

ALSO

Looking Back:  
12 Success  
Stories in 2012

For U.S. Fish,  
a Rebounding  
Bounty

WINTER 2013 | VOL. 15, NO. 1

# Trust

The Pew Charitable Trusts



## The **FACT TANK**

Amid the clamor, the Pew Research Center  
illuminates the issues shaping the world



## Building Bridges for the Common Good

A clear message from the 2012 elections is that the American public wants our nation's leaders to pull together to address the urgent issues facing families, communities, and our country. This issue of *Trust* offers a compelling glimpse of how people from all walks of life—driven by passion for change, precision in their work, and persistence against challenges—are building bridges to achieve progress for the common good.

The 12 accomplishments featured demonstrate that even in a nation divided on many issues, we can continue the endless quest for “a more perfect Union” and the vision of our nation's founders—which has long inspired Pew's work.

Importantly, each of these successes demonstrates the power of facts and information to build support, resolve differences, and advance thoughtful and informed policies. Pew's work lays the foundation for effective government solutions by generating objective data, using research to inform and engage citizens, linking diverse interests to pursue common cause, and insisting on tangible results. In the last year alone, this approach has proved to be effective on a broad range of issues. For example:

- At the state level, Pew helped Georgia, Hawaii, Louisiana, Missouri, Oklahoma, and Pennsylvania craft sentencing and corrections reforms to protect public safety, hold offenders accountable, and control costs. Through solid research and effective state-level advocacy, the policy changes won support from such diverse partners as law enforcement groups, the NAACP, and Americans for Tax Reform—and were enacted by governors and state legislators of both parties.
- Nationwide, to help citizens register to vote and find their polling places, Pew worked with Google, Microsoft, and other technology companies to develop and deploy Web tools and mobile phone applications. By digitally connecting the public and private sectors, we put vital information into the hands of 25 million Americans.

- At the international level, more than half a billion acres of northern Canada's vast and pristine boreal forest are coming under strict protection, thanks to a project led by Pew and Ducks Unlimited. The boreal campaign brings together governments, loggers, hunters, and environmentalists as well as more than 75 companies and 1,500 scientists. The campaign is bi-national, built on rigorous planning, and driven to achieve tangible results.

Breakthroughs like these happen when we heed the late Senator Daniel Patrick Moynihan: “Everyone is entitled to his own opinion,” he said, “but not to his own facts.” And no one has worked harder to find and disseminate good facts than our longtime colleague, Andrew Kohut.

Andy, president of the Pew Research Center from its very first day, decided in 2012 to transition from that position but continue to provide counsel as founding director. I met Andy in 1995 when he was heading the Times Mirror Center for the People and the Press, which soon became the Pew Research Center for the People and the Press.

When we decided to consolidate our public opinion and social science research projects in 2004, it was clear that Andy should lead the new organization.

Today, the Pew Research Center is internationally known, respected, trusted, and cited in the media almost daily—largely because the center's work is scientific, rigorous, and obsessively neutral. As we thank Andy for his many contributions, we're pleased to welcome the award-winning journalist and former *Wall Street Journal* editor Alan Murray to serve as the new president. Under Alan's leadership, I'm sure the center will continue to inform and enlighten us with its data and analysis.

From the center's legacy to the 12 successes of 2012 detailed in these pages, a consistent theme emerges: Even in this era of division and gridlock, progress can be achieved when we pull together around the facts and focus on the ties that bind us, the goals we share, and the Union we never wish to stop perfecting.

REBECCA W. RIMEL  
*President and CEO*

*Breakthroughs like these happen when we heed the late Senator Daniel Patrick Moynihan: “Everyone is entitled to his own opinion,” he said, “but not to his own facts.”*

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**WHO WE ARE:** The Pew Charitable Trusts is a public charity driven by the power of knowledge to solve today's most challenging problems. Working with partners and donors, Pew conducts fact-based research and rigorous analysis to improve policy, inform the public, and stimulate civic life.

Pew is the sole beneficiary of seven individual charitable funds established between 1948 and 1979 by two sons and two daughters of Sun Oil Company founder Joseph N. Pew and his wife, Mary Anderson Pew.

## States Are Facing an Uncertain Fiscal Future

When Congress approved a New Year's deal to prevent the nation from falling over the fiscal cliff, the question of how much taxes would increase was, at least for the time being, settled.

But important questions about federal spending cuts were left unanswered and the political leaders who need to know more about those possible reductions are not all in Washington. They are the governors and legislators in the 50 states who are facing tough budget decisions themselves this spring, the peak season for legislative sessions from Augusta, ME, to Honolulu.

Because the economic downturn has been so long and so deep—and because the recovery has been so tepid—these policymakers have struggled to balance their budgets in recent years. They already have exhausted short-term fixes such as tapping into rainy-day funds, using one-time asset sales, increasing taxes temporarily, postponing construction projects, or issuing more debt. They have seen state tax revenue decline by \$97.9 billion, or 12 percent, in real terms from their 2008 peak to 2010. At the same time, demand for state services has increased substantially.

Since the Great Recession began,

the states' reliance on federal grants and aid has increased significantly, according to a report by Pew's fiscal federalism initiative. In 2010, for example, the analysis showed that federal grants provided, on average, \$1 out of every \$3 in state revenue. That is why choices that federal policymakers are considering to cut the deficit could have a huge impact on state budgets.

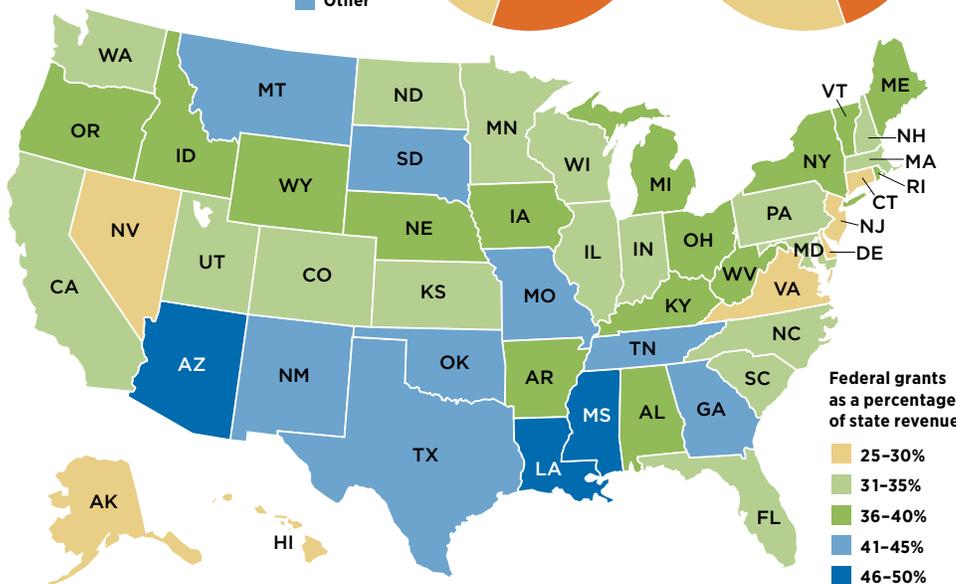
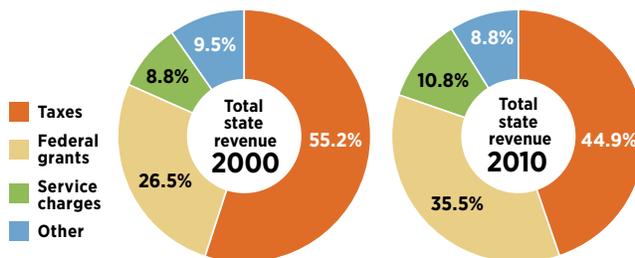
In addition, state tax codes are often linked in various ways to the U.S. tax code, so changes to federal tax policies directly affect state revenues—decreasing tax receipts in some cases and increasing them in others.

“Right now, the impact on the states isn't really part of the national conversation in Washington,” said Pew expert Anne Stauffer. “Finding opportunities for dialogue and comprehensive facts about the benefits and consequences of these fiscal decisions are vital to identifying solutions that will lead to long-term stability and effective services at all levels of government.”

Just as this need to better understand the evolving relationship between federal and state governments increases, the ability to do so has declined. Federal units in the Office of Management and Budget, the Government Accountability Office, and the Office of Personnel Management that reviewed federal-state issues have been disbanded. Congressional subcommittees that once looked at the subject have new responsibilities, and even the Census Bureau has cut back its data-gathering on the subject.

Pew's fiscal federalism initiative, which was formed last year, conducts original, nonpartisan research and partners with other organizations to

### WHERE STATES' MONEY COMES FROM



study the connections between federal and state governments' budget, tax, and fiscal policies. It shares the data with policymakers and also convenes meetings of federal and state decision makers to discuss the issues.

In November, the initiative issued a study on the potential impact of the fiscal cliff negotiations on states. "The public interest is best served by an enriched policy debate that incorporates implications for all levels of government and leads to long-term fiscal stability for the nation as a whole," said Stauffer, who directs the project.

For more information, go to [pewstates.org/fiscal-federalism](http://pewstates.org/fiscal-federalism).

—Daniel LeDuc

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## Forage Fish Protected on U.S. Coasts

It was a big year for little fish after Pew-backed efforts led to increased protections for forage species on the East and West coasts of the United States.

In November 2012, the California Fish and Game Commission adopted a policy to protect the small schooling fish, incorporating recommendations from the Lenfest Forage Fish Task Force. And in December, the Atlantic States Marine Fisheries Commission approved the first coastwide catch limit for menhaden, another small but important fish.

Forage fish—which include anchovies, herring, and sardines, in addition to menhaden—are a crucial part of the ocean food web because they eat tiny plants and animals, known as plankton, and then are consumed by larger fish and seabirds. Their populations have plummeted in

Humpback whales chase after pilchards, or sardines, which are among the key forage fish in the Pacific.



the past half-century because humans also catch them in large numbers for uses such as bait, nutritional supplements, and animal feed.

The forage fish task force, convened by the Pew-managed Lenfest ocean program, concluded in its 2012 report that the fish are worth twice as much if left in the water as food for other species than if they are caught directly. California's new policy should result in regulations that limit new fishing for forage species until their sustainability is scientifically established. (Learn more at [lenfest.org/foragefish](http://lenfest.org/foragefish).)

On the East Coast, Pew, which has been pushing hard for menhaden protection, thanked its activists for contacting the Atlantic fisheries commission in support of catch limits. Commissioners received 126,000 comments from the public before their historic vote to reduce the catch by 25 percent from 2011 levels.

"Sound science clearly calls for leaving more of these fish in the water to fulfill their ecological role," said Peter Baker, director of Pew's Northeast fisheries program. "More menhaden means more food for ocean wildlife, from seabirds to whales and popular game fish such as striped bass."

For more information, go to [pewenvironmentgroup.org/federal-fisheries-policy](http://pewenvironmentgroup.org/federal-fisheries-policy).

—Carol Hutchinson

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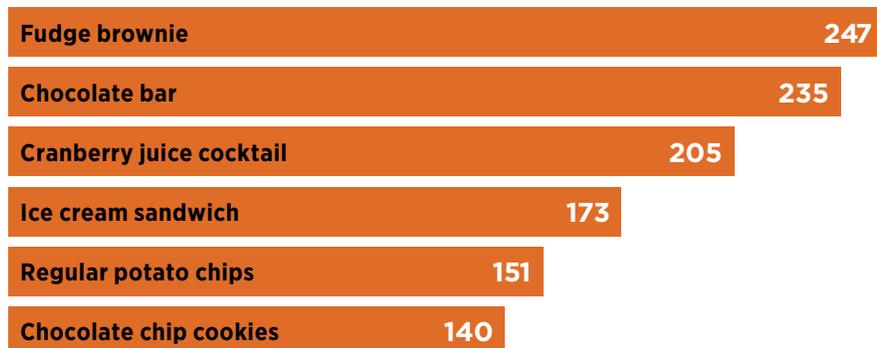
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## New Nutrition Rules For School Snacks

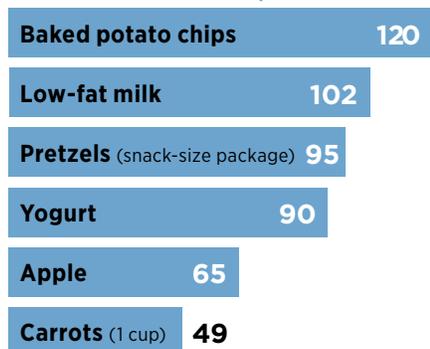
For the first time in more than three decades, the government has proposed updated guidelines for snack foods sold in schools that will encourage more fruits, vegetables and low-fat whole-grain items while limiting sugary drinks and high fat snacks.

## SIZING UP SNACK FOODS

Calories in snacks currently in many schools



Calories in snacks under updated nutrition standards



The proposal from the U.S. Department of Agriculture sets minimum requirements for limiting calories and fats while still allowing parents to send treats to school for birthday and holiday parties and schools to sell sweets for fundraisers. After a comment period, the new guidelines could be finalized and take effect as early as the 2014-15 school year. Similar guidelines for school meals were put in place this school year.

“Good nutrition lays the groundwork for good health and academic success,” said Agriculture Secretary Tom Vilsack. “Providing healthy options throughout school cafeterias, vending machines and snack bars will complement the gains made with the new, healthy standards for school breakfast and lunch so the healthy choice is the easy choice for our kids.”

Getting the new guidelines issued has been the focus of the Kids’ Safe & Healthful Foods Project, a joint initiative of The Pew Charitable Trusts and the Robert Wood Johnson Foundation. Last year, a project report found that most of the nation’s secondary schools do not sell fruits or vegetables in their stores, snack bars, and vending machines. Although many schools have reduced the availability of candy, fatty chips, and sugary drinks, the report found that this progress had stalled.

Last spring, a project survey showed that 80 percent of parents favor national standards that would limit calories, fat, and sodium in snack and a la carte foods sold in schools and encourage young people to eat fruits, vegetables, and low-fat dairy items.

“The new rules are the kind of positive change we need to help reduce obesity rates among children and teens, which are now more than triple what they were four decades ago,” project director Jessica Donze Black said after the snack rules were announced. “With many students consuming up to half of their daily calories at school, these guidelines

could make a real difference in the health of our nation’s kids.”

To learn more about the project, go to [healthyschoolfoodsnow.org](http://healthyschoolfoodsnow.org).

—Chelsea Toledo

## Cultural Data Project Becomes Independent Nonprofit

After six years of incubation at The Pew Charitable Trusts, the Cultural Data Project has become an independent nonprofit with a national board that matches its broad scope.

The project is a powerful online management tool designed to strengthen arts and cultural organizations through the collection of reliable longitudinal data. Hailed as a national standard, it enables participating organizations to track trends and benchmark their progress through sophisticated reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grantmaking activities more effectively.

“Especially in an uncertain economy, the arts must prove their ‘investment worthiness’ with solid numbers, because anecdotal evidence alone is unlikely to persuade policymakers or the public of their importance,” said Glen Howard, chairman of the board of the newly independent project. “The Cultural Data Project enables arts organizations to make their case as, among other things, an economic engine. Now is the ideal time to take to the national level what has already been a

highly successful integration of data collection and research on the arts.”

Howard, who had been Pew’s managing director of legal affairs and general counsel, is a veteran concert performer and has held leadership positions in several cultural nonprofits in Washington. He said that the project would have its headquarters in the historic district of Philadelphia and that its staff, all of which will transition from Pew to the new nonprofit, is excited about opportunities to advance a national agenda for arts and culture.

The project’s new president and CEO will be Beth Tuttle, a nationally known consultant to cultural and educational organizations.

The project now spans four time zones, collecting data from more than 14,000 arts and cultural organizations in 12 states and the District of Columbia. “Here in New York City, the Cultural Data Project is emerging as a vital resource for research, funding, and advocacy,” said Kate D. Levin, commissioner of the city’s Department of Cultural Affairs and a member of the project’s board. “As

it goes national, we look forward to building on this work with even more regions to help strengthen the entire cultural community.”

For more information, go to [culturaldata.org](http://culturaldata.org). —**Daniel LeDuc**

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## New Insights Into Philadelphia Taxes

Since the beginning of the new century, Philadelphia’s residential tax burden, measured as a percentage of income, has been falling while taxes have risen in many suburbs in Pennsylvania and New Jersey, reversing a long-term trend and making the city more competitive with its neighboring communities.

The finding by Pew’s Philadelphia research initiative came in a report, *Residential Taxes: A Narrowing Gap Between Philadelphia and Its Suburbs*, which analyzed 237 municipalities in the Philadelphia region. The study found that the tax disadvantage of living in Philadelphia versus the suburbs declined markedly from

2000 to 2012 and in some instances disappeared. In 2000, Philadelphia imposed the region’s third-highest tax burden on its residents compared with the taxes imposed on non-commuters in the suburbs. By 2012, the city had the 48th-heaviest burden.

One reason was that Philadelphia lowered its wage tax while many Pennsylvania suburbs raised theirs, the study determined. Another major factor was the city’s failure to raise property assessments to keep up with market values over the 12 years that were studied.

Philadelphia is now preparing to tackle that issue, and the research initiative has developed a second report that examines the challenges the city faces in that area. Officials propose to change the certified market value of every piece of property, the way assessments are used to calculate tax bills, and property owners’ options for dealing with any big tax increases that might result. The study, *The Actual Value Initiative: Overhauling Property Taxes in Philadelphia*, determined that no large American city in recent years has attempted to do all three things at once.

“The changes to the city’s property tax system will be a significant transition, and for some, a painful one,” said Larry Eichel, who directs the project. “The report looks at the challenges and experiences of other cities for the benefit of policymakers, who will need to determine how much can be done to alleviate the impact on the thousands of Philadelphia residents who will be looking at significant increases in their tax bills.”

The reports and an interactive graphic can be found at [pewtrusts.org/philaresearch](http://pewtrusts.org/philaresearch). —**Cindy Jobbins**



# The Tank

*As American political discourse grows less civil, more partisan, and divided by labels of red and blue, the Pew Research Center's neutral, nonpartisan analysis of the news and trends shaping the world puts the facts in black and white.*

BY PAUL FARHI

Illustration by Otto Steininger

**L**ike all great explorations, it started with some curiosity and a compelling question: What had happened to Mexican immigration to the United States amid the recession, increased border security, and the rise of Mexico's economy? Candidates across the political spectrum usually answered that question their own way, based largely on emotion, partisanship, and dog-eared historical reports. The Pew Hispanic Center in Washington tried a different approach: a factual investigation.

Using surveys, interviews, and numerous government data sources on both sides of the border, a team of demographers and researchers from the center reached a startling conclusion. After four decades during which an estimated 12 million Mexicans moved across the border, the flood of immigrants had dried up and was even showing



## to Gauge Reader Inroads

The printed page/was just half a millennium's brief wonder," theorized John Updike in a late poem. Exactly when the old order will be completely overthrown is in some dispute, however.

The original th...

SENGUPTA

though, frequent reports book sales are declining. That would mean a loss of space to publishers largely because of the digital transition. Some fear that perhaps forestalling the total elimination of Amazon. But a new report from the Pew Research Center's Internet and American Life Project will not give much comfort to those who want to hang on, for better or for worse, to the printed past. Sales of dedicated e-book readers may have peaked last year, but the percentage of Americans owning one rose to 19 percent from 10 percent. Readers of printed books fell to 67 percent of the population from 72 percent. The Pew study did present a fairly upbeat picture of reading, regardless of where it is done. Readers consumed an average of 15 books in the last year, and 14 percent of the respondents read 21 or more books. The average size was 2.6 books. The original th...

# A Conversation with Andrew Kohut

signs of reversing. From 2005 to 2010, the center concluded, about 1.4 million Mexicans had moved north, offset by the same number who had moved with their U.S.-born children to Mexico. The center laid out its finding in the title of its report, *Net Migration from Mexico Falls to Zero—and Perhaps Less*.

Published in April 2012, the report set off a wave of news coverage that continued for months. Its conclusions became a thread woven into the debate over immigration policy during the presidential campaign. The report provided context for, among other things, discussion of Republican candidate Mitt Romney's notion of "self-deportation" for undocumented workers and President Barack Obama's executive order mandating provisions of the Dream Act, legislation that extends some citizenship benefits to the U.S.-born children of undocumented immigrants.

It was a textbook moment for the Hispanic center and its host organization, the Pew Research Center. At the same time, however, there was something familiar about it. The Pew center's seven information projects have turned out hundreds of reports, polls, and studies over the years, and many have landed with similar force. The center's research—whether documenting Americans' declining interest in organized religion, public attitudes about the credibility of the news media, or the ways that teenagers use their smartphones—often becomes the plumb line for debates among journalists, policymakers, and political elites.

The research center is in the midst of the most significant management transition since its creation by The Pew Charitable Trusts. Andrew Kohut, the eminent pollster who has overseen the center since its inception (and, before that, guided the flagship project, the Center for the People & the Press) is moving into a counselor's role, with a focus on the research center's global polling projects. His replacement as president is

Andrew Kohut presided over the Pew Research Center's burgeoning agenda from 1995 until he stepped down as president at the end of 2012. He continues to provide counsel on political polling and global attitudes research in his new role as founding director. In a conversation with Paul Farhi, he looked back on the center's formation.

**FARHI:** What was it like coming to Pew?

**KOHUT:** I'll never forget the first day, the first survey issues. We called it the Pew Research Center for the People & the Press. The first political survey showed that Steve Forbes had drawn even with Robert Dole in New Hampshire in the Republican primary in January 1996. And all of a sudden there was this explosion of telephone calls. All my reporter buddies were calling Pew saying, "What is the Pew Research Center for the People & the Press?" And that was the first exposure, I think, that The Pew Charitable Trusts got to the amount of attention that these surveys would generate.

**FARHI:** Has the nature of the place changed much since you started?

**KOHUT:** The values that we have are the persistent ones that we've had over the years. We're interested in going in depth. We're interested in rigorous work. We want to study the most important issues of the day. We want to take a long-term perspective and establish measures that

we can track over time to show the ways public opinion, public values, and behaviors are changing.

**FARHI:** The Pew Research Center describes itself as a nonpartisan fact tank. What does that mean exactly?

**KOHUT:** It means that we are not being influenced by the political parties or special interest groups that have agendas. We don't take commissions; no one comes in and buys a Pew survey. We're interested in producing factual information about public attitudes, behaviors, demographic trends in the areas in which we study.

**FARHI:** Staying true to your mission is harder than ever in a world that's getting more and more partisan, especially in the news media. Many say there is a left-wing take on the news and a right-wing take on the news.

**KOHUT:** We're helping out in a world in which news organizations that hold the same values that we do have fewer resources to do the kind of work that

Alan Murray, a veteran *Wall Street Journal* reporter and editor.

Kohut came to Pew in 1995. He had helped to create the Times Mirror Center for the People and the Press, and when the Times Mirror newspaper company ended its support of the polling operation, he was recruited by Rebecca W. Rimel, the Trusts' president. In the ensuing years, Pew created a number of like-minded projects to provide timely, objective research on journalism, the Internet, religion, global attitudes, and the nation's rapidly growing Hispanic population.

In 2003, Kohut joined Donald Kimelman, the Pew managing director who oversaw most of this work, and former *Washington Post* reporter Paul Taylor, who would become the center's executive vice president, in mapping out an idea to bring all of Pew's information projects under a single umbrella: a nonprofit subsidiary of the Trusts to be called the

Alan Murray, right, is succeeding Andrew Kohut as president of the Pew Research Center.



**FARHI:** Looking back, what highlights resonate for you?

**KOHUT:** I think a lot about the ways we have looked at the behaviors and attitudes of news consumers to show how the world has changed. In 1990, our research, which I wrote about in an essay called “The Age of Indifference,” showed that young people didn’t know much about the world. In 2005, we redid the survey and showed that even with the emergence of the Internet, with much more information available, there wasn’t much change.

I think there’s less imperative to know about world events today. If you came through the Cold War, Vietnam, the Bomb, in the 1960s—really serious stuff—you had to stay connected to what was going on in the world. That has disappeared.... There’s not as much need to know, and for young people there are so many other distractions.

We do quarterly surveys about what people know about the world, and they are really sobering. But they bring home a statement that Gallup made years ago that I live by. And that is, “The American public is short on the facts but long on judgment.” In the end, they tend to make good judgments based on the facts that they have.

we do.... Many of the media polls that were around are gone.

**FARHI:** How do you decide what to study?

**KOHUT:** Part of the skill here is to not only

do research well but to figure out what to do, what’s important to do, and what’s doable. And we don’t go out and do things that we think are interesting but we can’t get a handle on.

Pew Research Center. What started in 1995 with just four employees has grown to 130 staff members based in Washington. As the center’s evolution continues, its basic mission remains unchanged. Kohut, Kimelman, and Murray said the research center will hew to the same three-pronged formula that Kohut established when he arrived at Pew: Undertake comprehensive, rigorous research on important issues of the day; operate in a nonpartisan and neutral way; and serve up the results in an easily understood, nontechnical fashion.

Each man uses more or less the same phrase to describe how the center conducts its research: “We don’t have a dog in the fight.” Policy pronouncements are forbidden; raw data and solid “knowledge creation” are venerated.

“We don’t give counsel,” Kohut said. “We provide information. It’s not my job to convince people of what reality is. It’s

my job to present our take on reality and the basis on which we came to those conclusions.” He added, “You can’t have a conversation about important issues unless there’s some foundation of common understanding and some common facts.”

One of the center’s guiding principles, he said, is its independence. The Pew Charitable Trusts, which does take stands on policy matters, conducts and is guided by its own nonpartisan research on environmental, health, state, and consumer issues. But it leaves decisions about what the Pew Research Center staff researches to the center’s leadership. “I’m grateful,” Kohut said. “Rebecca Rimel and Pew’s board really get what we do.”

The Pew Research Center’s leaders contend that their neutral approach has become increasingly rare in a city and nation that

# Capturing the Spirit of Our Times

BY DAVID BROOKS



In the 18th century, the Italian thinker Giambattista Vico came up with what at the time was a novel insight, that each age has its own climate of opinion, its own web of symbols, its own assumptions. There is no final, true climate of opinion, Vico asserted. Instead, each has strengths and weaknesses. The Homeric Greeks may appall us with their brutality, but they also impress us with their mental clarity. The medieval Christians may impress us with their piety but less so with their capacity for innovation.

What's needed, Vico thought, is imaginative insight, the ability to enter an

alternative viewpoint and feel its contours, its contradictions, the different lenses the people within it rely upon to perceive reality.

Vico and people after him were intuiting, or just guessing. Today we have more scientific tools to measure people's values and disagreements. But to do that intelligently still requires imaginative insight and empathy—to ask the right questions, to group people into the right categories.

We are awash in political data these days, but there is no group I have relied upon as thoroughly as Andy Kohut and his team at the Pew Research Center to go beyond the horse race and measure the

moral and cultural contours of our time. I've relied on Pew Research data to understand the typology of the American electorate, the exact nature of the values divide that feeds into political polarization; to measure how Republican opinions have shifted and how Democratic views have, too.

If Vico were around today, he'd be working at the Pew Research Center, or at least be as addicted to its website as I am, because no other organization so reliably gets a grip on that essential but ineffable thing, the spirit of the times.

DAVID BROOKS is a columnist for *The New York Times*.

have grown more starkly partisan, and in a political culture that seems increasingly contentious about what constitutes a fact. Not long after its formation, the center began calling itself a “fact tank” (a phrase coined by Taylor) not just as a clever motto, but as a way to distinguish itself from Washington's think tanks. “We had an inkling then that we were headed for a world of red truth and blue truth,” Taylor said.

Murray said he was troubled during his 10 years as the *Journal's* Washington bureau chief by the inability of policymakers and elected officials to engage in civil discourse—a divide, he said, that is due in part to the lack of a shared set of facts. “I look at all the institutions in this town that have

either become increasingly partisan or had their reputations for nonpartisanship destroyed,” he said. “And I look at how many institutions have the ability to offer information that's trusted by people on both sides of the aisle. It's a tiny list. And the Pew Research Center sits at the top of it.”

Kohut's innovation—what Murray calls the research center's “special alchemy”—was having journalists and social scientists collaborate on the work. Kohut is himself a hybrid. A former president of the Gallup Organization and founder of the polling firm Princeton Survey Research Associates, he began working with journalists while with *Times Mirror*, which then published the *Los Angeles Times* and other newspapers. They knew how to report and tell a story; he and his fellow polling experts knew how to conduct quantitative research. “The trick

JOSH HANER/THE NEW YORK TIMES

TIMELINE PHOTOS: HERMANN J. KNIPPERTZ/AP (COMPUTER); STEPHAN SAVOIA/AP (FORBES); ROBERT GIROUX/GETTY IMAGES (WORLD TRADE CENTER)

## Pew Research Over the Years

**October 1995:** The Pew Charitable Trusts begins funding the Center for the People & the Press. Andrew Kohut is director.

**December 1996:** Pew Research poll finds 12 percent of Americans go online to get information about current events.



**December 1999:** Internet & American Life Project created.

**March 2001:** Forum on Religion & Public Life created.

**June 2001:** Pew funds study of globalization and global attitudes, leading to creation of the Global Attitudes Project.

**December 2002:** Global Attitudes Project reports gloom and growing anti-Americanism in first 44-nation survey.

1995 1996 1997 1998 1999 2000 2001 2002 2003

**January 1996:** First Pew Research poll shows Steve Forbes drawing even with Robert Dole in the New Hampshire Republican presidential primary.

**July 1997:** Project for Excellence in Journalism created.



**May 2000:** Internet & American Life Project's first survey finds 9 million women went online for the first time in the previous six months, bringing women and men to parity online.

**August 2001:** Hispanic Center created.

**September 2001:** Terrorist attacks on Washington and New York.

**October 2001:** U.S. forces begin bombing Afghanistan.

**March 2003:** U.S. invades Iraq.



TIMELINE PHOTOS: RON EDMONDS/AP (BUSH); PAUL SAKUMA/AP (IPHONE); AP (BIN LADEN); PABLO MARTINEZ MONSIVALS/AP (OBAMA); JAMES STEIDL/ISTOCKPHOTO (WEDDING CAKE); ISTOCKPHOTO (E-READER)

in these operations was to teach the reporters to count and to teach the researchers to write,” Kohut said.

The Pew Research Center has a distinguished staff of demographers, pollsters, and researchers, but its leadership is primarily from journalism. Kimelman, the Pew executive who chairs the center’s board, had a distinguished career as a reporter and editor at *The Philadelphia Inquirer*. Lee Rainie, who heads the Internet & American Life Project, was managing editor of *U.S. News & World Report*. Taylor, who, beyond his executive duties, oversees the center’s Social and Demographic Trends project and Hispanic center, had been a longtime political reporter and foreign correspondent for the *Post*. Another *Post* reporter, Roberto Suro, was founding director of the Hispanic center. Tom Rosenstiel, who recently left as director of the center’s Project for Excellence in Journalism, had been a reporter and media critic at the *Los Angeles Times*. Elizabeth Mueller Gross, the vice president who oversees the center’s operations, was with *U.S. News & World Report* for nearly 20 years. And, of course, there’s Murray, whose journalistic bona fides hang on his office wall: Pulitzer Prizes awarded in 2000 and 2002 for reporting projects he supervised at the *Journal*.

Until Jan. 1 this year, the only nonjournalists in the senior ranks were Luis Lugo, director of the Forum on Religion & Public Life, who holds a doctorate in political science from the University of Chicago, and Scott Keeter, director of survey research, who has a doctorate in political science from the University of North Carolina. They have been joined by Kohut’s successor as director of the Pew Research political survey unit, Michael Dimock, a veteran pollster who holds a doctorate in political science from the University of California, San Diego,

and Amy Mitchell, acting director of the Project for Excellence in Journalism and a former researcher with the American Enterprise Institute, who helped Rosenstiel found the project in 1997.

By design, the academics and journalists complement one another. It’s doubtful that the center’s work would have the same intellectual grounding and necessary rigor without the cadre of research pros who collect and crunch the data. It’s also unlikely that its reports would have the same zip and timeliness without the input of newspaper journalists such as senior writer D’Vera Cohn, religion associate director Alan Cooperman, both formerly of the *Post*, and the Project for Excellence in Journalism’s Mark Jurkowitz, who had been at *The Boston Globe*.

“It’s important to recognize that what’s happening here is unique,” Murray said. “You don’t see it happening at academic institutions. You don’t see it happening at most think tanks. And you don’t see it at news organizations.”

**March 2004:** Project for Excellence in Journalism issues first *State of the News Media* report.

**April 2004:** The Pew Research Center is created to house Pew’s information initiatives.

**June 2005:** Pew Research begins series of surveys examining social trends in America.

**May 2007:** Pew Research Center releases first-ever nationwide survey of Muslim Americans.

**June 2007:** Apple introduces the iPhone.



**February 2008:** Forum on Religion & Public Life issues detailed survey of U.S. religious affiliations.

**March 2008:** Internet & American Life Project reports that a majority of people say they would have more trouble giving up a cellphone or smartphone than a traditional wired phone.

**November 2008:** Barack Obama elected president. Pew Research reports it is the most diverse electorate in U.S. history.

**February 2010:** Pew Research issues study on behaviors, attitudes, and values of Millennial Generation.

**April 2010:** Pew Research reports that 25 percent of Americans express a favorable opinion of Congress, the lowest rating in a quarter-century.

**April 2010:** Internet & American Life Project reports that text messaging has become the primary way teenagers reach friends.



**November 2010:** Social & Demographic Trends project finds 39 percent of Americans say marriage is becoming obsolete.



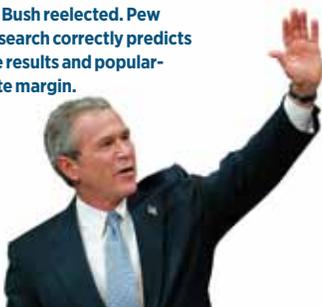
**April 2012:** Hispanic Center reports that net migration from Mexico to U.S. has stopped—and may have reversed.

**April 2012:** Internet & American Life Project reports that 21 percent of Americans have read an e-book.

**October 2012:** Forum on Religion & Public Life reports one-in-five adults say they have no religious affiliation, up from 15 percent five years earlier.



**November 2004:** George W. Bush reelected. Pew Research correctly predicts the results and popular-vote margin.



**December 2009:** Forum on Religion & Public Life finds one-third of the world’s nations have high or very high restrictions on religion.



**May 2011:** In the months before Osama bin Laden’s death, a Global Attitudes Project survey of Muslims finds little support for the al-Qaeda leader.

**October 2011:** Project for Excellence in Journalism finds that more than half of tablet owners get news on these devices every day.

**November 2012:** President Obama reelected. Pew Research correctly predicts margin of the popular vote.

**November 2012:** Kohut becomes Pew Research founding director. Alan Murray named president.

The presence of so many journalists, he said, gives the center its nose for hot topics and averts the academic tendency to pursue narrow, inward-looking research that is primarily of interest to other academics. In fact, on the day we spoke (only Murray's fifth on the job), the morning's *Washington Post* seemed to validate the center's media instincts. On its front page, above the fold, the paper carried news of a Social & Demographic Trends study showing that the U.S. birthrate had dropped to the lowest level ever recorded.

Such prominent press coverage is one part of the center's vision. As Kohut put it, "The idea is to get our material into the conversation." Attention from the news media is one measure of success; so are invitations to speak to government officials. Pew Forum staff recently briefed officials from the State Department, United Nations, and European Union on

noticed that the voting patterns of young people had begun to veer sharply from those of their elders. Documenting the diverging voting patterns would have been a relatively simple exercise (and a duplicative one, given the wealth of academic political science research). Instead, the center began a continuing effort to understand generational differences on a range of issues. It led in 2010 to a detailed study of 50 million Americans in the 18-to-29 cohort, *Millennials: Confident, Connected, Open to Change*, that drew contributions from all seven of the center's projects.

Smart timing and a little foresight help, too. Reports are often keyed to major news developments, particularly the presidential campaign, which is prime time for the center's public opinion polls and news media studies. Reports typically are written in plain, uncluttered language, supplemented by charts and graphics that illustrate important findings. The center popularizes its work through media interviews—Kohut is a regular on NPR and the "PBS NewsHour"—and has found new ways to get the word out. A midsummer study by the Project for Excellence in Journalism about YouTube's impact as a news source—*A New Kind of Visual News*—featured Amy Mitchell in a

*Kohut and others at the center saw voting patterns of young people were veering from those of their elders. That development prompted Pew Research's continuing effort to understand generational differences on many issues.*

its one-of-a-kind findings about religion's role in sub-Saharan Africa and religious restrictions around the world.

"You go over to the State Department, and they tell you how important our information about Pakistan is to them in making assessments about what the situation is like there," said Kohut. "That's a pretty good indicator that we succeeded, too."

Taylor said one advantage of a journalist-centric organization is its elevated metabolism. Although some of the center's research projects are years in the making, many are the product of mere months, and sometimes only weeks or days, of labor. On each project, "We'll ask, 'What are the research questions, and how long will it take to learn the answers?'" Taylor said. "If the answer is, 'A couple of months,' I'll say, only half in jest, 'How about next Tuesday?'"

As with the Hispanic center's immigration study, much of the research center's work starts with an informed hunch, some brainstorming, and a lot of investigative zeal. After the 2004 election, for example, Kohut and others

"visual discussion" of the report: a video posted, of course, on YouTube. What's more, the most popular features ever to appear on the center's website weren't studies or data. They were quizzes that permitted visitors to assess their knowledge about major world religions and the 2012 presidential campaign.

Murray and Kohut said they would like to extend the center's approach into new fields. There was talk several years ago of starting an economic project, but that was rejected on the grounds that the subject is well covered elsewhere, Kohut said. Both mention education as a promising arena; Murray also believes biotechnology could be fertile.

More immediately, the next opportunity is outside the United States. The research center has established a strong foothold overseas through its Global Attitudes polling group, which has conducted major international surveys since 2002 on topics of transnational concern such as globalization, terrorism, and U.S. leadership around the world. The Pew Forum also does survey work and other kinds of research internationally—it surveyed 25,000 people in 19 countries

to produce widely cited reports about religious tolerance and diversity in Africa

 For more information on the Pew Research Center, go to [pewresearch.org](http://pewresearch.org)

# An Appreciation by an 'Original Customer'

BY E.J. DIONNE JR.



The polling world has produced many giants, but no one like Andy Kohut. And no one has created an institution like the Pew Research Center.

If you are a journalist, Andy is a habit you never shake. Why should you? He likes his numbers straight, his data bulletproof, his questions unbiased and clear.

If you are a lover of polls, you know that Andy is Diogenes-like in thinking that we're all better off if we can get the facts right and as close to the truth as social science will get you. And if you want someone to work with, Andy is your guy. I am no fan of meetings, but in my time with the Pew Forum on Religion & Public Life, meetings with Andy and his colleagues were a joy. It's fun to watch him try to solve a problem, and make sure that his approach is right. And you always learn things at Andy's meetings, especially the ones dedicated to putting together a new poll. There is no wasted time, no ego-driven argument, no bureaucratic formality. The purpose is to get at the best survey questions, to ask them in the clearest and least loaded way, to avoid repetition where possible—but also to be willing to get at the same issue with several questions if that's the only way to make sure

you don't miss a dimension of how citizens come to terms with complicated issues.

Perhaps at this point I should confess a bias of my own, in keeping with the sort of transparency Andy likes. I have known Andy for more than three decades and began relying on him when I was in my 20s. The earliest quotation I could find from him in one of my stories was in a 1980 *New York Times* article about whether polls should be used to determine who gets to participate in a presidential debate. Andy, who was then the president of Gallup, didn't like polls being used that way, and his reasoning produced a classic Kohut sound bite that really gets at how he thinks.

"This is a prime case," he said, "of polls being institutionalized, becoming part of the process instead of measuring its output." Two things about that quotation, the first being that word "institutionalized." Andy is a great institution-builder, but he thinks of himself as an independent outsider unencumbered by obligations that might get in the way of the correct answer. And his purpose is not to be "part of the process." He really sees "measuring its output" as a sufficiently important and honorable role.

I also think of myself as the original customer of Andy's political typology

business. He has used factor-analysis and other statistical techniques to describe the electorate not in the usual left/right, Republican/Democratic terms, but as a series of smaller groups that tell you more about how voters actually think. And he had great names for them: The "upbeats" was my favorite, and there were the "moralists," the "disaffecteds," the "enterprisers," and many others. The changing terms of the public debate could be measured by the new groups Andy discovered and the old ones that faded away.

With the proliferation of surveys, consumers aren't always certain about what they're getting, and the 2012 election sometimes seemed just an excuse for people to argue about polls. But Andy, as the Jesuits like to say, just kept doing what he was doing. Several friends have asked me why I was so certain at the end that President Barack Obama was going to win. I offered all sorts of reasons that I hoped sounded learned, but eventually got to the real source of my confidence—Andy's last poll showed Obama three points ahead with the trends moving his way. And the one thing I was sure of was this: Andy never gets it wrong.

E.J. DIONNE JR. is a senior fellow at the Brookings Institution and a columnist for *The Washington Post*.

in 2010, for example—and more is to come. Last June, Pew's board approved a substantial increase in the Global Attitudes project's budget to allow it to expand its work abroad. The international focus is a back-to-the-future move for Kohut; one of his fondest career memories is of conducting polling in the Soviet Union as it began to collapse in 1990.

"We're a trusted source for research in this country," Kimelman said. "The question is how we take that overseas. We know there's a big appetite for it. A Pew Research Center for Europe, and one for Asia—that's something we're interested in."

Murray said he foresees another way for the center to grow: via partnerships with third parties. The center has done some cooperative ventures, such as multilayered projects with the John Templeton Foundation to study religious attitudes and

document worldwide religious affiliations, and with the Bill and Melinda Gates Foundation for a 2012 survey of the digital revolution's impact on books and libraries. "I believe there are other potential partners out there who would like to be, want to be, and would happily be introduced to the cause," he said. One of his roles will be to find them.

As the center continues its evolution, the new leadership vows that the fundamental values that have guided its work will remain unchanged. "At the end of the day," Murray said, "you have to believe that good, reliable, trusted information is the currency that democracies live by, and that the availability of that information will make the world a better place." ■

PAUL FARHI reports on the news media for *The Washington Post*. He last wrote for *Trust* about the Pew Research Center's ongoing study of how the public receives news and information in the digital age.

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# A Look Forward to a Promising 2013

With the public seeking more bipartisan cooperation on the pressing issues of the day, The Pew Charitable Trusts begins the new year with cautious optimism—and an unshakable commitment to nonpartisan, independent research and analysis that improve public policy, inform the public, and stimulate civic life.

**W**hen Americans entered voting booths last November, they made their choices for the leadership they wanted in the White House and in Congress as the nation moves through the second decade of a new century. But after casting their ballots, voters had another message for the legions of exit pollsters who awaited them: They want more cooperation among elected officials in addressing the serious challenges facing the country and the larger world.

In the days after the election, broad majorities told Pew Research Center pollsters that President Barack Obama and the Republican Congress should work together: Seventy-two percent wanted the president to work with Congress, and 67 percent said the Republican leadership should cooperate with him.

Although deep differences between the major parties on many issues continue to grab headlines, this desire for bipartisan results is raising hope that common ground can be found on policy challenges where strong, independently determined facts can illuminate a path

to solutions. That makes the current political atmosphere well-suited to the work of The Pew Charitable Trusts, a nongovernmental nonprofit organization that bases its agenda on solid research, focuses on attainable results, brings together diverse interests around shared goals, and operates in a strictly nonpartisan fashion.

The institution's policy portfolio for 2013 includes a range of issues concerning the environment, the states, public health, the economy, and consumers.

"I'm cautiously optimistic that some of our most important legislative and regulatory goals have bright prospects for bipartisan champions," said Tamera Luzzatto, who directs Pew's government relations efforts and spent more than two decades as a top congressional staff member. "There is a growing acknowledgement on Capitol Hill that the voters expect their leaders to focus less on their differences and more on producing results."

Already this year the nation has seen what can happen when policymakers work together. In January, the

White House proposed rules for produce growers and food manufacturers to prevent outbreaks of foodborne illnesses. The rules are helping to solidify the progress made possible by passage of the landmark FDA Food Safety Modernization Act, a significant bipartisan success passed in 2010. Pew helped build a coalition of varied interest groups to support the law's passage, and it continues to work for adoption of several other rules that would codify the act, as well as for resources for the Food and Drug Administration to ensure progress in protecting the safety of the nation's food supply.

On another important public health issue, bipartisan support among federal lawmakers has grown for improving drug safety, also a longtime priority for Pew. Congress will likely consider new oversight of compounding pharmacies, which customize medicines and are largely state-regulated, after a meningitis outbreak last year was traced to a Massachusetts compounding facility. Progress also has been made on legislation that would lead to a tracking and tracing system for pharmaceuticals to detect counterfeit and stolen drugs and improve patient safety. Pew has been working closely with members of Congress and industry leaders who recognize the merits of strong proposals to protect consumers.

Outside Washington, Pew works in state capitals, which have long been laboratories for democracy—places where

policy innovations are developed, tried, and tested. Gauging the effectiveness of policy experiments is essential for ensuring the public gets a strong return on its tax dollars. This year Pew and its partner, the John A. and Catherine T. MacArthur Foundation, will expand an effort called Results First, creating a cutting-edge cost-benefit analysis tool to help state policymakers.

This work is even more essential at a time in which about half of all state legislators have held their current office for two years or less. This type of data evaluation tool will help this new generation of leaders make budget decisions in hard economic times by relying on independent analysis. “Now more than ever, citizens expect results from their lawmakers, and they are paying close attention,” said executive vice president Susan K. Urahn, who directs Pew’s state policy and public health portfolio. “The result voters want is for government to be effective. Whether it is big or small, at the national level or state level, the public wants government to work.”

The research, analysis, and coalition building that Pew brings to bear on issues at the state and national levels also drive its work to protect the environment in the United States and across the globe. Pew’s efforts stretch from coast to coast in this country, and span the Atlantic and the Pacific, reaching halfway around the world to Australia.

Pew’s work with fishermen, business interests, scientists, and conservationists to promote better management of menhaden in the mid-Atlantic that this year will result in new catch limits on this forage fish, an essential link in the marine food

chain. In the Pacific, a scientific assessment has determined that bluefin tuna are severely depleted, a finding that this year is expected to lead to the first catch limits for the prized fish. Pew also has worked on behalf of bluefin tuna in the Atlantic, which have been drastically overfished as well, helping international regulators develop an electronic tracking system for every bluefin caught. It should be in place by mid-year.

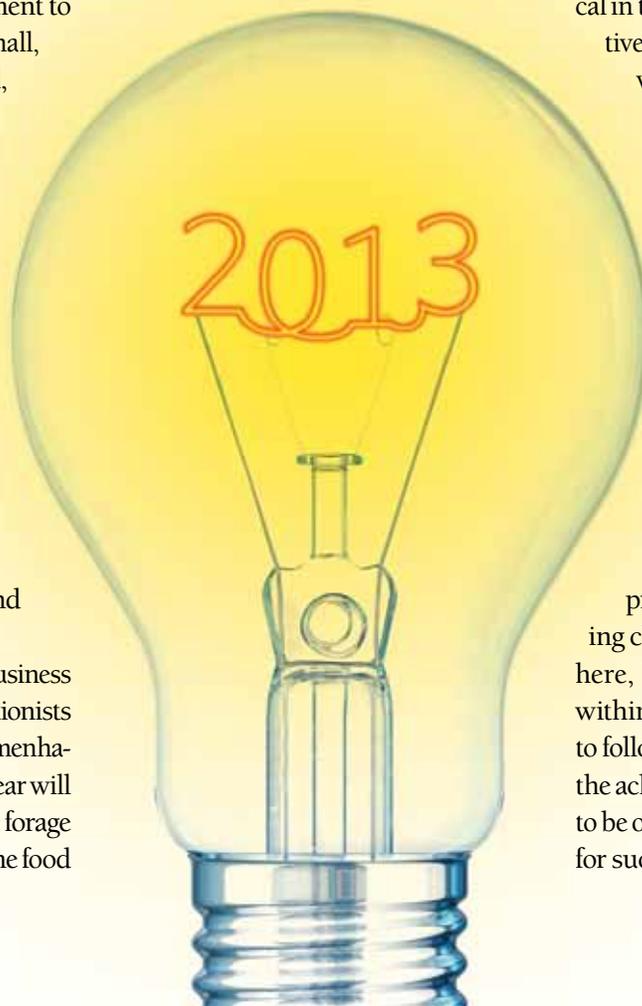
Helping to ensure water quality is another Pew priority, with special attention given to massive concentrated animal feeding operations. U.S. livestock produces more than 500 million tons of manure annually, posing a major threat to waterways, and this year the federal government may propose new regulations to control water pollution from those feeding operations. Conserving

land also is on the agenda for the new year. Pew is urging the Obama administration to protect 12 million acres in the National Petroleum Reserve in Alaska. A decision to conserve the land, which is part of the largest contiguous expanse of unspoiled public land in the nation, is expected this year.

Pew also will continue its work to establish a Great Kimberley marine park off Western Australia’s coast, including new protected areas that would encompass Buccaneer Archipelago—about 900 islands and reefs. The campaign is part of an ongoing effort by Pew across the island continent, and resulted in last year’s creation of the world’s largest network of marine parks, including a reserve in the Coral Sea.

This ambition to take on preservation campaigns for large, relatively undisturbed and ecologically significant areas on land and in the sea will be critical in the coming years, said Pew executive vice president Joshua S. Reichert, who heads Pew’s environment projects. Technology has allowed people to transform the Earth in fundamental ways that were not possible a century ago—through mining, overfishing, and other activities. “There are not a lot of large, undisturbed areas left in the world, and we don’t have a lot of time to make sure they stay that way,” he said.

The public’s desire to see progress—and results—on pressing challenges such as those outlined here, helps put these goals for 2013 within reach. It is Pew’s determination to follow the facts and build support for the achievable that leads the institution to be optimistic about the opportunities for success this year and beyond. ■



# A Look Back at 12 Successes in 2012

Pew's many accomplishments in 2012 are best summed up by the word *diversity*. Diversity of subjects. Diversity of partners. Diversity of thinking and imagination. From art to oceans, and sharks to school lunches, Pew used evidence-based analysis to protect the environment, advance public health, and strengthen democracy.



## THE BARNES FOUNDATION REIMAGINED

President John F. Kennedy said, "I look forward to an America ... which will steadily enlarge cultural opportunities for all of our citizens." Dr. Albert

Barnes lived up to this challenge of increasing access to art and culture through his creation of the remarkable Barnes Foundation and its collection of Post-Impressionist and modern art. Pew worked with many partners to move the collection from suburban Merion, PA, to

its new home on Philadelphia's Benjamin Franklin Parkway. The reimagined Barnes campus preserves the curatorial integrity of the original educational institution. Nothing was lost in the transition, and a wider and more diverse audience is enjoying the beloved Barnes collection.

## Less Crime, Lower Cost

After nearly 40 years of uninterrupted growth, prison populations and costs are leveling off and, in about half the states, starting to drop. Many people attribute this shift to budget pressures. But Pew found a more compelling reason: a new focus on letting hard data determine who gets sentenced to hard time. Pew and its partners worked with six states—Georgia, Hawaii, Louisiana, Missouri, Oklahoma, and Pennsylvania—to develop policies that distinguish between violent and nonviolent offenders. Violent and career criminals go to prison and nonviolent offenders go to drug courts and other proven alternatives to incarceration. These data-driven policies will protect the public and save taxpayers millions of dollars.

## Checking in Plain English

Checking account disclosure statements—intended to inform—too often do the opposite. They obscure the rights and obligations of bank customers, using complicated language that is difficult to understand or explain. The median length of the disclosure statements of America's 12 largest banks is 69 pages. But Pew figured out a better way, developing a one-page disclosure statement that is written in plain English and easy to follow. Pew's consumer-friendly form is already being used by 15 banks—with more progress to come.

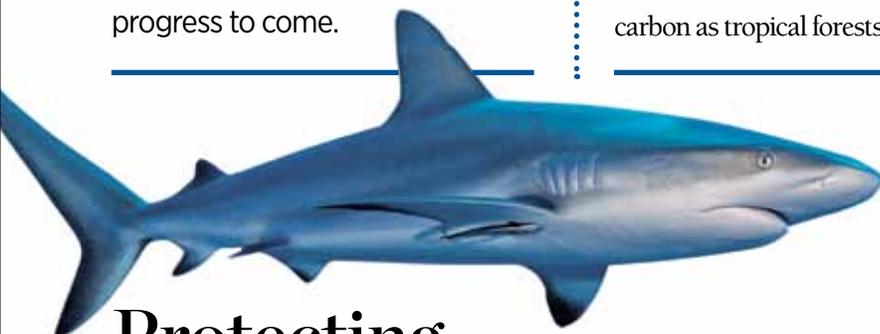


## Conserving Canada's Boreal Forest

The Canadian boreal is the largest intact forest and wetland ecosystem in the world and rivals the Amazon in size and ecological importance. But the vital wilderness, which captures and stores twice as much carbon as tropical forests

and teems with wildlife, is under threat from extraction industries. Pew and Ducks Unlimited and their Canadian partners have worked with aboriginal communities to protect 185 million acres of the boreal, including the

newly created 6.5 million-acre Tursujuq National Park in Quebec. It is nearly three times the size of Yellowstone, and will safeguard invaluable habitat and wildlife while preserving the cultural values of First Nations.



## Protecting Sharks

Sharks, unjustly cast in books and movies as relentless predators stalking our beaches, are now the prey. Humans kill up to an estimated 73 million sharks every year, mostly for their fins, which end up in overpriced soup. Some shark populations have declined by as much as 80 percent. Pew is leading a global movement to save these

animals which are critical to the health of ocean ecosystems. Partnering with government and community leaders from the Cook Islands and French Polynesia, Pew helped create the largest contiguous shark sanctuary in the world: 2.6 million square miles. Pew also worked with American Samoa and Venezuela to enact shark protections, and the European Union Parliament took action to completely ban the cruel act of shark finning.

## More Miles and Fewer Emissions

When Americans shop for automobiles, they want to know what is under the hood. But they are not asking about horsepower; the No. 1 priority for new car buyers is fuel efficiency. Pew helped lead a successful public advocacy campaign to increase U.S. fuel efficiency standards. Starting in 2025, an automobile manufacturer's fleet must average 54.5 miles per gallon, nearly double today's average. This will save consumers up to \$8,000 over the life of a car purchased in 2025, compared with one bought in 2010. The environment benefits, too. Automobiles account for one-third of U.S. greenhouse gas emissions. Those emissions will drop significantly under the new standard.



## Saving the Grand Canyon for Future Generations

We've seen this movie before: Nature takes more than a billion years to create a natural wonder that is swiftly scarred, or even destroyed, through mining and overdevelopment. This narrative was in danger of being repeated near the Grand Canyon, when a spike in uranium mining claims on a million acres of public lands at its border put the

national park and the waters of the Colorado River at risk. But the threat was averted after the Obama administration, at the urging of a Pew-led group of scientists, historians, local officials, and tribes, banned all new mining claims for two decades, the longest moratorium allowed by law. The ban will help protect the drinking water of 25 million people.

## A New FDA for a New Century

The Food and Drug Administration is our public health guardian, allowing safe and effective drugs and medical devices into the hands of doctors and consumers, and keeping dangerous ones out. But that 21st-century mission ran up against 20th-century barriers to innovation: out-of-date policies, insufficient funding, time-consuming reviews of drug applications, and globalization. (Eighty percent of drugs are imported from overseas.) Pew worked closely with industry and consumer leaders to encourage Congress to include key measures in the bipartisan Food and Drug Administration Safety and Innovation Act. This legislation will increase inspections of foreign drug facilities, boost medical device innovation and safety, and get new lifesaving antibiotics to patients faster.

## A School Lunch Rewrite

**Obese 10-year-olds? Diabetic teenagers?** Such are the public health challenges that Pew and its partners at the Robert Wood Johnson Foundation are working to solve. They provided evidence-based recommendations to the Department of Agriculture on healthy childhood nutrition. And now, after 15 years of too much salt, fat, and sugar, school lunch menus are getting a rewrite. The changes, rolled out for the 2012–13 school year, give 32 million students more grains, fruits, and vegetables, fewer calories, and a better chance for a long and healthy life.



MICHAEL QUINN (TOP); WALTER SMITH, FOR THE PEW CHARITABLE TRUSTS (LEFT)

## MARINE RESERVES DOWN UNDER

Most people know about the 1,600-mile Great Barrier Reef off the northeast coast of Australia. But Australia is surrounded by larger, more fragile marine habitats that are under serious threat from overfishing, extraction, and pollution. Pew led a coalition of conservation groups to save much of these fabled waters, including the Coral Sea, site of an important Allied victory in World War II. The coalition succeeded in encouraging the government to fully protect 333,000 square miles of ocean as part of the largest system of marine parks in a single country—providing a haven for green turtles, sea lions, bigeye tuna, and 28 species of whales and dolphins.



XANTHE RIVETT (TOP); KATYE MARTENS, THE PEW CHARITABLE TRUSTS (ABOVE)

## Drug-Free Livestock

It is illegal to buy an antibiotic without a prescription—unless you plan on feeding that antibiotic to a healthy animal that ends up in the food supply. In that case, nothing stands

in your way. Seventy percent of all antibiotics sold in the United States are put in animal feed, largely without any oversight from veterinarians. This practice breeds antibiotic-resistant superbugs that can sicken or kill people, and is one of the greatest

public health threats facing the globe. At the urging of Pew and others, the FDA called on veterinarians to supervise the use of antibiotics by industrial farmers and moved to end the use of these drugs to make animals grow faster.

## Helping Voters Vote

Politics is noisy, contentious, and expensive. But when the campaigning and debating are over, Americans retreat to the quiet of the polling booth and exercise their sacred right to vote. Pew wants every eligible voter to cast a ballot. To help make that possible, Pew and its partners worked with major technology companies and election administrators to put voting information and tools online. Looking for a polling place? Don't know what's on your ballot? Not sure if you need to bring ID to the polls? Last year, 25 million voters found answers to these and other election questions because of Pew connecting the public and private sectors. ■



# A Rebounding Bounty

For a quarter century, Pew has been in the vanguard of efforts to improve federal ocean fisheries management. The result 'has been a resounding bipartisan success story.'

BY CHRISTOPHER CONNELL

**Recreational and commercial fishing in the U.S. have benefited from federal policies that have included catch limits and other restrictions.**



All summer long, recreational fishermen find their way to Cape May, NJ, home port of the *Porgy IV*, a 77-foot charter fishing vessel. Day after day, Capt. Paul Thompson and his crew take them down Delaware Bay or out into the Atlantic to catch one fish and one fish only: the summer flounder. The flat bottomfish with two eyes on one side of its head is “the most popular because it can be caught by anglers of all different skill levels,” Thompson said.

The delectable and not so elusive summer flounder is “the holy grail in the mid-Atlantic. It’s fairly easy and inexpensive to catch,” said Erling Berg, another Cape May fisherman. “You just need a pole, a line, a hook, and some bait, and you just drift across and hit them in the snout, because they’re lying there.”

Once nearly gone, they are lying there now in sufficient numbers thanks in large part to the Magnuson-Stevens Act, a law enacted in 1976 to drive foreign trawlers 200 miles from American shores and build up the U.S. fishing fleet, but also to prevent overfishing.

Within 15 years, it accomplished the goal of protecting the coastal waters for American fishermen. But conservation is a longer, ongoing challenge, with fish populations subject to a host of factors from ocean warming and other environmental changes, more sophisticated technology, and the fact that fishermen get better and better at finding fish and hauling them in.

But in an era of partisan bickering over so many issues and rising hostility to regulation, federal fisheries management “has been a resounding, bipartisan success story,” said Lee Crockett, director of Pew’s U.S. fisheries projects.



**The Magnuson-Stevens Act of 1976 has helped restore stocks of summer flounder in the mid-Atlantic.**

For more than a quarter century, Pew has been in the vanguard of efforts that helped persuade Congress to make the conservation provisions of Magnuson-Stevens stronger, first in 1996 and then in 2006.

“Thanks to the new catch limits, the United States has the best managed fisheries in the world,” said Pew executive vice president Joshua S. Reichert, who leads the environment group. “We have long supported science-based ocean conservation and there have been real successes. But the work in many ways is only just beginning.”

Magnuson-Stevens created an unusual public-private approach to managing fisheries, with eight regional fishery management councils covering the waters from Alaska to Florida to Maine, and in the waters off Puerto Rico, the U.S. Virgin Islands, Hawaii, Guam, and American Samoa. The councils set catch limits, allocate quotas, and decide when and where fisheries must be closed or curtailed, subject to the approval of the secretary of commerce. They must follow marine scientists’ advice and put in place catch limits and other restrictions to rebuild depleted populations in 10 years, if biologically possible.

The new Congress might revisit Magnuson-Stevens this year or next. Now the task is “to keep the law strong and to focus on entire ocean ecosystems rather than tackling fish species one by one,” Crockett said. “We also need to do a better job of eliminating or minimizing bycatch”—when turtles, seabirds, and fish and other marine life are killed or injured unintentionally by fishermen targeting other species.

One measure of Magnuson-Stevens’ impact came in 2012 in what the National Oceanic and Atmospheric Administration called “a historic milestone”: Catch limits were put in place for the last of 537 species managed by the regional councils, and a record six stocks were declared rebuilt,

including summer flounder, Gulf of Maine haddock, and Alaskan snow crab. But 43 important stocks, including New England cod, South Atlantic red snapper, and Pacific cowcod, remain classified as overfished.

**It's tough to make** a living these days catching cod off New England, a fish so important to Massachusetts since Colonial days that a wooden carving of the “sacred cod” still hangs in the State House. But the seabeds are again full of scallops, and out along the Pacific Coast fishermen are catching delectable lingcod once more.

Such successes have been the result of years of efforts on several fronts. For instance, from the beginning, the fishery management councils have been dominated by representatives of the fishing industry, both commercial and recreational. Although they were supposed to base judgments on the best scientific advice, when the scientists suggested a range of allowable catch limits, “they’d always pick the highest number and make a bunch of risky decisions,” Crockett said.

Since the 1990s, Pew has been engaged in efforts to monitor the work of the councils. Over the past five years, it has assembled teams based along the Eastern Seaboard, from New England to the Florida Keys, and along the Gulf of Mexico, and on the West Coast, in Oregon, devoted to ensuring that the conservation provisions of Magnuson-Stevens are implemented in the water. They attend each council’s meetings, weighing in on key issues. With Congress strengthening the law, science has even greater influence on decision-making.

The rebirth of summer flounder shows “that listening to the science works,” said Joseph Gordon, who manages Pew’s mid-Atlantic fisheries work. “And hard catch limits based on science have been a key to ending overfishing on federally managed fish stocks.”

Sometimes even hard limits

can’t get the job done by themselves. Cod, fished for centuries in the cold waters off New England and Canada, have not recovered. The New England council reported signs of a comeback in 2008, but the numbers were down in its most recent look.

“What New England’s cod situation shows is that decades of severe overfishing cannot be fixed overnight,” said Peter Baker, director of Pew’s fisheries efforts in the Northeast. “It will take years and years to rebuild the vaunted cod fishery to its former glory. We believe we’ve turned the corner by ending overfishing. Time will tell if these stocks can make the arduous climb back to health.”

Scallops, overfished to the point of depletion in the 1990s, are now rebuilt, benefiting indirectly from measures to protect cod and haddock that left their beds undisturbed for long spells. The bigger scallops that fishermen such as Tye Vecchione of Chatham, MA are catching fetch \$10 a pound at docks from Cape Cod to Cape May and have become one of the most lucrative U.S. fisheries.

Vecchione, who gave up cod fishing 10 years ago, gets a share of the catch reserved for small boats and catches 50,000

**Scallops were once severely overfished in New England, but preservation measures have resulted in a lucrative fishery.**



pounds a year in the summer and early fall. “Our day-boat scallops are the best of the best,” he said. “We used to fish year-round, and the scallops were \$6 a pound and never as good.”

Erling Berg, who fished for 35 years and sits on the Mid-Atlantic Fishery Management Council, said the reason for this success is “not magic. To leave more fish in the ocean, allow that fish to spawn and build up the population. If you don’t catch them, they’ve got a chance to reproduce.”

**Red snapper, another fish** prized by recreational and commercial fishermen, is biting again in the Gulf of Mexico and to a certain extent in the U.S. South Atlantic, although both populations are far from rebuilt. The recovery plan for Gulf of Mexico red snapper projects that it will take until 2032 to fully rebuild that species.

“This is a fish on the road to recovery after decades of depletion, but it’s on a long, slow path,” said Holly Binns, who directs Pew’s fisheries work in the Southeast and U.S. Caribbean from her base in Tallahassee, FL. Red snapper can live longer than 50 years and don’t peak as spawners until they are 10 to 15 years old. “Until recently, most of the red snapper caught were 2 to 3 years old. Now, many of them are 5 to 7 years old. This illustrates the population is recovering, but still not fully healthy,” said Binns.

Fishing for red snapper is big business in the Gulf, where the commercial and recreational fishermen split the catch almost down the middle.

The South Atlantic Fishery Management Council in



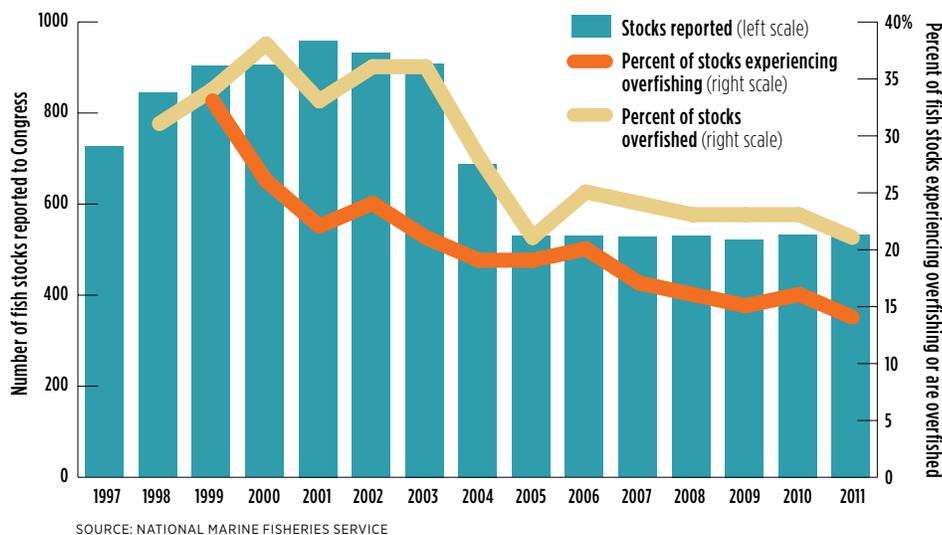
**Red snapper, top, have increased but are not yet fully rebuilt. Restoring stocks of Atlantic cod, bottom, could take decades.**

2009 imposed a moratorium on red snapper fishing from North Carolina to the Florida Keys because the population had plummeted to less than 15 percent of what scientists said was a healthy level. Pew helped marshal public support for the moratorium, with the council receiving 32,000 comments. Now, with early signs of a turnaround, the council allowed red snapper fishing to resume for a limited time last September. The Gulf of Mexico fishery council dropped its catch limit from 9 million pounds in 2006 to 5 million recommended by scientists in 2008, but now it’s more than 8 million and rising.

Another fast-growing species that experienced a quick change of fortune is the lingcod, on the Pacific Coast from the Gulf of Alaska to Baja California. It is not actually a cod, but a groundling—but like cod it makes for mouth-watering fish and chips. It was among eight groundfish declared overfished in 1999 but was rebuilt by 2005, years ahead of schedule. There are still strict catch limits, and fishermen grouse that some areas teeming with lingcod are off limits to protect rockfish.

In Newport, OR, fisherman Dave Logsdon’s allowed share of lingcod is 400 pounds a month from May to November, which he catches in a single day on reefs 30 miles offshore. What he doesn’t sell dockside from his boat, *Grace Elizabeth*, is snapped up by two local

## The Fall and Rise of Fish Stocks



MICHAEL PATRICK O'NEILL/ALAMY (RED SNAPPERS); DIETER CRAASMANN (COD)

restaurants at up to \$4 a pound, four times what it used to fetch. “There’s a lot more lingcod than there used to be,” says Logsdon, who also fishes for salmon and tuna, “and the thing about lingcod is you usually get them when you go for them.”

The champions of fisheries management and conservation, the late Senators Warren Magnuson (D-WA) and Ted Stevens (R-AK), are no longer around to protect their legacy, and so far no one has emerged on Capitol Hill to take up their mantle. Some lawmakers from states or districts with strong commercial and recreational fishing interests have pressed at times for weaker regulation.

But court rulings have supported the regulators’ efforts. In 2000, the D.C. Court of Appeals overturned a rebuilding plan that NOAA said stood only an 18 percent chance of success. “Only in Superman Comics’ Bizarro world, where reality is turned upside down,” could that be considered likely to work, the jurists wrote. Now the odds that a rebuilding plan will prevent overfishing must be at least 50-50.

**Factors other than too** much fishing are also at work. Ocean warming and other environmental changes can play havoc with fish spawning. Biologist John Devore, a groundfish specialist with the Pacific council, says some El Niños in the 1990s caused some of the lingcod’s problems.

Nevertheless, it is a common refrain among fishermen that there are more fish in the sea—especially the prize catches—than scientists count and that show up in the government’s annual *Status of the Stocks* report to Congress.

Yet, the scientific methods are sophisticated and comprehensive. NOAA has ships that use sonar to count schools of fish, and the fisheries agency collects reams of data from commercial fishermen’s logbooks and dockside sales receipts. It pays biologists to go out on fishing vessels and observe what is caught. Observers logged more than 70,000 days at sea in 2009. The agency also surveys recreational anglers.

## Recipes for Success

The recovery of a number of fish species in U.S. waters has been a welcome development for conservationists and fishermen—and some of the nation’s leading chefs.

Americans consume about 5 billion pounds of seafood each year, but more than 85 percent of it comes from other countries. With customers increasingly demanding fresh, locally caught seafood, improvements in the health of three fish stocks—Mid-Atlantic summer flounder, Gulf of Mexico red snapper, and Alaskan snow crab—directly benefit U.S. businesses.

To celebrate the conservation success stories of those fish, six prominent chefs shared some of their favorite recipes with Pew. The chefs are John Besh, Kerry Heffernan, Barton Seaver, Susan Spicer, Jim Watkins, and David Burke. Their tantalizing recipes can be found at [pewenvironment.org/recipes-for-success](http://pewenvironment.org/recipes-for-success).



The latest government tally listed 43 stocks as overfished and 34 as still being caught faster than they can reproduce. But 31 stocks now have been fully rebuilt, and a scorecard used to measure the sustainability of key stocks has registered a 67 percent increase since 2000.

Whether it’s Vecchione’s fat scallops, Logsdon’s lingcod, or the 8 million pounds of red snapper that anglers were allowed to catch in the Gulf in 2012, there’s much for consumers, conservationists, and fishermen to savor.

It’s still a struggle to get everyone on board, however. Lawmakers from New England and New York have unsuccessfully pushed bills to weaken the 10-year fisheries rebuilding target and give the councils flexibility to stretch out the plans for years and perhaps decades, increasing the risk that stocks will ever be rebuilt.

But despite ongoing debate and attempts to weaken the law, Magnuson-Stevens has provided fishery managers with the mandate and tools to ensure the sustainability of the fisheries, giving the United States one of the best management systems in the world. “The worst thing we can do is walk away from the progress we have made,” Crockett said. “We must continue to have strong mandates and enforce them—after all, that’s why we have achieved the success we have.” ■

 For more information, go to [pewenvironment.org/federal-fisheries-policy](http://pewenvironment.org/federal-fisheries-policy)

CHRISTOPHER CONNELL, a former Associated Press reporter, is a Washington writer.

# Keeping Food Safety on the Menu

Pew works for long-awaited rules that will help prevent illnesses from contaminated products.

BY DANIEL LEDUC

**T**he first major overhaul of the nation's food safety system since the Great Depression is moving forward, now that the Food and Drug Administration has proposed new rules aimed at halting the contamination of produce and processed foods.

The rules represent a sea change in the approach to food safety. They would give federal regulators the authority to require fruit and vegetable growers and food manufacturers to prevent outbreaks of foodborne illness from tainted foods such as peanut butter, leafy greens, and cantaloupes. Each year outbreaks sicken an estimated 48 million Americans and kill 3,000.

The proactive approach is a significant change in how the FDA works. Previously, federal authorities generally would shut down food companies only after contamination occurred and people got sick. Once the rules are finalized, manufacturers will be required to have detailed safety plans, and those that do not meet standards can be shut down—before contaminated food reaches the marketplace.

The new rules are a long-awaited step in implementing the landmark FDA Food Safety Modernization Act. “With the support of industry, consumer groups, and the bipartisan leadership in Congress, we are establishing a science-based, flexible system to better prevent foodborne illness and protect Ameri-

can families,” said Health and Human Services Secretary Kathleen Sebelius in announcing the draft rules.

Pew has been a leader in supporting those efforts, bringing together victims of foodborne illnesses, health advocates, and industry organizations to help win passage of the law and to continue to push for the rules and for more resources for the FDA. Congress passed the law in late 2010, and President Barack Obama signed it on Jan. 4, 2011. (See *Trust*, Summer 2011, “Putting Food Safety on the Menu.”)

Passage of the act was a historic moment: The FDA's food safety authority had not been substantially updated since the administration of Franklin D. Roosevelt. But the world of food had changed dramatically over the decades, with consumers eating much more packaged and processed food with ingredients coming from around the globe.

“The law is a game changer,” said Sandra Eskin, who directs Pew's food safety project. “Rather than wait for people to get sick, FDA can step in and close a plant before a single person becomes ill. That's a huge step forward for the safety of the nation's food supply and consumers.”

Erik Olson, who leads Pew's food programs, noted that not only does the law change the emphasis from reaction to prevention, it also has broad scope. “Eighty percent of the country's food supply is regulated by the FDA.



It's nearly everything except meat and poultry,” he said.

But as extensive and precedent-setting as the new law was, it still required new rules to enact its provisions, and for months nothing happened.

Pew worked with its partners to urge the administration to move on the rules and keep its promise to ensure the safety of the food supply. The efforts included public statements, op-eds, advertisements, polling that showed people widely favored the new regulations, and other public calls to follow through on the landmark law.

Calls for the rules grew louder as additional outbreaks of foodborne illnesses occurred after the president signed the law. By last December, there had been 15 outbreaks since the law had been signed, with 1,395 illnesses, 437 hospitalizations, and 40 deaths.

In 2011, a listeria outbreak traced to cantaloupes killed 33 people, the largest number of deaths from a single outbreak



More stringent provisions for handling and storing crops aim to minimize the chance of contamination.

in more than 25 years. Last November, salmonella sickened 42 people and was traced to a peanut butter plant in New Mexico. Even without the rules, the FDA used its new power under the law for the first time to temporarily halt production at the facility.

The long wait caused consternation among industry representatives and

Industry groups said they welcomed the proposals and noted that many growers and processors already maintain high standards in their production facilities. There will be a comment period through mid-May.

The new rules are an essential first step because they address “the heart and soul” of the law, Eskin said. “This was as

## The rules would require manufacturers to meet standards or be shut down, before tainted food reaches the marketplace.

health advocates. In December, Pew delivered an online petition to the White House with 35,000 signatures urging the president to issue the rules, emphasizing strong public support for the measures.

In January, the FDA announced the long-awaited rules, two years to the day that the president signed the food safety act.

big a win as the legislation itself. These rules put the law into place,” she said.

The rules focus on two key areas. Processing plants would have to ensure and document efforts to minimize contamination. While many processors do this already, before the new law there

was no legal obligation on them to do so. Farms

also would need to make sure that unsanitary water and animal waste don’t contaminate crops. They would need to have lavatory and hand-washing facilities for field workers and clean storage for fruits and vegetables after harvesting.

Pew’s efforts to enact the law continue. Other proposals associated with the food safety law are still being considered by the White House, and the FDA is drafting rules to implement other provisions of the act.

One addresses prevention-based requirements for pet food. The Centers for Disease Control and Prevention has found that in a number of recent outbreaks, contaminated pet food made people sick from handling it and from interacting with pets that had eaten it.

Another would for the first time hold companies responsible for making sure foods they import are produced in ways consistent with U.S. safety laws. About 15 percent of the nation’s food comes from overseas, and imports are growing by approximately 10 percent each year. Many experts on the food industry see these import rules as crucial to “leveling the playing field” by ensuring that importers are living by the same high safety standards as U.S. producers with whom they compete.

Pew plans to advocate for those rules as well as to ensure the FDA has the resources necessary to enforce the law and ramp up facility inspections—which will increase threefold under the new law.

“We will continue to work with industry, consumer advocates, survivors of foodborne illness, their families, and the administration to ensure that the remaining proposed rules are soon released—and that all the regulations are as strong as possible, quickly finalized, and effectively enforced,” Olson said. ■

DANIEL LEDUC is the editor of *Trust*.

 To learn more, go to [pewtrusts.org/foodsafety](https://pewtrusts.org/foodsafety)

## ‘A Communion of Spirits’

The Pew Center for Arts & Heritage offers fellowships to artists in the Philadelphia region, and a new partnership helps some of them find additional opportunities to learn and flourish in arts colonies throughout North America.

BY JODI ENDA

Twice in 2011, Jamaaladeen Tacuma, a composer, bandleader and jazz bassist, packed up his equipment, left his home in Philadelphia, and temporarily moved his entire studio, first to New Hampshire and later to California. Surrounded by other artists and free from the constraints of daily life, he composed, he performed, he collaborated and, as Tacuma put it, he “had it going on.”

The following year, author Ken Kalfus briefly moved his office from Center City Philadelphia to a cabin in northern Wyoming. Against the backdrop of a 20,000-acre cattle ranch on the High Plains, he put the finishing touches on a soon-to-be-published novel, began a novella, and relaxed to the twangs of cowboy songs.

Tacuma and Kalfus are two of the latest in a long string of Philadelphia artists to receive fellowships from the Pew Center for Arts & Heritage. They are among the first to benefit from a new partnership that gives some fellows the chance to live in creative communities around the country.

The residencies provide fellows in the performing, visual, and literary arts an opportunity to work, learn, share ideas with, and receive inspiration from other artists.

“One of the things we’re trying to do here is to really connect talented artists and cultural leaders nationally and internationally,” said Melissa Franklin, the Pew Fellowships director at the center.

Having offered fellowships to as many as 12 Philadelphia-area artists each year for two decades, the center enhanced its ability to support Pew Fellows in 2011, forging a partnership with the Alliance of Artists Communities and four far-flung residency programs in North America. Each program—the Banff Centre in Alberta, Canada; 18th Street Arts Center in Santa Monica, CA; Headlands Center for the Arts in Sausalito, CA, and the Ucross Foundation in northeast Wyoming—has agreed to accept one Pew Fellow each year.

In addition, the Pew center has partnered with the MacDowell Colony in Peterborough, NH, which allows one fel-

low a year to spend time at one of the country’s oldest and most renowned residency programs.

The average residency lasts one month. The center finances a portion of the expenses, and the artists communities subsidize the rest.

“It’s giving them a chance to spend time solely focused on their practice away from the distractions of everyday

life,” Franklin said. “They get to engage with other artists that they otherwise would not come in contact with.”

The MacDowell Colony hosts as many as 32 artists for stints of up to two months. “They usually find somebody else who has the same level of intensity or the same interests. That’s hard to find outside of an academic environment,” said Cheryl Young, the colony’s executive director. “There is a communion of spirits.”

**Author Ken Kalfus moved his office to a cabin in Wyoming, drawing inspiration from the sharp contrast to his usual Philadelphia landscape.**

John Martin, MacDowell’s development director, said Pew Fellows have “the best of both worlds” because they receive



COLIN M. LENTON



grants of \$60,000 as well as opportunities for residencies during their two-year engagement with the Pew Center for Arts & Heritage.

“Where a cash award is wonderful, I think a residency adds something different — a support structure of friends,” Young added. “There’s no demand on your time. You don’t have to answer about what you do with the funds. You can really experiment.”

So far, the colony has accepted three Pew Fellows from just four applicants, a rate Martin deemed “astronomical” given the competitiveness of MacDowell’s program. “That says a lot about the caliber of artists that Pew is accepting,” he said.

Tacuma, the musician and composer, spent two months at MacDowell in early 2011. Later that year, he enjoyed a three-week residency at the Headlands Center for the Arts.

“It was a wonderful opportunity to be able to completely surround myself in a situation where I could be very creative,” he said. “Being at MacDowell and at Headlands was an opportunity to surround myself with other creative people who gave me inspiration. I took my whole recording studio, and I was able to sit down and write and write and write.”

**Jamaaladeen Tacuma performed and composed at New Hampshire’s MacDowell Colony and California’s Headlands Center for the Arts.**

Tacuma also collaborated with artists from other fields, including film and architecture. He created the Jamaaladeen Co-Lab (short for collaboration), in which he put music to the words of poets and novelists who were also in residence.

Author Kalfus, who was in residency at the Ucross Foundation, said he drew inspiration from nightly presentations by fellow artists as well as from Wyoming’s wide open spaces, which offered a sharp contrast to his usual urban landscape.

“I was staying in a big house with three other artists. They gave me a studio in a cabin on the property. The property was so big they gave me a bike to get around,” Kalfus said. “Being in a new place always excites me.”

Back in Philadelphia, the Pew Fellows often share what they have learned with other artists, Franklin said.

“They are getting feedback and making connections with artists, getting exposed to new ideas and new ways of thinking,” she said. “Then they bring that back to Philadelphia. It’s getting Philadelphia out into the world and then bringing the world back into Philadelphia.” ■

 To learn more about the Pew Center for Arts & Heritage, go to [pcah.us](http://pcah.us)

Jodi Enda is a Washington writer and regular contributor to *Trust*.

# Giving Voters the Information They Need

Philanthropic partnerships with Pew lead to measurable results on behalf of the public good. For the Voting Information Project, that meant serving 25 million citizens during the November election.

BY JODI ENDA

**T**he 2012 presidential election was just eight days away when Hurricane Sandy destroyed homes, shops, and boardwalks, forced the evacuation of whole towns, and cut off power to millions along the East Coast. People in New York and New Jersey were struggling to put their lives back together. And now, it was time to vote.

But where? Along with so much else, the storm had ravaged polling places. States and localities rushed to set up replacements—in schools, churches, and tents outfitted with portable generators—so that residents could cast their ballots. Telling voters—many without electricity—where the new sites were was another challenge altogether.

Fortunately, thanks to its partnership with funders, Pew's Voting Information Project was in a position to respond.

The project provides easily accessible, nonpartisan election information to voters—and ultimately served 25 million of the 90 million people who cast ballots in the November election. The effort began in 2008 when Pew's election initiatives team found there was no standardized, reliable nationwide source for such basic information as where to find polling places. The need was significant and it was essential to find partners who were willing to join Pew and who would see the benefits of combining resources to have the greatest possible impact.

Enter the Rita Allen Foundation, the Public Interest Projects' State Infrastructure Fund, and the Open Society Foundations. Joining their resources with Pew, they helped millions of citizens have necessary voter information more easily. "Using technology and the Internet to help voters participate is an exciting solution to a set of long-

standing deficiencies," Allison Barlow of the State Infrastructure Fund said. "We expect these partnership-based programs to thrive and become even more interactive and useful."

Working with Google, the project joined with other technology companies, including Microsoft, Facebook, and AT&T, to provide voters across the country with fundamental but not always easily obtained information. Through mobile devices and the Internet, people could insert their addresses

to learn where they should vote, what would be on their ballot, and the documents to take to their polling place.

By 2010, the project was working with 19 states and the District of Columbia to provide basic voting information to about 10 million people. By the presidential election on Nov. 6, it was partnering with about 40 states to provide automated information about polling place locations, candidate names, ballot initiatives, and documentation required to vote. Even in states that did not provide automated data, the project posted polling place data and updated it manually.

*It was clear to Pew and its partners that combining resources would result in the greatest impact for voters.*

Google reported that its election tool, created in conjunction with the project, was on more than 600 websites operated by news organizations, campaign committees, individual candidates, civic groups, and others. Microsoft reported that at the Election Day peak, 21,000 people were using its Polling Place Locator Tool at any given moment. About 670,000 people accessed Microsoft's tool through Facebook, which embedded it on its U.S. Politics page.

"In this election cycle, many voters turned for assistance to the technology they rely on in their daily lives, and we are proud that the Voting Information Project supplied the tools they needed and the tools election administrators needed to help," Elizabeth Christopherson of the

Rita Allen Foundation said. "We are especially pleased that the project was instrumental in assisting the

For information about philanthropic partnerships at Pew please contact managing director Sally O'Brien at 202-540-6525, or sobrien@pewtrusts.org.



communities affected by Hurricane Sandy.”

In New York and New Jersey, nearly 200,000 people—70 percent of them in New Jersey—were able to locate their polling places through text messages by using a system provided by project partner Mobile Commons. Many more used other project tools on the Internet.

While the information was available by texting nationwide, “over half of the usage overall came from New Jersey because Governor Chris Christie worked with the media and others to get the word out,” noted David Becker, who directs Pew’s election initiatives.

He said the project helped not only voters, who discovered a fast and accurate way to get the information they needed, but also elections officials, who no longer had to field as many calls on their busiest day.

In two of the nation’s largest cities—New York and Chicago—official election websites crashed shortly before or during voting hours. But local officials were able to address the problem quickly, redirecting voters to the Voting Information Project tools or replacing their polling place locators with the project-based Google Voter Information

**The Rita Allen Foundation, the Public Interest Projects’ State Infrastructure Fund, and the Open Society Foundations saw they could help millions of people have necessary voter information more easily by combining forces with Pew.**

Tool until their sites were working again. On Election Day, the project’s work was ubiquitous. The “doodle” on Google’s home page—an image of paper ballots dropping into a ballot box—guided viewers to a tool driven by project data. The project’s Twitter account sent out 155 tweets, including many that responded to voters’ requests for information. An untold number of people, including lawyers observing polling places, accessed the data via smartphone apps built by more than 100 developers, including the Lawyers’ Committee for Civil Rights under Law and AT&T.

Building on the strong foundation laid by the partners, the project’s work continues. “The Voting Information Project would never have been created without these partnerships—they were essential to our success,” Becker said. “And even better, by the 2016 election, the project not only will be automated in even more states, it will be ready to stand on its own.” ■

# Return *on* Investment

The Pew Charitable Trusts' program investments seek to improve policy, inform the public, and stimulate civic life through operating projects managed by Pew staff; donor partnerships that allow us to work closely with individuals or organizations to achieve shared goals; and targeted grantmaking. The following highlights some recent Pew work. Additional information is available at [www.pewtrusts.org](http://www.pewtrusts.org).



The Roadless Area Conservation Rule protects lands such as Snoqualmie National Forest in Washington.

Island Council, Pew, and National Geographic presented the proposal to the United Kingdom Foreign Office, which governs the territory. It also hosted an event at the Royal Society in London to promote creation of the reserve, which included screening of the film “Pitcairn: The Real Bounty” and a video link with Pitcairn Islanders.

## Supreme Court Tells Roadless Rule Challengers: Case Closed

The Supreme Court declined to hear a challenge to the 2001 Roadless Area Conservation Rule, ending years of litigation and validating one of the most significant public land-preservation measures in a generation. Although Pew was not a party to the case, it led more than a decade-long campaign to engage governors, members of Congress, and the public. The effort resulted in federal protection for nearly 60 million acres of pristine national forests, a source of drinking water for 124 million Americans and 223,000 jobs in rural areas.

## More Than 100 Countries Work on Stopping Illegal and Deep-Sea Fishing

One month after the United Nations Conference on Sustainable Development, environmental ministers and government officials of more than 100 countries met in Rome for a session of the Committee on Fisheries of the U.N. Food and Agriculture Organization. Participants agreed to work on stopping illegal and deep-sea fishing and, for the first time, to consider the role of forage fish as critical to the health of both the ocean and commercially important fish.

## THE ENVIRONMENT

### World Conservation Congress Shows Support for Pew Priorities

The International Union for Conservation of Nature World Congress, the world's largest conservation event which met in South Korea, overwhelmingly backed Pew priorities. They included calling for protection of half of northern Quebec for the Canadian Boreal and urging tuna management organizations to establish harvest rules and to improve the traceability of tuna. Members also called for more protection for mako and hammerhead sharks as well as

other shark conservation measures. The congress also agreed on the need for an agreement to preserve biodiversity in the high seas and for marine reserves in the Southern Ocean off Antarctica. Pew helped write and gain support for the measures, which will guide the conservation union's agenda for the next four years.

### Pitcairn Moves Toward Major Marine Reserve

The Pitcairn Island community voted unanimously, and the Pitcairn Island Council gave its official support, for Pew's proposal for a 308,883-square-mile marine reserve in the islands' waters. A partnership of the Pitcairn

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## THE ECONOMY

### Studies Help Consumers' Financial Security

Pew's portfolio of consumer financial security work was strengthened with two original reports from the safe small-dollar loans project and the safe checking in the electronic age project. The first shed light on payday loan borrowers, usage rates across the nation, and state regulations for the industry. The analysis is being discussed in state legislatures around the country and by the Consumer Financial Protection Bureau as policymakers consider new payday lending laws and regulations. The second report explored the growing marketplace for prepaid cards, why consumers use them to make purchases and pay bills, the gaps in consumer regulation of the cards, and actions the financial protection bureau could take to address them.

### Economic Mobility and Savings

Pew's economic mobility project and the newly formed Senate Economic Mobility Caucus co-hosted a briefing with the Congressional Savings and

Ownership Caucus about the power of personal savings as a driver of mobility. The event, at the U.S. Capitol Visitor Center, featured speakers from Pew, the Heritage Foundation, and the New America Foundation. Working with Pew's government relations unit, economic mobility project staff developed the idea for the Economic Mobility Caucus, sought senators as co-chairs, and now assists with quarterly events that highlight the project's research and feature a broad spectrum of thought leaders and advocates.

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## HEALTH

### Study Helps Kansas Lawmakers See Broader Benefits and Risks of Gambling Legislation

The Kansas Health Institute, supported by Pew's health impact project, released its final health impact assessment, which examined the implications of legislation that would expand gambling in southeast Kansas. The assessment uncovered potential benefits, such as increased quality of life and life expectancy associated with new jobs, as well as risks, including chronic fatigue and injury associated with pathological gambling, that were not part of previous examinations of gaming, which focused primarily on the economic impact and pathology of gambling. The assessment offered recommendations to maximize the benefits and minimize the risks.



A Pew report said the Food and Drug Administration has "significant workforce and management challenges."

### Strengthening FDA's Workforce

Pew and the Partnership for Public Service analyzed the Food and Drug Administration's staffing and issued a report, *The State of the FDA Workforce*. It found that the agency has made progress since a 2007 panel last analyzed its workforce, but "continues to have significant workforce and management challenges in the scientific and medical arenas that need to be addressed."

### Biomedical Researchers Win More Accolades

Pew Biomedical Scholars are recognized for showing promise in science that advances human health, and many go on to receive additional

ISTOCKPHOTO (BELOW); MICHAEL FALCO, BLACK STAR FOR FDA (RIGHT)



honors over the course of their career. Scholars Valerie Horseley '10 and Mary Gehring '11 received the Rosalind Franklin Young Investigator Awards from the Genetics Society of America. The Institute of Medicine elected three Scholars as new members: David Brenner '86, David Julius '90, and Terry R. Magnuson '86. And the American Association for the Advancement of Science elected six Scholars as fellows: James Bardwell '98, Ken W.Y. Cho '94, Lynn Cooley '91, Thomas F. Schilling '01, Raphael H. Valdivia '04, and Hao Wu '00.

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## IN THE STATES

### Reforming Public Pensions

In partnership with the Laura and John Arnold Foundation, Pew worked with a bipartisan group of Kentucky legislators to find ways to create a sustainable public employee retirement system and close a significant funding gap. In Rhode Island, the team is

assisting local officials trying to fix the troubled pension plans run by their cities and towns. The project also is evaluating Montana's public pension system at the invitation of legislative leaders there.

### Portland Vote to Fluoridate Water

The Portland, OR city council voted unanimously to fluoridate the public water system. The decision means more than 930,000 people—nearly 1 in 4 state residents—will gain access to fluoridated water, which is the most cost-effective method for preventing tooth decay. Oregon has one of the nation's highest rates of untreated tooth decay and Portland had been the largest U.S. city without a policy to fluoridate drinking water to the optimal level. The Pew children's dental campaign worked closely with the Portland-based nonprofit Upstream Public Health to secure approval of the policy.

### Pew Begins Juvenile Corrections Effort

A state commission in Georgia unanimously approved and sent to the governor and legislature reforms to reduce juvenile recidivism and avert an estimated \$88 million in expected juvenile corrections costs. Georgia is the first state to receive intensive assistance on juvenile corrections from Pew's public safety performance project, in partnership with the Annie E. Casey Foundation. Governor Nathan Deal (R) asked for the support after Pew's success in helping achieve bipartisan adult sentencing and corrections reforms in 2012 that will reduce recidivism and save Georgia taxpayers an estimated \$264 million over the next five years.

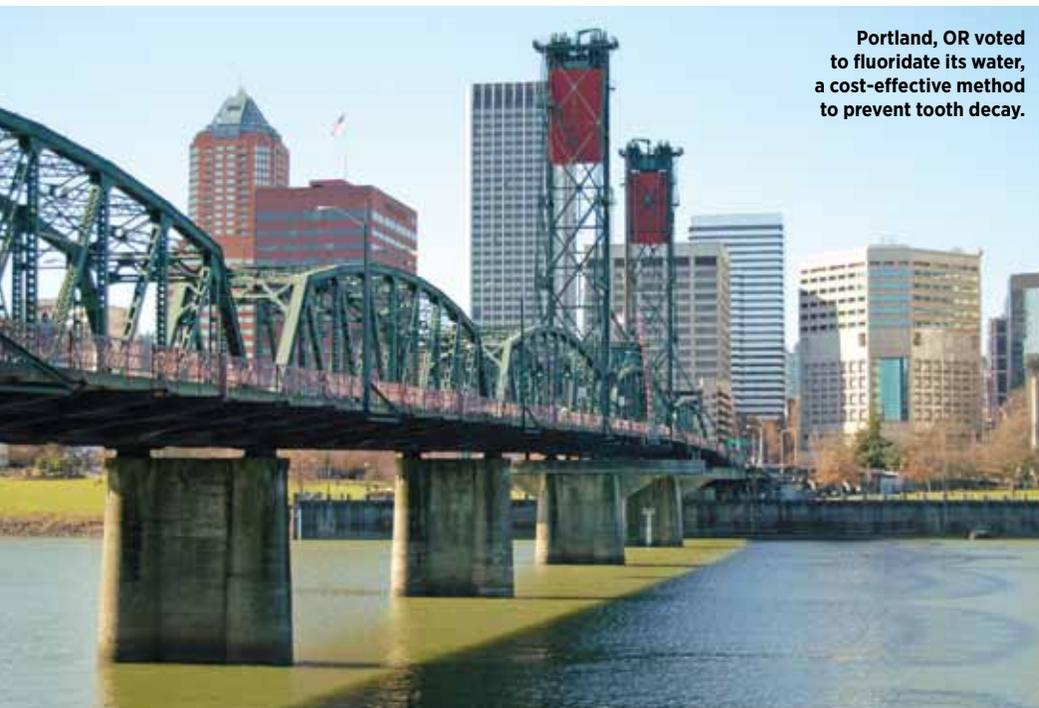
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## PEW RESEARCH CENTER

### Pew Accurately Projects Election Results

The Pew Research Center's election weekend survey found that President Barack Obama had edged ahead of Mitt Romney in the last days of the 2012 campaign, and estimated the national popular vote at 50 percent for Obama and 47 percent for Romney. Obama's actual margin of victory was 50 to 48. It was the fifth consecutive national election in which the research center's final poll predicted the exact margin or very close to it.

The research center also collaborated with the "PBS NewsHour" to create an online Political Party Quiz, based on Pew's extensive analysis of American political values. The quiz has been taken more than 600,000 times.



Portland, OR voted to fluoridate its water, a cost-effective method to prevent tooth decay.



Students in Brunei study the Koran. A survey found Muslims differ widely on some aspects of their faith.

have no religious affiliation, according to a headline-making Forum on Religion & Public Life survey. Often called “nones,” most of these Americans say they believe in God and describe themselves as religious or spiritual or both. The finding was the highest ever in Pew Research polling, and the survey also found that for the first time the number of people identifying as Protestants dropped below 50 percent of the population.

## PHILADELPHIA

### Rave Review for “Dancing Around the Bride”

The *New York Times* called the Philadelphia Museum of Art’s “Dancing Around the Bride” a top candidate for favorite museum show of the year. Funded by the Pew Center for Arts & Heritage, the exhibition is the first to explore Marcel Duchamp’s American legacy by tracing his interactions and exchanges with four postwar masters: composer John Cage, choreographer Merce Cunningham, and visual artists Jasper Johns and Robert Rauschenberg. ■

### The Lost Decade of The Middle Class

A study of middle-class Americans found that the group has shrunk in size, fallen backward in income and wealth, and shed some of its characteristic faith in the future. The survey by the Social & Demographic Trends Project was supplemented by analysis of data from the U.S. Census Bureau and Federal Reserve Board of Governors. Fully 85 percent of self-described middle-class adults said it is more difficult now than it was a decade ago for middle-class people to maintain their standard of living.

### World-wide Muslim Survey

The Forum on Religion & Public Life found that the world’s 1.6 billion Muslims are united in their belief in God and the Prophet Muhammad, and are bound together by such religious practices as fasting during the holy month of Ramadan and almsgiving to assist people in need. But the survey, which conducted 38,000 face-to-face

interviews in more than 80 languages, also found that Muslims have widely differing views about many other aspects of their faith, including how important religion is to their lives, who counts as a Muslim, and what practices are acceptable in Islam.

### More Americans Say ‘None’

One-fifth of Americans—including a third of adults under age 30—say they



A Philadelphia Museum of Art show traced ties between, from left, John Cage, Merce Cunningham, and Robert Rauschenberg to Marcel Duchamp, painter of *Bride*, right.



Pew staff members frequently contribute articles and essays to media organizations. A version of this piece appeared online in *Governing* magazine.

# The Power of Incentives for Performance

BY SUSAN K. URAHN

Facing similar fiscal pressures, state and local governments often pass financial problems back and forth. But by restructuring their relationships based on evidence of what works, they can achieve better results at less cost.

A prime example involves corrections, the second-fastest-growing element in state budgets after Medicaid. Starting with Texas in 2007, 15 states have passed comprehensive sentencing and corrections reforms with bipartisan and often-unanimous support. In 2012 alone, Georgia, Hawaii, Missouri, Oklahoma, and Pennsylvania adopted policies proven to protect public safety, hold offenders accountable, and contain costs.

Performance incentive funding is a lesser-known but important part of this broad movement, and it is a particularly useful approach for turning fiscal tension between state and local leaders into a productive relationship.

This sort of funding addresses a structural contradiction in the way most states share responsibility with local governments for the 5 million adults who are under some form of correctional control. Counties or cities in those states supervise (and usually bear the costs for) offenders

on probation—the largest criminal justice group—while states pay for imprisonment. So when probationers break the rules, local governments and courts have a strong motive to clear these individuals off their caseloads by revoking probation and passing them on to the state prison system. That minimizes political risks for local officials and is easier than paying for programs that help probationers stay on track.

In a vicious cycle that doesn't promote public safety or effective use of taxpayer dollars, underfunding of local probation programs contributes to a failure rate of more than 40 percent. In some states, this dynamic has been so powerful that more than half of the offenders entering prisons have violated supervision rules, not committed new crimes.

Performance incentive funding programs offer an elegant solution and in recent years have been implemented in eight states: Arkansas, California, Illinois, Kansas, Kentucky, Ohio, South Carolina, and Texas. They are based on a common assertion that local jurisdictions should be given financial incentives to adopt evidence-based corrections strategies and should share in the savings when they cut prison commitments and crime.

These incentives set up a win-win-win: States reduce the costs of

building and operating expensive prisons; communities receive funding for strong supervision programs; and public safety is improved through reductions in crime, recidivism, and probation revocation rates.

California's legislature unanimously passed the Community Corrections Performance Incentive Act in 2009, creating a system that paid counties to invest in proven probation practices. Previously, probation services in California had been funded primarily by local dollars. In the year after the system took effect, 23 percent fewer probationers committed new crimes or violated the terms of their probation, and 47 of 58 counties reduced their revocation rates. These improvements saved the state \$179 million in prison costs. Meanwhile, California's violent crime rate dropped faster in 2010 than it had in any year in the past decade. In 2011, the state distributed \$87.5 million in incentive payments to the counties for the evidence-based programs that contributed to these results.

Illinois implemented a performance incentive funding program five years ago that helped counties achieve a 52 percent reduction in juvenile confinement, with state savings of \$19 million. The state recently launched a program for adult corrections that has reduced prison commitments among nonviolent offenders in 10 pilot sites, producing annual savings of \$6.6 million.

The results of these programs clearly demonstrate that when state and local governments work together, they can find solutions that turn vicious cycles into virtuous ones and produce better results at less cost. ■

SUSAN K. URAHN is executive vice president of The Pew Charitable Trusts.

# What You Don't Know About Antibiotics Could Hurt You—and Somebody Else

Nearly all Americans know that antibiotics are effective in fighting bacterial infections such as strep throat. But more than a third mistakenly believe that the drugs also can treat viral infections like the common cold. The findings come from a poll conducted by The Pew Charitable Trusts in collaboration with the U.S. Centers for Disease Control and Prevention. They are important because public education is critical to making sure antibiotics remain effective. Misuse can lead to superbugs—infections that are immune to treatment. For example, 1,900 Americans were hospitalized with methicillin-resistant *Staphylococcus aureus* infections in 1993, but by 2005, that number had skyrocketed to 368,000. While the majority of people know that taking antibiotics when they are not needed can harm them, many don't realize that the practice also can hurt others by helping bacteria build resistance. "Antibiotic-resistant infections will claim increasing numbers of lives unless we do more to ensure all Americans take these lifesaving drugs only when they are needed and as directed by their doctors," said Lauri Hicks, medical director of the CDC's Get Smart: Know When Antibiotics Work program. ■

## When Antibiotics Attack

How effective are antibiotics in fighting bacterial infections such as strep throat and some sinus infections and viral infections like flu or common cold?

- Very effective
- Somewhat effective
- Not too effective
- Not at all effective

### BACTERIAL INFECTIONS



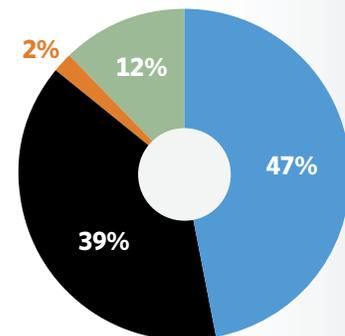
### VIRAL INFECTIONS



## Community Impact Is Unclear

When people take antibiotics when they do not need to, what impact does that have on the effectiveness of antibiotics for others in the community?

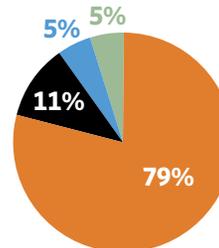
- It can weaken the effectiveness for other people in the community
- It does not make a difference either way
- It can strengthen the effectiveness for other people in the community
- Not sure



## Resistance Happens...

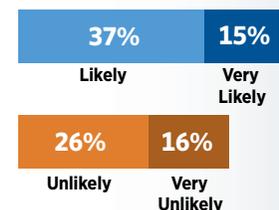
When people take antibiotics when they do not need to, which of these is more likely to happen?

- Antibiotics will be less effective in treating their future illnesses
- Won't make a difference in antibiotics' ability to treat their future illnesses
- Antibiotics will be more effective in treating their future illnesses
- Not sure

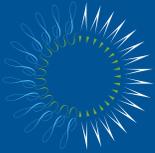


## ...But Not to Me

How likely is it that an illness resistant to antibiotics will affect you or your family?



Test your knowledge of antibiotics by taking Pew's quiz. By Jan. 31, 2013, only 4 percent of those who took the quiz got all the answers right. [pewtrusts.org/antibioticsquiz](http://pewtrusts.org/antibioticsquiz)



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*“Pew’s Voting Information Project provides easily accessible, nonpartisan election information to voters—and ultimately served 25 million of the 90 million people who cast ballots in the November election.”*

—from “Giving Voters the Information They Need,” Page 30

MARK HIRSCH/GETTY IMAGES

An elections official unfurled the American flag outside the town hall in Smelser, WI, as polls opened on Election Day.

