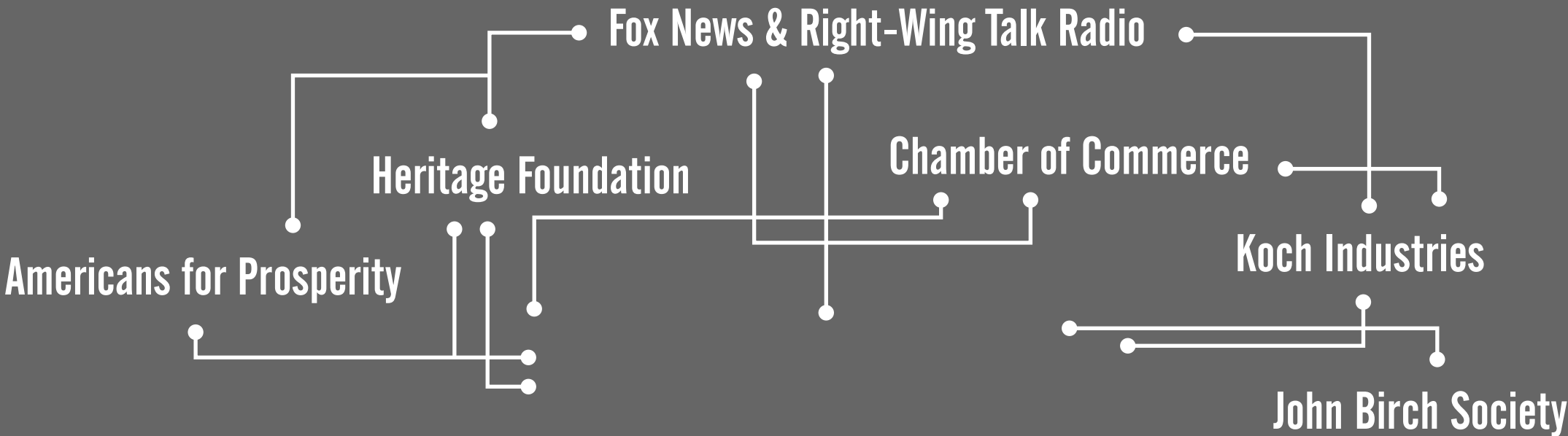


colorofchange ALEC ON THE RUN

FOR MORE THAN 40 YEARS, the radical right-wing has invested time, money, strategic thinking and creativity in building a vast underground network of resources to increase their power—in American politics, in popular culture, and among key constituencies of people.

RADICAL RIGHT-WING INFRASTRUCTURE



1973

ONE OF THE MOST INFLUENTIAL ORGANIZATIONS in this network is ALEC – the American Legislative Exchange Council. In 1973, Paul Weyrich and others started building ALEC. Weyrich was also the first president of the Heritage Foundation and the Moral Majority.

ALEC’s earliest members were radically conservative members of Congress, as well as state and local politicians, several of whom succeeded to statewide or national office, including John Boehner and Eric Cantor.

ALEC

2011

BY 2011, ALEC HAD GROWN TREMENDOUSLY in its influence and political power, and had many credits to its relatively unknown name. Their model is very simple. Corporate members provide funding, determine policy priorities, and help draft legislation. State legislators introduce legislation, often under the radar, which then impacts our communities.



CORPORATIONS

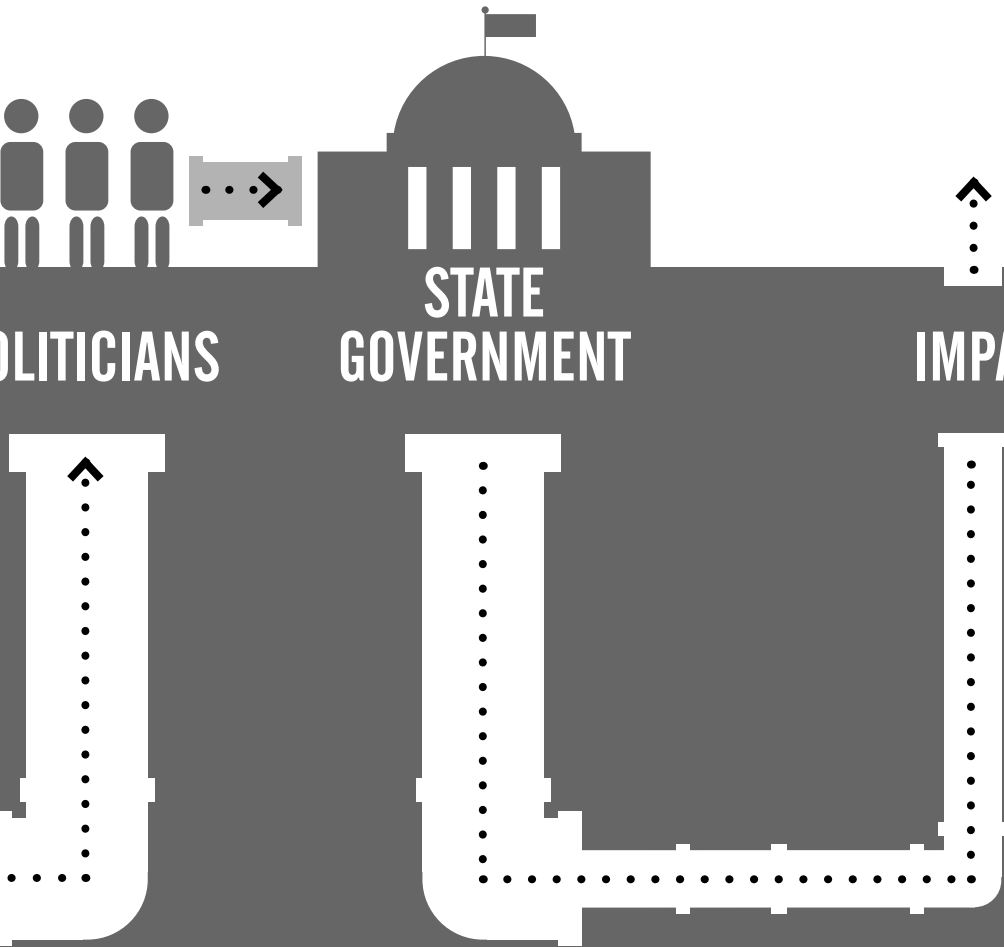
POLITICIANS

STATE GOVERNMENT

IMPACT

98%  
of ALEC funding comes  
from corporations

ALEC



ALEC LAWS ATTACK EVERYTHING WE VALUE in this world. In far too many states, such as those noted here, ALEC's influence has a direct and powerful impact on shaping the world we live in, whether we know it or not.

These are just some of their worst policies and the impact they have. For more on ALEC policies, visit [ALEC EXPOSED](#).

2011

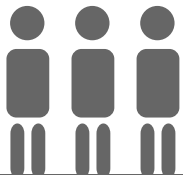


CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT



VA MN  
AZ NJ LA

5 MILLION DISENFRANCHISED

INCREASE OF PRISONS

SINKING WAGES, BENEFITS & SECURITY



\$1 TRILLION STUDENT DEBT



ALEC'S MAIN FUNCTION IN NATIONAL POLITICS is to incubate different policies at the state level, and prepare them for the national stage, often doing so through their alumni. Part of their strategy includes developing strong allies among those rising to national power, such as John Boehner and Eric Cantor.

2011

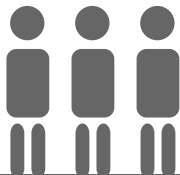


CORPORATIONS

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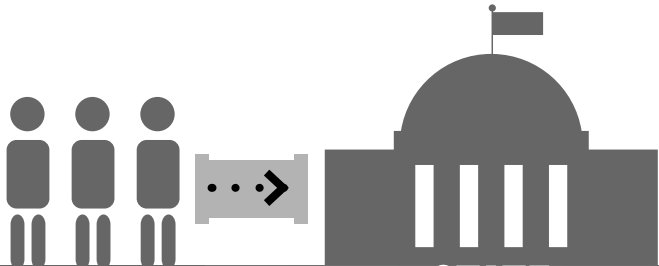
IN 2011, THE CENTER FOR MEDIA AND DEMOCRACY and Center for American Progress begin investigating this entire system—digging down to shine a light on ALEC, their corporate sponsors, politicians and influence in our lives.

2011

Center for Media & Democracy  
Center for American Progress



VA MN  
AZ NJ LA



RESEARCH

CORPORATIONS

POLITICIANS

STATE GOVERNMENT



2011

THANKS TO THE WORK OF OUR ALLIES, ColorOfChange traces one particular path in this system to see how it is affecting our communities. We identify a strategic opportunity for a focused, high-impact campaign—to hold ALEC accountable for their Voter ID laws, and help stop the disenfranchisement of more than 5 million voters.



CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT



ALEC

TX WI  
SC TN KS

5 MILLION DISENFRANCHISED

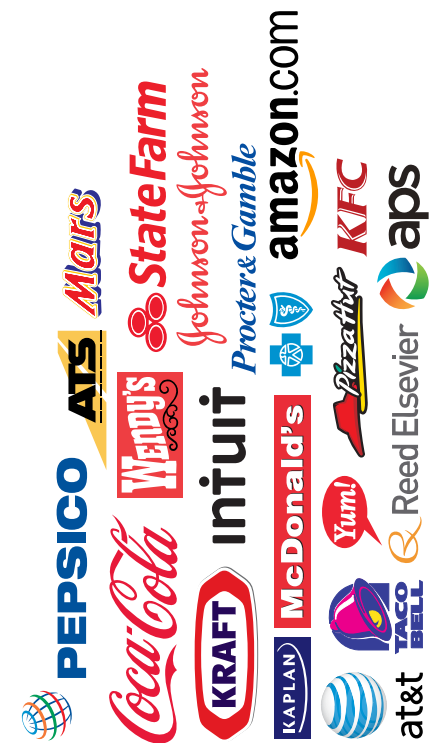
Voter Suppression



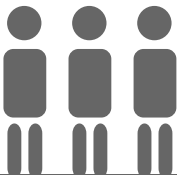
November 17

ColorOfChange reaches out to corporate members of ALEC. Thereafter, senior ColorOfChange staff begin discussions with PepsiCo and others about the impact of ALEC legislation on Black people and communities.

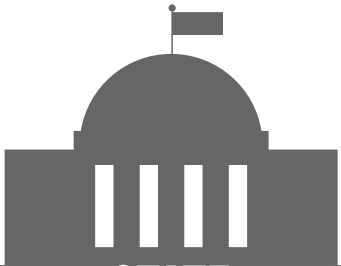
2011



November 17



POLITICIANS



STATE GOVERNMENT

5 MILLION DISENFRANCHISED

IMPACT

Voter Suppression

ALEC

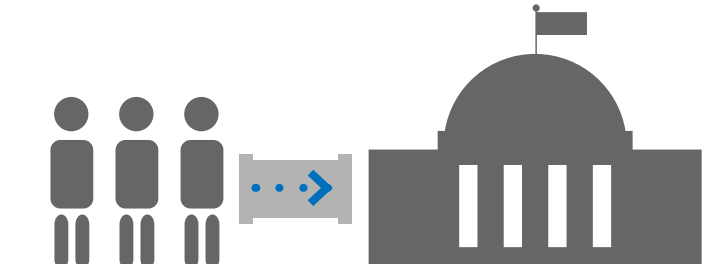
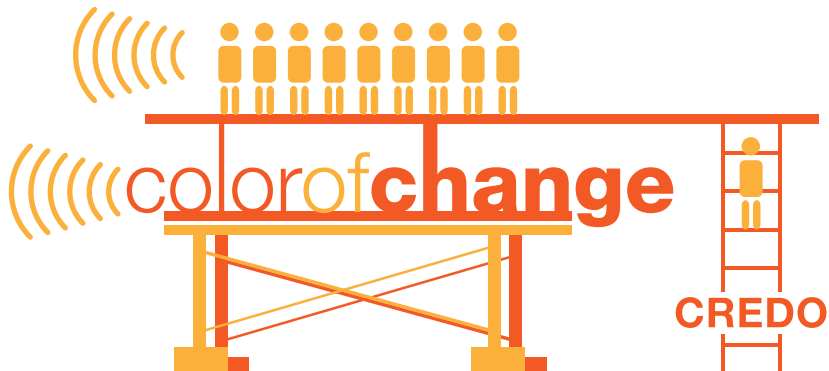
2011

December 8

ColorOfChange publicly launches ALEC campaign and petition to CEOs of target companies, informing members that major corporations – many household names – are funding ALEC’s attack on voting rights.

CREDO echoes our call, and directs their activists to the ColorOfChange petition against ALEC membership.

5 MILLION DISENFRANCHISED



CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT

December 8

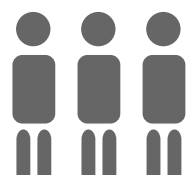
ALEC

Voter Suppression

January 25

Following a series of conversations with ColorOfChange senior staff, PepsiCo tells ColorOfChange that they will not renew membership in ALEC for 2012. They state that Voter Suppression would be considered as an issue if PepsiCo ever considers rejoining ALEC.

2012



5 MILLION DISENFRANCHISED

CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT

January 25

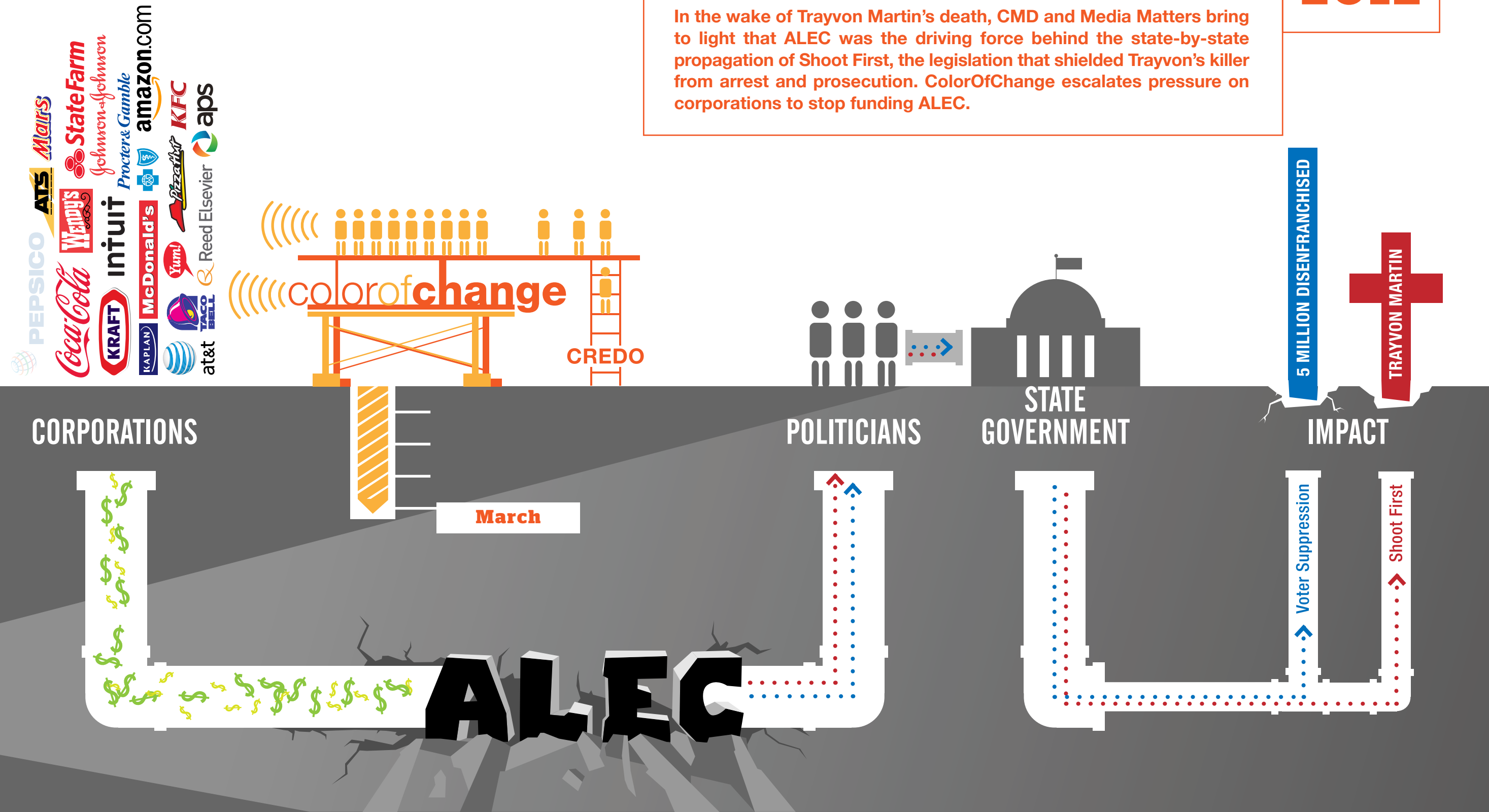
ALEC

Voter Suppression

March

In the wake of Trayvon Martin’s death, CMD and Media Matters bring to light that ALEC was the driving force behind the state-by-state propagation of Shoot First, the legislation that shielded Trayvon’s killer from arrest and prosecution. ColorOfChange escalates pressure on corporations to stop funding ALEC.

2012



2012

April 4-6

Hundreds of ColorOfChange members call Coca-Cola headquarters, and in 8 hours the company reverses its position and drops ALEC. In reporting the story, NPR makes Kraft's support of ALEC public – Kraft defends their membership the next day, but then 24 hours later pulls out.



CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT

April 4-6

ALEC

5 MILLION DISENFRANCHISED

TRAYVON MARTIN

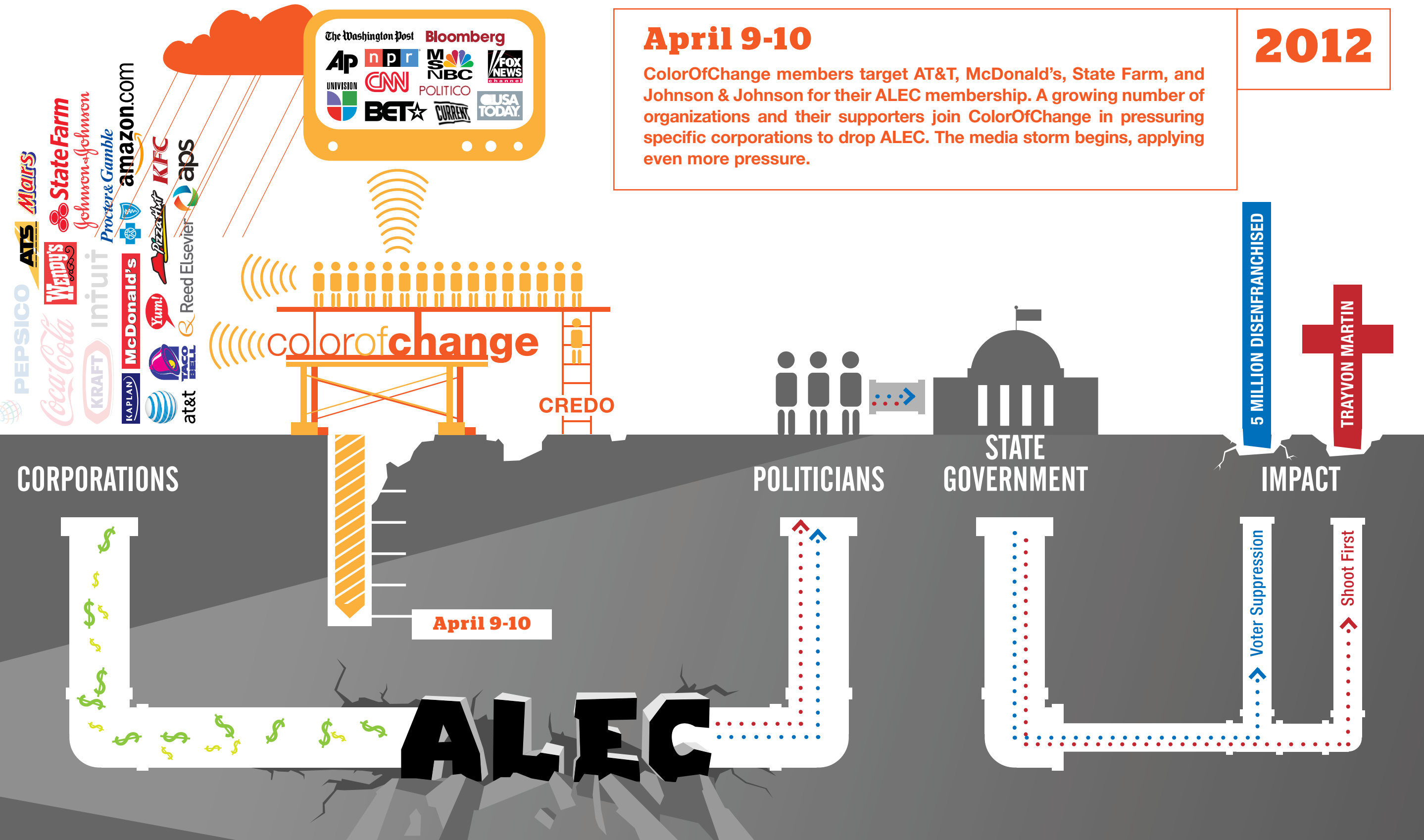
Voter Suppression

Shoot First

2012

April 9-10

ColorOfChange members target AT&T, McDonald's, State Farm, and Johnson & Johnson for their ALEC membership. A growing number of organizations and their supporters join ColorOfChange in pressuring specific corporations to drop ALEC. The media storm begins, applying even more pressure.

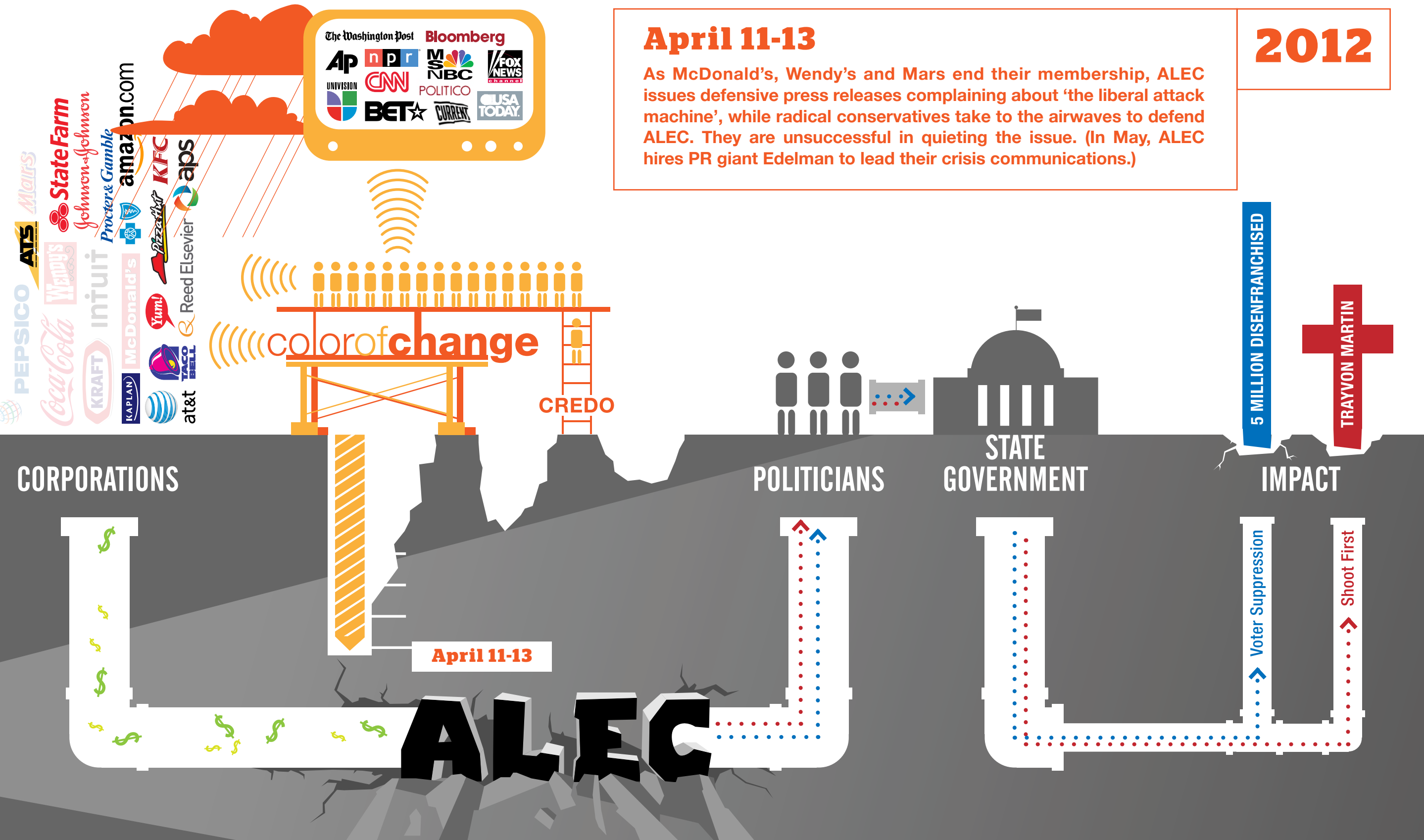




2012

April 11-13

As McDonald's, Wendy's and Mars end their membership, ALEC issues defensive press releases complaining about 'the liberal attack machine', while radical conservatives take to the airwaves to defend ALEC. They are unsuccessful in quieting the issue. (In May, ALEC hires PR giant Edelman to lead their crisis communications.)



2012

April 16-27

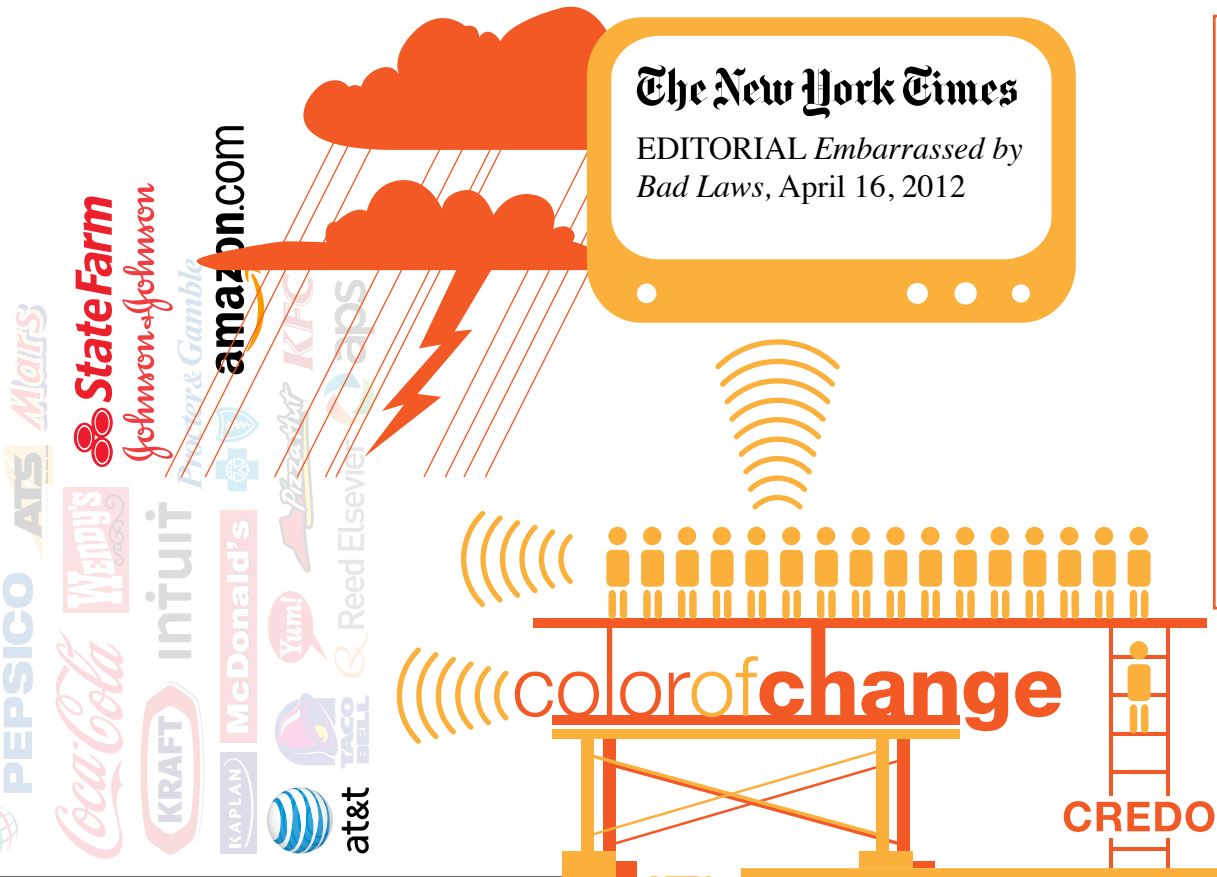
Blue Cross Blue Shield and others leave ALEC, while our members and the media apply increasing pressure. The New York Times editorial page calls Stand Your Ground “indefensible” and links to our petition.

ALEC PUBLICLY DISBANDS its Public Safety and Elections Task Force—ColorOfChange responds that this is merely a diversionary PR stunt.

In response to continued calls to leave ALEC, Yum! Brands (parent of Taco Bell, Pizza Hut, KFC) ends its membership, while Procter & Gamble and Kaplan follow suit a week later.

The New York Times

EDITORIAL *Embarrassed by Bad Laws*, April 16, 2012



CORPORATIONS

POLITICIANS

STATE GOVERNMENT

IMPACT

Voter Suppression

Shoot First

5 MILLION DISENFRANCHISED

TRAYVON MARTIN

April 16-27

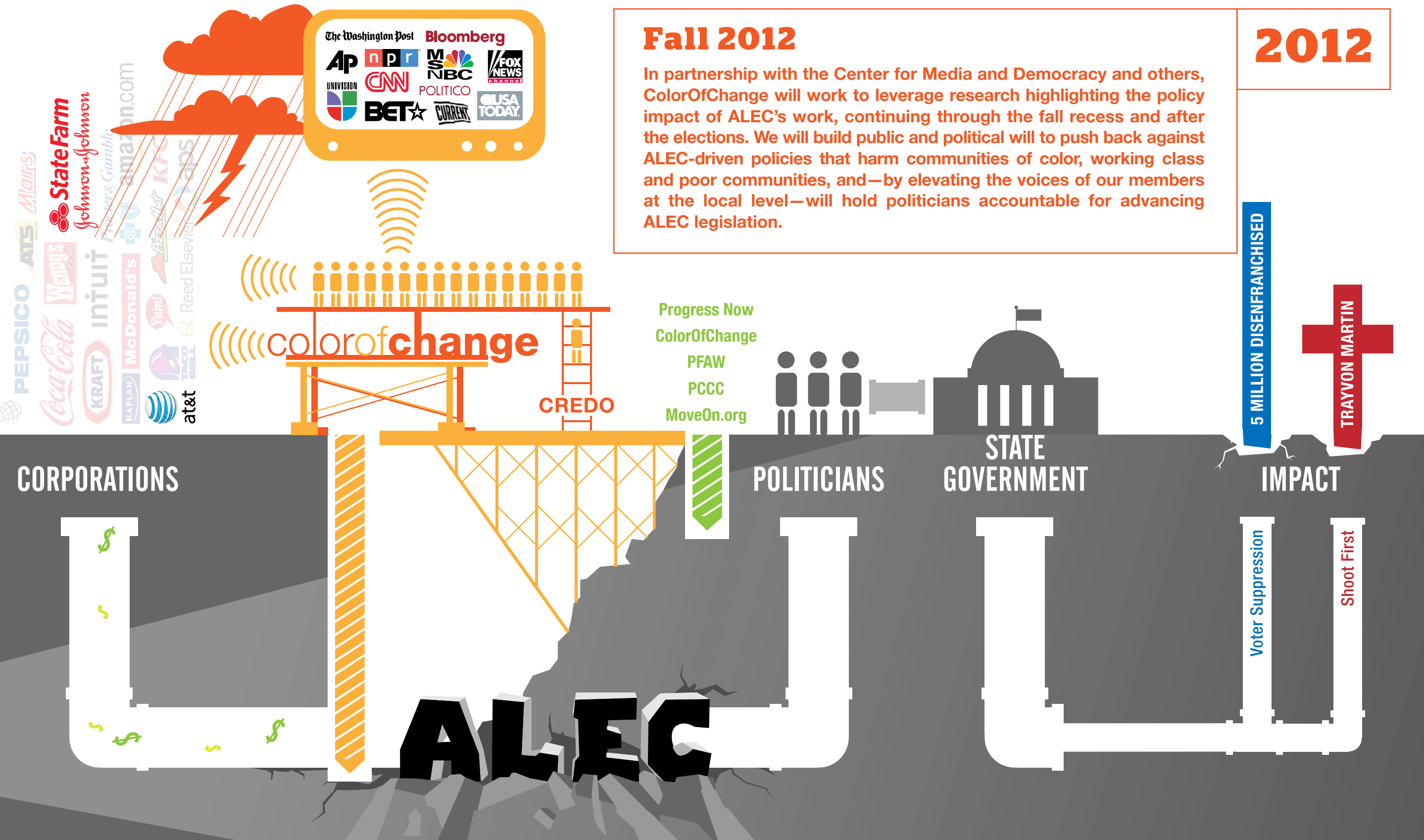
ALEC



2012

Fall 2012

In partnership with the Center for Media and Democracy and others, ColorOfChange will work to leverage research highlighting the policy impact of ALEC's work, continuing through the fall recess and after the elections. We will build public and political will to push back against ALEC-driven policies that harm communities of color, working class and poor communities, and—by elevating the voices of our members at the local level—will hold politicians accountable for advancing ALEC legislation.



# ALEC ON THE RUN: Campaign Overview

# The Secret of Our Success

THE SECRET OF COLOROFCHANGE'S SUCCESS begins with our strong membership base—everyday people invested in making democracy work better for all of us. Through solid research, we develop a strategic insight that drives our campaign work. It determines how we leverage our members' voices, which we also amplify through a compelling media strategy.

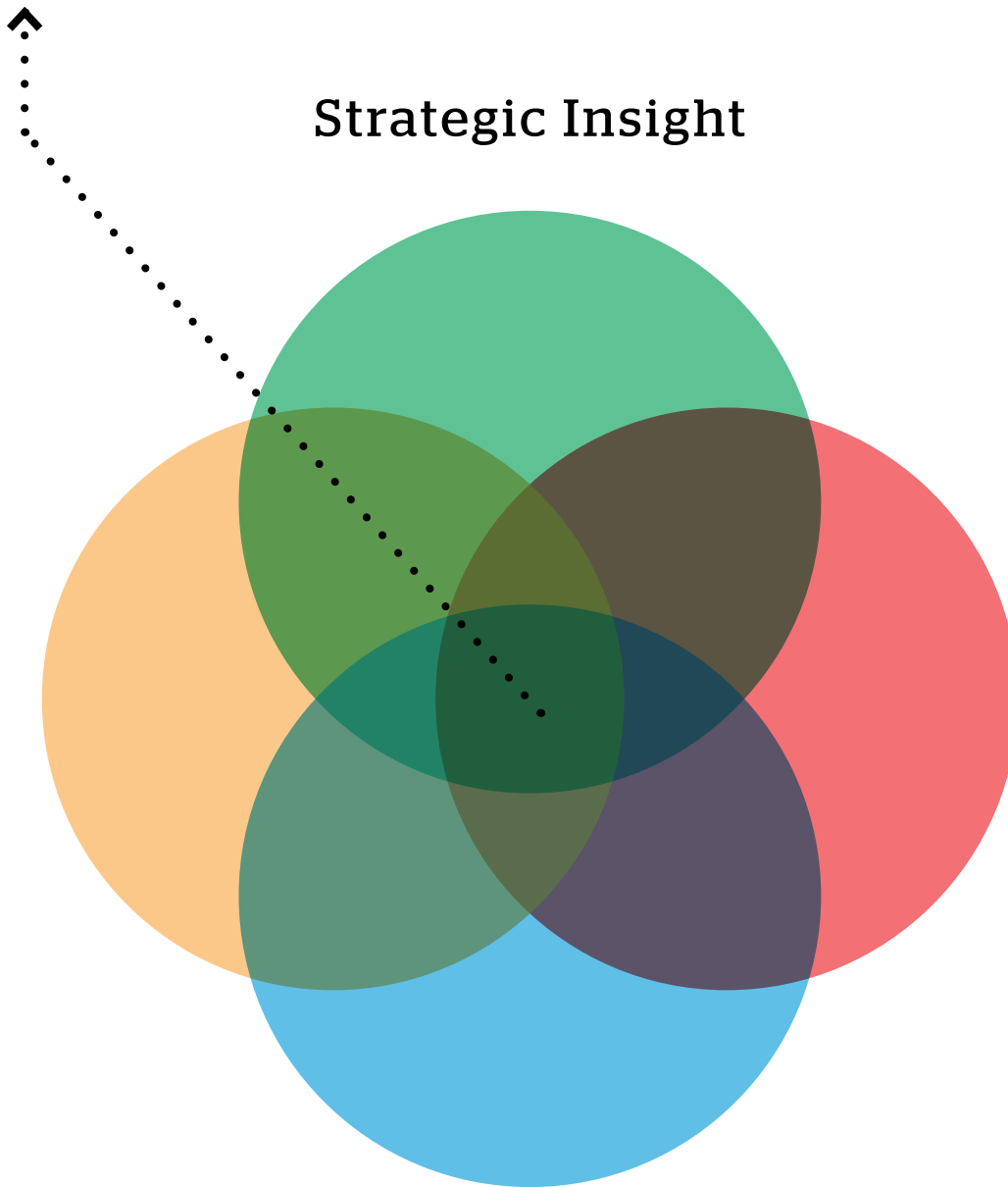
These four factors allow us to build and support a stronger and more dynamic member community. They also allow us to create lasting change by effectively holding corporations, media and government officials accountable in the realms of civil rights and social and economic justice.

Deep Research

Strategic Insight

Media Savvy

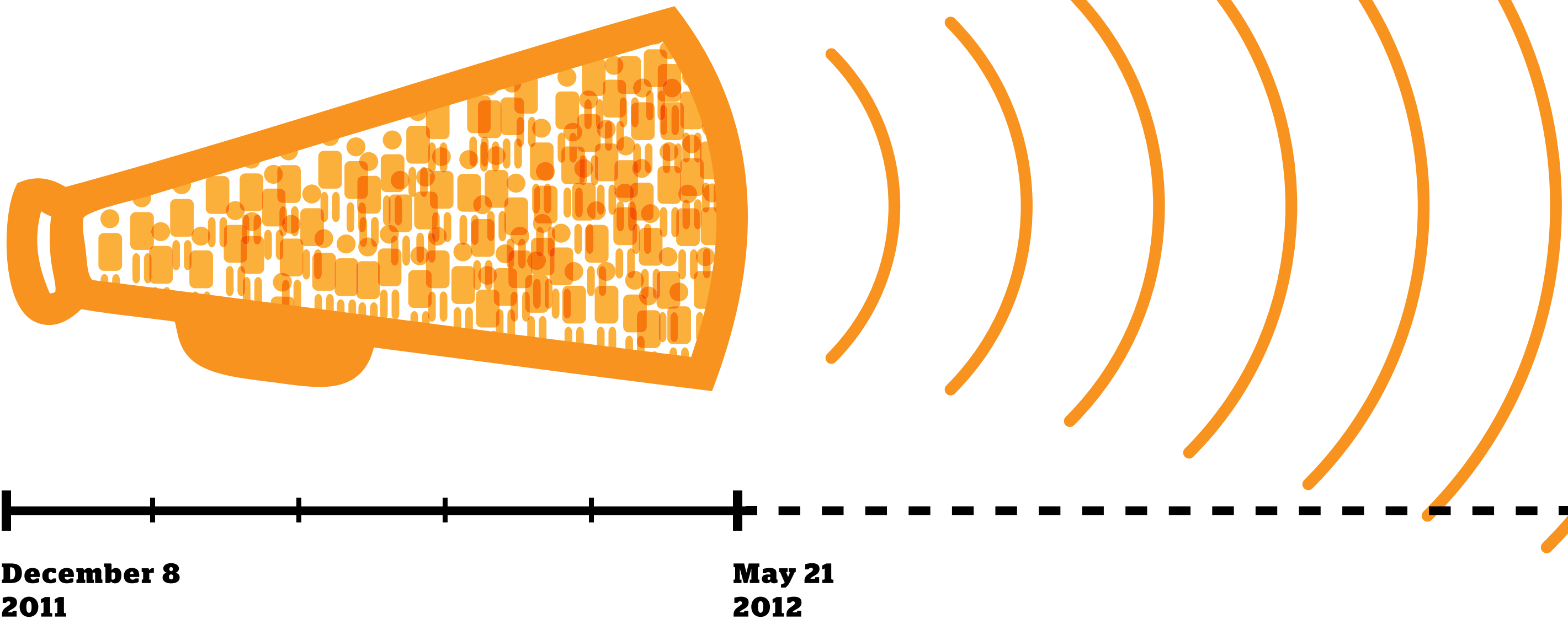
Real, Organized Constituency



# Participation

101,107 ColorOfChange members

500,000+ People across all partners



# ALEC on the run

MoveOn.org

SumOfUs

Common Cause

Progress Now

Color of Change

Center for Media & Democracy

SEIU

AFL-CIO

CREDO

PCCC

PFAW

Public Safety and Elections



## ALEC TASK FORCES

Civil Justice

Commerce, Insurance  
& Economic Development

Communications and Technology

Education

Energy, Environment & Agriculture

Health and Human Services

International Relations

Tax and Fiscal Policy

Progress Now, ColorOfChange, PCCC, MoveOn and PFAW are holding state politicians accountable for supporting ALEC, by publicizing their support and mobilizing constituents to voice their outrage.

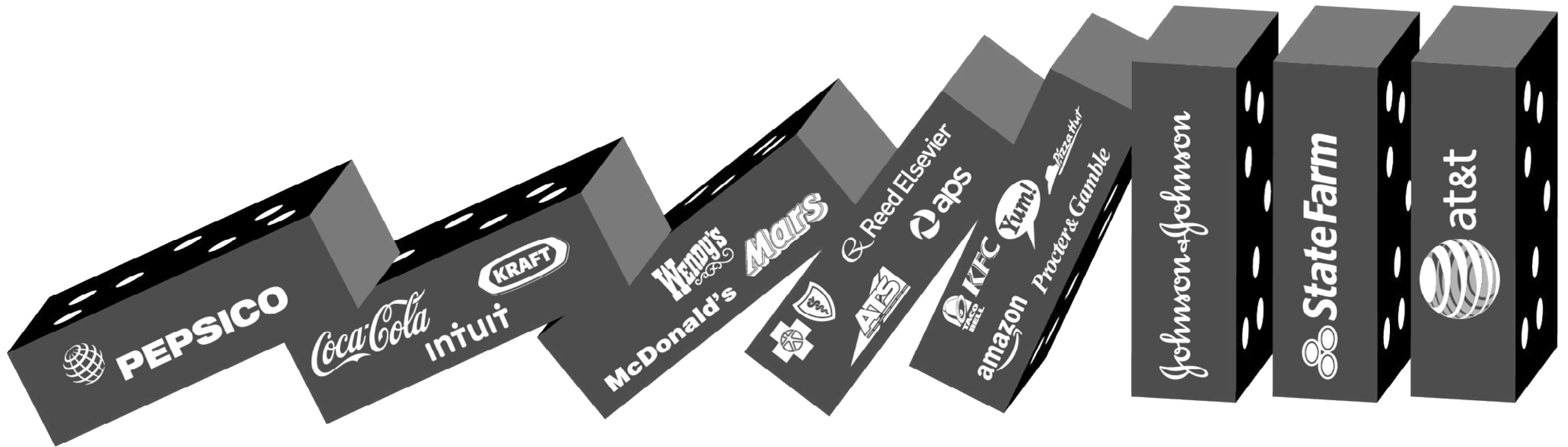
Common Cause is leading an effort to challenge ALEC's tax exempt status, by filing a complaint with both the IRS and state attorneys general.

Labor unions, ColorOfChange, and other progressive groups are holding corporations accountable for supporting ALEC, by planning actions at their shareholder meetings throughout the summer.

Center for Media and Democracy is continuing to make the connection between ALEC-sponsored legislation and the impact on real people's lives, by researching and revealing new information.

# The Domino Effect

As of May 24, 2012



# Media Storm: Overview

65+ TV & Radio appearances or citations, as of May 17.

Coverage in hundreds of online news articles.



*Boycotts Hitting Group Behind 'Stand Your Ground'*  
by Peter Overby.



Anchor Megyn Kelly interviews ALEC communications director Kaitlyn Buss to discuss Coca-Cola's departure.

The Washington Post

Bloomberg



POLITICO



## The New York Times

EDITORIAL

*Embarrassed by Bad Laws*

April 16, 2012

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**April 5**

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**April 9-10**

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**April 16**

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**May**

The public relations trade press reported that ALEC hired PR giant Edelman to lead their crisis communications.

# Media Storm: Overview

65+ TV & Radio appearances or citations, as of May 17.

Coverage in hundreds of online news articles.

*Boycotts Hitting Group Behind  
'Stand Your Ground'*

NPR April 5, 2012

*ALEC: What It Does and Why Three  
Major Corporations Cut Ties*

TIME April 9, 2012

*The far left threatens corporations*

The O'Reilly Factor Fox News April 13, 2012

*Embarrassed by Bad Laws*

The New York Times April 16, 2012

*ALEC backs down in wake of backlash  
over voter ID, 'stand your ground' laws*

CBS News April 17, 2012

*Conservative Group ALEC Retreats*

The Ed Show MSNBC April 17, 2012

*How ALEC became a political liability*

Washington Post April 24, 2012

*ALEC's Secrets Revealed; Corporations Flee*

Businessweek May 3, 2012



# Media Storm: Overview

65+ TV & Radio appearances or citations, as of May 17.

Coverage in hundreds of online news articles.

**Bloomberg Businessweek Politics & Policy**

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**Lobbying**  
**ALEC's Secrets Revealed; Corporations Flee**  
By Brendan Greeley on May 03, 2012

On May 11, 2012, about 20 state legislators from 15 oil- and gas-rich states are scheduled to meet in a hotel conference room in Charlotte. Representatives from major energy companies will be there, too. Oil and gas lobbying groups will give presentations to the lawmakers on fossil fuel prices and the need for modernizing the nation's power grid. But no "lobbying" will take place. What happens in Charlotte will be called education.

For three decades, the American Legislative Exchange Council, the megalomaniacal group of corporations (including ExxonMobil) that calls model bills, would like to be favored tax treatment. ALEC has also a including gun co then get passed. Republican legis introduce the m state capitol ar 200 become law membership fee pay. The legislat

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What Occupy Wall Street Gets Wrong About ALEC

Al Hunt on Trayvon Martin and the Impact of the Gun Lobby

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**EDITORIAL**  
**Embarrassed by Bad Laws**  
Published: April 16, 2012 | 345 Comments

A year ago, few people outside the world of state legislatures had heard of the American Legislative Exchange Council, a four-decade-old organization run by right-wing activists and financed by business leaders. The group writes prototypes of state laws to promote corporate and conservative interests and spreads them from one state capital to another.

The council, known as ALEC, has since become better known, with news organizations alerting the public to the

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**ALEC backs down in wake of backlash over "stand your ground" laws**

By Stephanie Condon Topics Economy, State Politics

Updated at 3:30 p.m. ET

(CBS News) After coming under fire for controversial laws like Florida's "stand your ground" law and losing multiple corporate allies -- an conservative legislative group announced limiting its scope to economic issues.

Indiana State Rep. David Frizzell, the 2012 chairman of the American Legislative Exchange Council, said the group would no longer promote "stand your ground" laws.

Liberal groups have assa

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**How ALEC became a political liability**

Posted by Rachel Weiner at 03:32 PM ET, 04/24/2012

South Carolina State Rep. **Ted Vick** (D) announced today that he's resigning from the American Legislative Exchange Council.

"When I joined ALEC eight years ago, it was a very different organization," Vick said in a statement. "Over the years, ALEC has steadily drifted to the right and away from its original purpose."

Vick is far from alone. Major corporations are pulling out. Politicians are backing away. An IRS complaint has been filed.

So what is ALEC, and why is it causing such a fuss?

**Fact:**  
More gas de  
in Nort  
could c

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Shows Celebs Music News

Celebrities Music Fashion & Beauty Health Video News Politics National Global Sports Opinion

**ALEC Smartens Up**

The group says it will no longer promote controversial legislation like voter ID and gun laws.

By Joyce Jones  
Posted: 04/18/2012 08:00 AM EDT  
Filed Under: Stand Your Ground, 2012 Presidential Election, Voting Rights, Mitt Romney, Ben Jealous, Al Sharpton, NAACP

**ALEC** American Legislative Exchange Council

Corporations may not be people, as GOP presidential frontrunner Mitt Romney once infamously declared, but one thing they have in common is a distaste for anyone or thing messing with their money. It's a lesson that the American Legislative Exchange Council, or ALEC, has learned the hard way, after the exodus of several corporate members pressured by consumers to end their membership in the organization based on its controversial role in crafting voter ID and "Stand Your Ground" laws.

On Tuesday the organization announced that it would dismantle its Public Safety and Elections task force and would be "redoubling our efforts on the economic front."

**TIME** 2012 Presidential Election

Complete coverage of the 2012 Presidential Election

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By ADAM SORENSEN @adamsorensen April 9, 2012

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# Timeline Overview

**November 17**  
ColorOfChange begins dialogue with corporate members of ALEC.

**January 25**  
PepsiCo states that they will not renew membership in ALEC.

**April 4-6**  
Coca-Cola and Kraft drop ALEC membership

**April 11-13**  
McDonald's, Wendy's and Mars end their membership.  
ALEC complains about "the liberal attack machine."

**December 8**  
ColorOfChange publicly launches ALEC campaign.

**March**  
In the wake of Trayvon Martin's death, CMD and Media Matters finger ALEC as the propagator of Shoot First legislation.

**April 9-10**  
ColorOfChange members target AT&T, McDonald's, State Farm, and Johnson & Johnson for their ALEC membership.

**April 16-27**  
Blue Cross Blue Shield and others leave ALEC.  
ALEC announces it is disbanding its Public Safety and Elections task force.  
Yum! Brands, Procter&Gamble and Amazon.com end their membership.

ALEC