

GRANT PROPOSAL RECORD

Greenhouse Solutions

ADDRESS:

P.O. Box 84
Aledo, TX 76008

CONTACT:

Mr. Drew Ryun

AMOUNT REQUESTED: \$239,500

STAFF RECOMMENDATION: \$239,500

PROJECT TITLE: To support the Video Trackers project and general operations

**BOARD MEMBERS AFFILIATED
WITH REQUEST:**

STAFF: Janet Riordan

MEETING DATE: 11/10/2015

PROPOSAL ID#: 20150538

BACKGROUND:

Greenhouse Solutions is the parent organization for Media Trackers. Media Trackers was launched first here in Wisconsin under the auspices of American Majority. It has gone on to open chapters in four states, and is now an independent organization. In the midst of Wisconsin's political upheaval Media Trackers has driven the debate, revealing new facts and covering stories that would previously have gone undiscovered. Staffed by a team of only two, the success of Media Trackers can be gauged by the frequent media hits not only on conservative news outlets—but in the conventional press as well. These references include mentions by national organizations like *POLITICO*, *National Journal*, *Washington Times*, *Daily Caller*, *American Spectator*, *Washington Free Beacon*, *Time Magazine*, *the Nation*, *The Blaze*, *National Review Online*, and *Mother Jones Magazine*.

The Left can be beaten with facts, but only if they are known. Media Trackers works to uncover the facts for the public interest. With the addition of a video team—Video Trackers—new methods and approaches to exposing the truth are being used to great effect.

Media Trackers does not wait for stories, it finds them. Using a combination of old fashioned investigative reporting and sophisticated research techniques, it reveals stories and details that the mainstream media either ignores or does not know. Research in a rural courthouse revealed, for example, that a candidate for Wisconsin Attorney General had made a land deal with an accused sex offender, who then received a special deal from the candidate's District Attorney's office. That story caught fire around the state, but would have been unknown without Media Trackers.

In Milwaukee, the video team exposed a sign in front of City Hall giving preferred parking to get-out-the-vote vans of particular liberal organizations. Video Trackers caught the President of the Milwaukee teachers union joining a union front group's minimum wage protest during the day, even while he was supposedly earning his taxpayer-funded \$120,000 wage.

In Madison, during the height of this summer's anti-police protests, Media Trackers caught protestors carrying an obscene slogan. Even as the protests were covered by other media outlets as genteel and harmless, the Media Trackers photos reached 88,000 Facebook followers, and made it to national news outlets.

In addition, Media Trackers uses search engine optimization and other sophisticated media techniques to ensure that its stories reach the maximum number of viewers. Among its projects in this arena is "Flackpedia" a "closed wiki" project that seeds the internet with facts about leftwing organizations. To date more than 300 entries have been posted.

Media Trackers knows it is having an effect through its monitoring of the Left's social media. Those groups are now altering their events and tactics to avoid being caught by Media Trackers. Even the local mainstream media pays attention to Media Trackers' revelations now, and acknowledges their effectiveness.

STAFF RECOMMENDATION:

As founder Drew Ryun put it: "Media Trackers is a project the Left would like to go away. We would like it to remain." A grant of \$239,500 to fully fund Media Trackers and its video projects in Wisconsin is recommended.

Greenhouse Solutions

Grant History

Project Title	Grant Amount	Approved	Fund
To support Media Trackers - Wisconsin	\$185,000	8/19/2014	Regular
To support Media Trackers - Wisconsin	\$100,000	2/25/2014	Regular
To support Media Trackers - Wisconsin	\$175,000	11/12/2013	Regular
Grand Totals (3 items)	\$460,000		