publisher, and manager of events and exhibits. She has an extensive background in marketing and advertising, including being named top salesperson for Chicago Suburban Times, Pioneer Press, and Today’s Chicago Woman.

Heartland Science Director Jay Lehr warned of the danger of environmental extremists during his appearance on the nationally syndicated Glenn Beck television show on October 25, 2007.
Heartland Senior Fellows travel the country giving speeches to audiences of all sizes, testify at hearings, and write articles, op-eds, and letters to the editor.

WENDELL COX
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Cox is one of the country’s most popular and often-quoted experts on urban “sprawl.” He is a former member of the Amtrak Reform Council, a visiting professor at CNAM (National University) in Paris, and has provided consulting assistance to public transit authorities in 49 states and five foreign countries.

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Dr. Dolinar is a clinical endocrinologist in Phoenix, Arizona specializing in diabetes. He earned his medical degree from The State University of New York at Buffalo and did his endocrinology fellowship at Duke University.

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Dr. Lehr, Heartland Science Director, is an internationally renowned motivational speaker, scientist, and author. He has testified before Congress on more than three dozen occasions on environmental issues, consulted with nearly every agency of the federal government, and is editor of several scientific reference books.

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Martin is senior fellow for legal affairs for The Heartland Institute. Formerly a partner in a large Chicago law firm, she has been in the private practice of law for more than 22 years and covers lawsuit abuse, anti-trust, property rights, and environmental law.

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Dr. Rutledge is chairman of Rutledge Capital, a private equity investment firm, and a member of the advisory boards of B.V. Group and Saugatuck Capital. He is also a board member of the Progress & Freedom Foundation and a senior fellow at the Pacific Research Institute.

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Scandlen is a leading authority on consumer-driven health care. He founded Consumers for Health Care Choices in 2005 to represent the voice of the health care consumer. He previously held positions with the Galen Institute, National Center for Policy Analysis, Cato Institute, and Council for Affordable Health Insurance.

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Walker is senior fellow for urban studies for The Heartland Institute. He is the author of The Conscience of Conservative Blacks and Drop Your Bucket Where You Are and contributing editor of Booker T. Washington: A Re-examination. He is chairman of the Illinois State Advisory Committee to the US Commission on Civil Rights, a director of the Black United Fund of Illinois, and a member of the editorial board and an editorial writer for the Chicago Defender.

BRIAN WESBURY
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Wesbury is chief economist for First Trust Advisors, LP in Lisle, Illinois. Dubbed “Chicago’s most prominent New Era Economist” by the Chicago Tribune, he is former chief economist of the Joint Economic Committee of the United States Congress (JEC).
The Heartland Institute’s Development Department communicates regularly with Heartland’s 2,700 donors and members, raising the funds needed to support its extensive educational programs. It operates under the direction of Heartland President and CEO Joseph Bast.

**JOSEPH BAST**  
President and CEO  
Joseph Bast served as executive director of The Heartland Institute from its founding in 1984 until 1993, when he was named president and CEO. He is the coauthor of 15 books, including *Why We Spend Too Much on Health Care* (1992), *Eco-Sanity: A Common-Sense Guide to Environmentalism* (1994), and *Education & Capitalism* (2003). His writing has appeared in *Phi Delta Kappan, Economics of Education Review, The Wall Street Journal*, and many of the country’s largest-circulation newspapers. Bast was elected a member of the Philadelphia Society in 2002 and to the board of directors of the American Conservative Union in 2007.

**LAUREN CHRISSOS**  
Vice President of Development  
Lauren Chrissos oversees donor relations and new donor prospecting. Prior to joining Heartland in 2007, she worked in corporate, government, and external affairs for the Mercatus Center at George Mason University. Previous to that she held positions with America’s Future Foundation, The Adam Smith Institute in London, and Americans for Tax Reform.

**GWENDALYN CARVER**  
Donor Communications Specialist  
Gwendalyn Carver has held several positions at Heartland since joining the organization in 2006, including administrative assistant, executive assistant, and bookkeeper and database manager. She graduated Magna Cum Laude from Robert Morris College, receiving a Bachelor of Business Administration in health care management.

**CECE FORRESTER**  
Development Assistant  
Cece Forrester joined The Heartland Institute in April 2007 as development assistant. Prior to joining Heartland, she worked in advertising as a media planner/buyer specializing in print for a wide range of business and consumer clients. She received her Bachelor of Arts in humanities from Rockford College.

“I don’t believe there are many who would argue with the fact that Heartland today is the most influential and, hence, indispensable free-market policy institute outside Washington.”

David Keene  
Chairman, American Conservative Union
Heartland has 2,700 donors

No corporation gives more than 5 percent of our annual budget

Contributions are tax deductible under Section 501(c)3 of the Internal Revenue Code

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James M. Taylor
Managing Editor, Environment & Climate News
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Pepperdine University

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