The Conservative Media Machine

Over the past three decades, conservatives have built and funded an efficient, self-sustaining, top-down system that funnels right-wing messages into the media. By doing so, conservatives have come to dominate the political discourse and have advanced their policy goals. The organizations and individuals named are examples of the most visible participants in the process.

1. **BIG MONEY FOR MEDIA**
   Money from foundations underwrites framers and partisan media. Individual and corporate investments in the public and mainstream media may include ownership, stock, advertising or sponsorship.

2. **THE MESSAGE MACHINE**
   Framers and message makers hammer out talking points and deliver them verbatim to the conservative media.

3. **MESSAGE DELIVERY**
   Talking points are also funneled into the mainstream media through press releases, and conservative outlets, including talk radio, bloggers and pundits.

4. **REAPING REWARDS**
   These grants, donations and investments generate profits, help create a corporate-friendly ideological climate, and promote conservative social and economic policies in a self-sustaining cycle.

Conservative Media

- **Cable**
  - Fox News, Christian Broadcasting Network, The Inspiration Network

- **Radio**
  - Clear Channel, Radio America, Christian radio, local commercial radio

- **Newspapers**

- **Magazines**

- **Blogs**
  - Drudge Report, Instapundit, PowerLine

- **Public Intellectuals**
  - David Brooks, Dinesh D’Souza, David Horowitz, Ben Stein, David Frum

- **Pundits**
  - Bill O’Reilly, Rush Limbaugh, Sean Hannity, Ann Coulter, Pat Buchanan, Cal Thomas, George Will

- **Online Portals**
  - Free Republic, NewsMax, Townhall

- **Public Media**
  - NPR, PBS

- **Mainstream Media**
  - Network television, 24-hour cable stations, major newspapers and news magazines, Sunday morning talk shows, commercial publishers

- **Conservative Foundations**

- **Conservative Individual & Corporate Donors**
  - (Large and small)

- **Framers**
  - Think tanks
    - American Enterprise Institute, CATO Institute, Heritage Foundation
  - Issue-based nonprofits
    - 527s & PACS
      - Swift Boat Veterans for Truth, Club for Growth, corporate 527s

- **Message Makers**
  - Corporate lobbyists
  - Republican policymakers
  - Religious groups & social conservatives

- **Media Watchdogs**
  - Accuracy in Media, Family Research Council