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The Pew Charitable Trusts

The Way to Better Elections



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Informed and Engaged

“No subversive forces can ever conquer a nation that has not first been conquered by ‘subversive inactivity’ on the part of the citizenry, who have failed in their civic duty and service to their country.”
—J. HOWARD PEW, 1953

Conquering a great nation may seem impossible today. But when Mr. Pew, one of the four founders of The Pew Charitable Trusts, called for civic duty and service, America had descended into the Cold War and feared nuclear attack and communist subversion. The nation felt at great risk.

Times have changed, and risks to our country are far different. But the concern about citizens fulfilling the duties of democracy is no less relevant. Although the digital age offers phenomenal tools to help them be informed, engaged and active participants in the democratic process, voting turnout continues to flag. We have constant—and instant—access to news through online and mobile technology, but in-depth, objective journalism that bolsters thoughtful civic discussion and decisions is dwindling. Failure to harness today’s technology to give citizens broader access to information could very well subvert the promise of our democracy.

Consider the duty to vote. The 2008 U.S. election had the largest turnout in four decades—but even so, just over half of eligible voters cast ballots and turnout in 2010 was below 40 percent. Many complex factors are at play. But improving public involvement should begin with nonpartisan measures to repair the electoral system while protecting the integrity of the process. As an important step, Congress in 2009—with the help of Pew’s Election Initiatives—ensured that U.S. military personnel and other Americans living overseas could have their ballots counted in time.

Also problematic is the nation’s outdated and inefficient voter registration system, which surprisingly still relies in large part on handwritten paper forms and manual data entry. Because election administrators are failing to embrace the digital age, the process is often hindered by errors and inefficiencies, wasting taxpayer dollars and undermining voter confidence. As a Pew report finds, one in four citizens is not registered to vote and one in eight registrations is no longer valid or is significantly inaccurate. Fortunately, eight states, with Pew’s help, are beginning to harness technology to develop better, more accurate and less costly databases for voter registration.

Once registered, citizens need basic information on candidates’ issue positions, polling places and voting times,

which Pew’s Voting Information Project is working to provide. “Whenever the people are well-informed,” Thomas Jefferson wrote, “they can be trusted with their own government.”

The nation’s founders also believed that an unfettered and robust press is indispensable to a well-informed populace. The choices and access we have to news today would have astonished Jefferson. With the burgeoning use of smartphones and other mobile Web devices, powered by new platforms and social media channels, news is available everywhere, all the time. Unfortunately, Mark Twain’s warning that “A lie can travel halfway around the world while the truth is putting on its shoes” is rendered quaint when misinformation goes viral. On the other hand, mobile devices are increasing the public’s news consumption and even boosting interest in newspapers and quality, long-form journalism, according to analysis by the Pew Research Center. Newspapers are still the primary source of information about government and civic affairs. But as the print media continue to lose ad revenue to online news sites and struggle to survive, their challenge is to harness the demand for strong, objective reporting and analysis and to pursue new, sustainable models for delivery.

Cynics may scoff that even an informed and voting citizenry cannot move government—especially Washington—in response to the people’s will. But every day we see citizen action, organized and communicating via the Web, informing our elected officials and driving change. Recently, the U.S. Department of Agriculture issued new, science-based nutrition standards for school lunches, requiring the use of more fruits, vegetables and whole grains along with leaner protein foods and less saturated fat and sodium. This first update to school lunch standards in 17 years came after the Agriculture Department received nearly 130,000 public comments, the vast majority of them urging healthier foods in schools. It was among the largest number of public comments the agency had ever received on a single subject, and was largely the result of collaboration by Pew and the Robert Wood Johnson Foundation to raise public awareness of the importance of diet on health, especially for children.

The topics covered in this issue of *Trust* magazine—improving school lunches, modernizing voter registration and informing the public in the digital age—directly address J. Howard Pew’s concern and caution and demonstrate our power to conquer “subversive inactivity.” Indeed, the efforts these stories describe reveal that democracy is being well-served by informed and engaged citizens when they are provided—and seize—the means to fulfill their civic duty in service to our country.

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The Kids' Safe & Healthful Foods Project helped win adoption of new, healthier standards for school breakfasts and lunches. But more work lies ahead. *By Daniel LeDuc*

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Small "forage fish" lack the recognition of marquee species, but play a major role in a healthy ocean. *By Tim Warren*

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INSIDE BACK COVER Now on the Web

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.

Briefly Noted



Drug-resistant bacteria can develop when antibiotics are given to livestock.

Rules Tighten on Antibiotic Use in Farm Livestock

The U.S. Food and Drug Administration is calling for veterinarians to oversee all antibiotic uses on industrial farms, hoping to significantly curb farmers' and ranchers' use of the drugs to boost growth and production.

Currently, many antibiotics are available for animal use without a prescription and are routinely mixed into animal feed for cattle, pigs, chicken and other livestock.

The action came after doctors and public health scientists have been warning for decades that antibiotics are becoming ineffective against life-threatening human infections in large part because they are being overused on industrial farms. Eighty percent of U.S. antibiotic sales are for food-animal production purposes. The drugs are often given at low levels to healthy animals to help them put on weight quickly and to

compensate for unsanitary and overcrowded conditions. But those small doses actually encourage development of drug-resistant bacteria that can infect people.

Tens of thousands of people in the United States die each year from antibiotic-resistant infections.

"The new strategy will ensure farmers and veterinarians can care for animals while ensuring the medicines people need remain safe and effective," FDA Commissioner Margaret A. Hamburg said in announcing the proposal in April.

Pew's Human Health and Industrial Farming campaign has been urging the FDA to end the overuse and misuse of these drugs in healthy animals. Project director Laura Rogers commended the move but offered a note of caution. "It is the most sweeping action the agency could have taken with its existing author-

ity, since it covers all antibiotics used in meat and poultry production that are important to human health," she said, "but there are some gaps that may allow some injudicious antibiotic uses to continue. FDA must close those loopholes."

At the beginning of the year, the FDA also announced it would establish new limits for a class of antibiotics called cephalosporins. The drugs are commonly prescribed to treat pneumonia, strep throat and other infections in people and are vital in treating children.

Cephalosporins have not been as widely used in animals as other antibiotics, such as penicillin, because they require a prescription from a veterinarian. But on some farms it has been common practice, for example, to inject the drugs into broiler eggs even in the absence of disease.

Both actions by the FDA, however, are only first steps in restricting animal use of antibiotics to protect human health, according to Rogers.

She said it will be essential that the new rules are implemented properly, that the FDA receives the tools to monitor antibiotic use and that work continues to strengthen the provisions. For more on Pew's efforts in this area, go to www.saveantibiotics.org.

—Daniel LeDuc

For Many, the Answer Is Not the Dentist's Chair

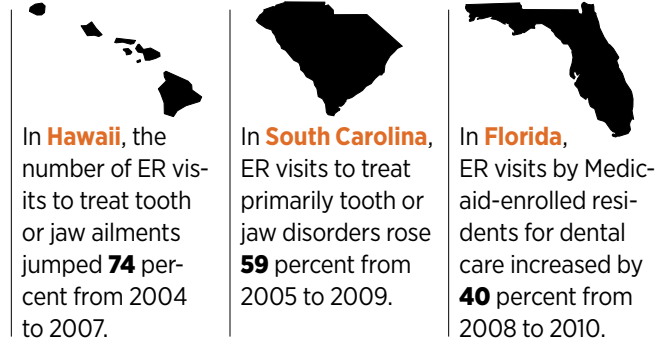
You have a toothache, you see a dentist—right?

For many Americans, however, the answer is a trip to the emergency room. These visits are fueled by the

AN EMERGENCY SITUATION

16% Increase in U.S. emergency room visits from 2006 to 2009 for preventable dental problems.

Here's how three states' experiences illustrate this trend:



Source: Pew Center on the States

nation's shortage of dentists and the difficulty many low-income children face finding one who accepts Medicaid. Dental problems, therefore, are being treated in ERs, even though they often can only deal with infections or offer pain relief.

In North Carolina, more than 69,000 trips to the emergency room in 2009 were made to treat tooth or jaw disorders. Florida reported more than 115,000 dental-related emergency room visits in 2010.

Other states report similar statistics "and it's such a colossal waste of money," said Shelly Gehshan, director of the Children's Dental Campaign of the Pew Center on the States. "This is the wrong service in the wrong setting at the wrong time for people who have no other options—exactly the opposite of what medical treatment should be.

"When you seek medical care, you generally have a ton of choices. With dental care, you have two: a dentist's office or a community health center, but only two-thirds of them offer dental services. That's why so many people end up going to the emergency room."

Expanding the dental workforce is one of the study's key recommendations; it urges that jurisdictions consider new types of practitioners, such as dental therapists, who can perform many of the tasks dentists traditionally do. It also urges expanding prevention efforts, such as fluoridation of water supplies and making sealants available to more children.

Read more at www.pewstates.org/dental.
—Tim Warren

A Mormon Moment

With a Mormon, Mitt Romney, running for president and a musical about Mormons playing on Broadway, there is a heightened awareness of the religion in the United States, and the Pew Research Center's Forum on Religion & Public Life recently issued a major survey of those who practice it.

Mormons say their religion is increasingly being accepted by other Americans, even as a majority of them believe they have been misunderstood and discriminated against because of their beliefs, according

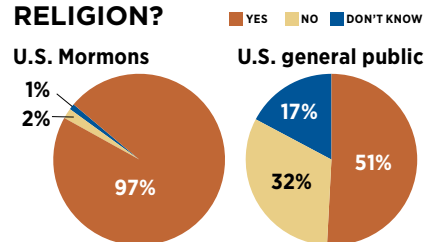
The campaign analyzed the trend in *A Costly Dental Destination*, which reported that "preventable dental conditions were the primary diagnosis in 830,590 visits to ERs nationwide in 2009—a 16 percent increase from 2006."

to the Forum's report, *Mormons in America: Certain in Their Beliefs, Uncertain of Their Place in Society*. The study was the first of its kind produced by a research organization not associated with the Church of Jesus Christ of Latter-day Saints.

According to the survey, 62 percent of the more than 1,000 church members polled in October and November 2011 said the American people are uninformed about Mormonism, and 46 percent said Mormons face a lot of discrimination. Yet most saw more acceptance of the religion, with 63 percent saying Americans are becoming more likely to see the faith as part of mainstream society.



IS MORMONISM A CHRISTIAN RELIGION?



More than half—56 percent—of those surveyed said Americans are ready for a Mormon president.

The survey also deeply probed how Mormons view their faith. Respondents were nearly unanimous in describing their church as a Christian religion—97 percent expressed that view—and when asked to volunteer the one word that best describes Mormons, the most common response from those surveyed was “Christian” or “Christ-centered.”

That is in marked contrast to non-Mormons: A November 2011 Pew Research Center survey found that one-third of non-Mormon U.S. adults said the faith is not a Christian religion, and an additional 17 percent were unsure whether Mormonism is Christian. In an open-ended question asking what one word best describes the Mormon religion, the most commonly offered response was “cult.”

Mormons place a high priority on family life. Large majorities in the Forum survey said being a good parent (81 percent) and having a successful marriage (73 percent) are among their most important goals in life, far surpassing the numbers in the general public who said the same.

To read the full survey, go www.pewforum.org.

—*Tim Warren*

2012 Pew Marine Fellows Announced

Diving in waters off the Cuban coast and coming face-to-face with a 400-pound goliath grouper. Exploring how coral reefs and wetlands protect coastal communities. Measuring how climate change will affect fish populations.



Fellow Fabian Pina Amargos will continue to study the goliath grouper.

That’s the work of some of the world’s leading marine experts named as the 2012 Pew Fellows in Marine Conservation. They come from Brazil, Cuba, France, Peru and the United States, and were selected through a rigorous nomination and review process that examined the strengths of their proposed projects.

This year’s fellows are:

- **Michael Beck, Ph.D.**, lead scientist of the Global Marine Team at the Nature Conservancy. His project will compare natural systems, such as coral reefs and wetlands, with man-made infrastructure, such as seawalls, in how to best protect coastal communities from storm surges, rising sea levels, and other effects of climate change.
- **Guilherme Dutra**, marine program director at Conservation International in Brazil. He will support expansion of the Abrolhos Marine Protected Area Network in Brazil, using the effort as a model for advancing similar protections in the country.
- **Patricia Majluf, Ph.D.** At the time of her selection, she was director of the Center for Environmental Sustainability at the Universidad
- Peruana Cayetano Heredia in Peru. On Feb. 25, she was appointed her country’s vice minister of fisheries, and the start of her fellowship will be deferred. Her project will aim to offset reduction of the anchoveta fisheries of Peru by creating new markets for the industry to supply fish for people to eat.
- **Stephan Munch, Ph.D.**, research faculty member at the University of California at Santa Cruz and a fisheries ecologist at the National Oceanic and Atmospheric Administration. His project will create tools to identify climate-driven changes in fisheries demographics.
- **Claire Novian**, president and founder of Bloom Association in France. She will research how subsidies to the French fishing sector affect long-term economic and ecological viability.
- **Fabian Pina Amargos, Ph.D.**, researcher at the Centro de Investigaciones de Ecosistemas Costeros in Cuba. His project’s goal is to provide critical scientific information about goliath grouper in Cuba and develop a comprehensive grouper conservation plan.

The Pew Fellows Program in Marine Conservation has awarded 125 fellowships to people from 32 countries. Each fellow receives \$150,000 to conduct a three-year scientific research or conservation project designed to address critical challenges to the oceans.

More information about the 2012 Pew Marine Fellows, including photographs and a video about the recipients, is available at www.pewmarinefellows.org.

—Shannon Ternes

Root Awakenings

There is a basic human desire to know who we are and where we came from—and those longings formed the foundation of the PBS documentary series *Finding Your Roots*.

Hosted by Henry Louis Gates Jr., the Alphonse Fletcher University Professor at Harvard University and director of the W.E.B. Du Bois Institute for African and African American Research, the 10-part program was, in his words, “a journey into the ancestral pasts of some of America’s most fascinating figures.”

Those profiled came from an array of backgrounds. They included actor Kevin Bacon, news analyst Linda Chavez, musician Harry Connick Jr., U.S. Rep. John Lewis, former secretary of state Condoleezza Rice, Brown University President Ruth Simmons and evangelical minister Rick Warren.

The series is Gates’ fourth in which he looks into the past of famous Americans, and it comes at a time when genealogy continues to fascinate many people.

The Pew Charitable Trusts provided funding for an episode featuring religious leaders Warren, Rabbi Angela Buchdahl and Sheikh Yasir Qadhi, which revealed some fascinating accounts about the spiritual foundations of our country.

Gates and the producers worked with leading U.S. genealogists and ancestry experts from around the world, combing through family stories and finding unknown histories and relatives the guests never knew existed. Among their discoveries was that evangelism runs in Warren’s ancestry—his lineage includes church leaders going all the way

back to the 1600s. “He’s got pastoring in his DNA,” Gates told an interviewer.

The series, which aired from March through May, is available for sale on DVD at pbs.org.

—Cindy Jobbins

A Boomerang Generation

Home is where the heart is. It’s also where you’ll increasingly find adult children, says a report by the Pew Research Center’s Social & Demographic Trends Project.

And, the study says, living with the parents doesn’t seem all that bad. *The Boomerang Generation: Feeling OK about Living with Mom and Dad* found that 78 percent of those ages 25 to 34 still at home say they are comfortable with their situation.

The center’s analysis of Census Bureau data revealed that the share of people living in multi-generational households in the United States is the highest since the 1950s, up from 15.8 percent in 2000 to 21.6 percent in 2010. The lowest share was 11.8 percent, in 1980.

One reason for this trend is the recession, which the study found “appears to be giving rise to a protracted set of economic ties between parents and their adult children.”

The sharing of family finances appears to have benefited some young adults as well as their parents; 48 percent of boomerang children report that they have paid rent to their parents and 89 percent say they have helped with household expenses.

Read the report at www.pewsocialtrends.org.

—Tim Warren



Evangelist Rick Warren, left, talks to series host Henry Louis Gates Jr.

Replacing paper-based systems for voter registration by going online is considered one way to make the elections process more efficient in a mobile society.



The Pew Center on the States is working to make outdated voter rolls more accurate, ensure military and overseas ballots are counted and help citizens get timely information on polling places, candidates and election rules.



Improving Elections by Helping the Voter

BY JODI ENDA

W

hen flooding caused their basement wall to collapse last summer, Lori Fruk and her husband, Steven, moved out of their Lansing, Mich., house and took up temporary residence with her parents six blocks away. Fruk filled out a change-of-address card with the Post Office and turned her attention to salvaging her home.

Then she got kicked off the voter rolls. Although she didn't apply for one, Fruk received

PHOTOGRAPH BY GERRY BROOME/AP

a new voter registration card from the Lansing city clerk's office. Two days later, she received a cancellation notice—at her parents' Lansing home—saying that she no longer lived in the city. (To add insult to injury, that notice contained an incorrect address for her parents, but was delivered nonetheless.)

“I contacted the city clerk to ask why they took it upon themselves to change my address,” Fruk said. “They said there was a precinct change, so they pulled the change-of-address cards and they assumed it was permanent.”

Fruk persuaded the city to reregister her using her permanent address at the flooded house. But by that time, the state changed Fruk's driver's license to the “new” address at her parents' house.

Ultimately, Fruk's situation was resolved—though she hasn't tested it by voting. Still, it lays bare a broader problem faced by cities and states and citizens across the country.

The nation's voter rolls contain names of millions of people who are not eligible to cast ballots and often omit eligible voters who have registered. The result is confusion at the polls, and significant and unnecessary expenses to local, county and state governments as elections officials grapple with outdated, usually paper-based systems.

Earlier this year, the Pew Center on the States' Election Initiatives report, *Inaccurate, Costly and Inefficient*, found that approximately 24 million voter registrations in the United States—one of every eight—are no longer valid or contain significant inaccuracies. The report, which generated widespread attention, also revealed that:

- Nearly 2 million dead people remain on the rolls
- About 2.75 million people are registered to vote in more than one state (and more than 70,000 in three or more states)
- Some 12.7 million records are outdated
- Approximately 12 million records contain incorrect addresses, indicating that either voters have moved or that their information was recorded incorrectly

Add to that the fact that one quarter of eligible voters—at least 51 million adults—are not on the rolls at all and it becomes clear that the nation's registration system has fallen short. Many who run the system have reached the same conclusion.

“We've strongly felt that there had to be a better way to do this,” said Linda Lamone, Maryland's administrator of elections.

Now there is. Elections officials, policy makers, researchers and engineers from around the country worked intensively

with Pew to design a far-reaching program aimed at improving registration in ways that will simplify the process for voters, reduce inaccuracies, lessen the workload and save taxpayers millions of dollars. Starting this year, at least eight states will participate in a new data center, built by Pew and run by the participating states, to enable elections officials to share information that will help them to determine whether registrations are accurate and to reach out to people who are eligible to vote but have not registered.

In addition, Pew has spearheaded a project that will make it easier to find a polling place and to get basic ballot information, online or by smartphone. And the organization has worked in recent years with states to enact laws that will help ensure that Americans who are abroad—especially those in the armed forces—can exercise their right to vote.

“Historically, there have been large numbers of military and overseas voters who didn't receive their ballots, couldn't return their ballots in time and didn't have information necessary to help them vote,” said David Becker, director of the Election Initiatives. “We at Pew have long considered it a moral imperative to make sure those fighting and working for us overseas have full access to our shared democracy.”

Taken together, the three programs will go a long way toward ensuring that Americans who are eligible to vote can do so, that the process is not overly cumbersome or expensive



and that it operates with integrity. The programs will be in place, in full or in part, in time for the November elections.

A FOCUS ON VOTERS

A month after the last presidential race, in November 2008, Pew convened a conference that reviewed the part of election results most people ignore. "Voting in America: The Road Ahead" focused not on the candidates, but on the voters. About 250 people, including state and local elections officials, campaign operatives, Republican and Democratic party representatives, academics and journalists came together in the Newseum, in Washington, DC, to assess the effectiveness of state elections systems.

Two speakers who captured the crowd's attention were from opposing campaigns. Bob Bauer and Trevor Potter, attorneys for presidential contenders Barack Obama and John McCain, respectively, agreed on one thing: "The biggest problem in terms of operating their campaigns and reaching out to voters was that voter registration was out of date," Becker recalled. "Because the rolls were in such bad shape, it was very difficult for their campaigns to engage with voters."

What's more, because of problems with registrations, an estimated 2.2 million people who were eligible to vote could not cast ballots in the 2008 general election, Pew's Election Initiatives reported.

At the conference, elections officials from six states representing both major political parties concurred with the presidential candidates' lawyers that "voter registration was the single biggest problem," Becker said. "It was incredibly inefficient, and inaccurate."

A MOBILE SOCIETY

The culprit, Pew's study showed, is not fraud, but a clash between a 21st-century mobile society and a 19th-century, paper-based registration system.

As many as one in eight Americans moved during the last two federal election years, in 2008 and 2010. Young people, military families and residents of communities that were particularly hard-hit by the recession were even more transient, the analysis showed.

When people move between cities or between states, their voter registration doesn't move with them. They might



There was a surprise guest, via video, at a recent Washington reception hosted by the Pew Center on the States to mark enactment of the Military and Overseas Voter Empowerment Act: Stephen Colbert of Comedy Central's *The Colbert Report*. He offered his thanks to Pew as only he could. An excerpt:

“Thanks in large part to recommendations by Pew, in the last two years, 47 states and the District of Columbia enacted laws to ensure that our servicemen and women overseas have enough time to cast their ballots. I'm not sure why they need the time. I say load those votes onto a stealth drone, fly them back over here, and fire them into a ballot box. They are that accurate....”

You brave folks have made it possible for our heroes overseas to have a voice in our elections.... So, keep up the good work and thanks again for helping our troops' voices be heard. It really makes voter turnout here at home seem a lot less embarrassing.”

register to vote in their new location, but rarely is the previous registration canceled or their address updated.

Handwriting and typographical errors also can have outsize impact on voter rolls. Often, for example, people register to vote when they obtain or renew their driver's licenses. They fill out paper forms by hand, sometimes with sloppy script. Clerks can misread them or type them incorrectly, particularly during the mad rush that occurs when large numbers of people register in the weeks before every major election. If names or addresses are recorded improperly, voters don't receive mailings on where their polling place is. Political parties have trouble contacting them. Elections workers struggle to confirm whether they may legally cast ballots.

In Maryland in 2006, thousands of people were effectively disenfranchised because they thought, incorrectly, that the Motor Vehicle Administration had submitted voter registration forms for them. "Most people thought if they were asked if they wanted to register to vote that it was being taken care of. So they never returned the voter registration application completed," said Lamone, the state elections administrator.

On Election Day, such innocent errors snowball. Some people show up at the wrong polling places. Problems with the lists can lead to long lines and delays. And some are relegated to casting provisional ballots, which may or may not be counted.

A DATA-SHARING PLAN

All those things happened in Washington State in 2004, when Democrat Christine Gregoire won the closest gubernatorial race in U.S. history. During a two-week hearing to settle the contest, witnesses for both Democrats and Republicans testified that the election was rife with mistakes, including provisional ballots that were not verified properly before being counted, ballots that outnumbered voters, discrepancies in reconciling poll books, and ballots that were somehow overlooked, according to the *Seattle Post-Intelligencer*. In the end, after two recounts and a contentious court case, the election was decided by 133 votes.

“That’s what made us realize we’ve really got to tighten up,” said Secretary of State Sam Reed.

Washington is one of the eight states that have committed to participating in a plan to share voter registration data this year, and another four might join them, Becker said. Through a data center that Pew is creating and that the states will operate, elections officials will be able to access government data to determine whether registration forms are correct. Sources of information will include the state agencies that issue driver’s licenses and state identification cards, the Social Security Administration and the U.S. Postal Service.

Reed said the program will help his state address two problems: duplicate registrations among residents who move between Washington and other states (or who summer in Washington and winter in warmer states), and outreach to eligible voters.

“We knew there were a lot of people eligible to vote who just weren’t getting registered or being asked to register,” he said. “We tried all kinds of outreach, including voter pamphlets. When the Pew voter modernization effort came up, we jumped at it.”

So did officials in Delaware, Maryland and Virginia; Colorado, Nevada and Utah; and Washington’s southern neighbor, Oregon—three groups of contiguous states in which people regularly move back and forth.

“We believe those states will likely see their ability to



New laws have simplified the use of absentee ballots by Americans living abroad, such as with this soldier at Bagram Air Base in Afghanistan.

identify voters who have moved and who have died greatly enhanced, thus making their rolls cleaner, making sure voters receive election information at their correct address, and also identifying eligible voters that are not on the rolls,” Becker said. “It will save a lot of money

and lead to more accurate and complete lists.”

Voters in most of those states also will be able to register online, which is easier for them, less expensive for governments and more accurate because no handwriting is involved. Maricopa County, Ariz., which includes Phoenix, has already shifted to online registration, a simple move that saved millions of dollars as expenses dropped by 96 percent—from 83 cents to 3 cents per registration.

Online registration will reduce the need for third-party organizations, such as political campaigns or nonprofits, to set up tables in grocery stores or knock on doors to register voters. State elections officials said such outside registrations can create extra challenges and expense.

“You find a lot of mistakes, you find a lot of legibility issues, you find a lot of strain on election offices because they turn the forms in right before the election. You have to hire temporary folks who perhaps don’t have the experience of reading voter registration cards very well,” said Donald Palmer, secretary of Virginia’s elections board.

Elections officials said the new system will be particularly helpful in reducing the number of outdated registrations caused by moves or deaths, and will save them money on mailings.

Case in point: Because of redistricting, Virginia had to mail election information to 4 million registered voters in

2011, said Justin Riemer, deputy elections secretary. “Several hundred thousand were returned undeliverable,” he said.

“We knew right there lots of folks had moved or died.”

Elections officials also will be aided by another Pew-designed program, the Voting Information Project, which worked with 19 states and the District of Columbia in 2010. VIP, as it is known, draws on new technology to provide information. Instead of calling their local elections board, people will be able to find voting information via search engines, social media, mobile apps and online news sites.

Pew is working with Google, Microsoft and other technology firms to standardize information from elections offices in more than 35 states and make it available to voters for the 2012 elections. The information was available on 300 websites in 2010, a number expected to increase to 500 this year, allowing users to enter their address into Google’s polling-place finder and immediately learn where they should go to vote.

“Most elections agencies don’t have a lot of money. We get literally thousands of requests from the public for data. If I try to create a report to disseminate all this information, it’s very challenging,” said Marc Burris, chief information officer for the North Carolina State Board of Elections. “The allure of the VIP is I put my data out there and anyone can access it.”



To learn more, go to www.pewstates.org/elections

Using VIP, Burris is also developing new tools that along with recent changes in the state’s election laws will improve voting opportunities for military personnel and their families, as well as other North Carolinians living temporarily overseas.

A BREAK FOR MILITARY VOTERS

Members of the military were twice as likely as other Americans to experience voter registration problems in 2008, Pew has found. The Congressional Research Service surveyed seven states after the election and learned that on average, nearly 28 percent of military and overseas ballots were rejected or returned.

Why? Half the states and the District of Columbia did not provide enough time for troops to request, receive and return ballots, according to a comprehensive Pew analysis of voting by members of the military stationed overseas conducted shortly after that election.

In response to these problems, Congress passed the Military and Overseas Voter Empowerment Act (MOVE) in October 2009. The law adopted many of Pew’s recommendations, including requirements to mail ballots at least 45 days before a federal election, provide for the electronic transmission of empty absentee ballots, eliminate notarization requirements and expand acceptance of the Federal Write-in Absentee Ballot as a backup measure.

Since then, Pew has been helping states update their own laws to comply with the MOVE Act for federal elections and to adopt similar legislation to cover state and local elections.

Texas State Sen. Leticia Van de Putte said she could not have persuaded fellow legislators to amend their complicated schedule of primaries and runoff elections if Pew had not provided data showing how the calendar curtailed the voting rights of service members from 17 Texas bases who were stationed overseas. “The objective is to let those folks who are defending the country have the ability to vote. The Pew data added more ‘want’ to the ‘want to,’” said Van de Putte.

Texas was one of 47 states plus the District of Columbia to enact reforms in 2010 or 2011.

“We need to say, ‘No excuses any more. We’ll take care of it,’” Van de Putte said. “You return the ballot, we’ll see that it’s counted.” ■

JODI ENDA, former White House correspondent for Knight-Ridder Newspapers, is a Washington-based writer. She last wrote for *Trust* about Pew’s efforts to improve drug safety.

Registration Inaccuracies

1 in 8 registrations is significantly inaccurate or no longer valid

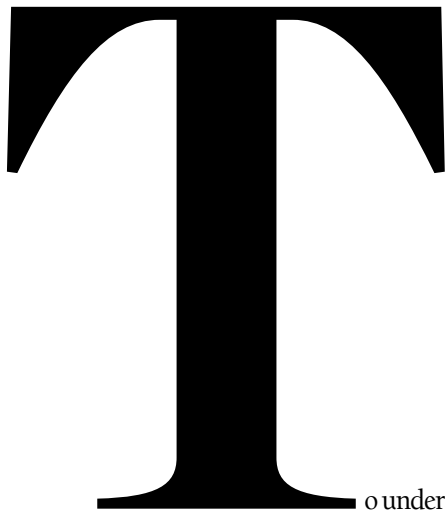
1.8 million deceased individuals are on voter lists

12 million records contain an incorrect address



The
Revolution
Is Being
Televised
...and Texted
...and Tweeted

How people receive news and information has been forever changed. The Pew Research Center's Project for Excellence in Journalism and the Internet & American Life Project are documenting the impact of the digital age and what it means for what we know. **BY PAUL FARHI**



To understand how fast information moves these days, consider how rapidly the information industry has changed in just the past five years. A child born as recently as 2007 has never known a world without iPods, Facebook, YouTube and Twitter. But that same 5-year-old is older than the iPhone, Kindle and the iPad. As we lurch from one communications mini-revolution to the next—from Tumblr to Instagram to Pinterest—it's obvious that technological change—"disruption" is the au courant term—has made more information accessible more quickly to more people than at any other time in human history.

This epochal transition from print to digital media has enabled individuals to bypass the elite sources that have dominated knowledge transmission for much of human history—monarchs, governments, publishers, media professionals. The new ability to share information over social networks and other online means has encouraged "disruptions" of its own, such as the insurgent candidacy of Barack Obama in 2008, the Tea Party revolt of 2010, the Arab Spring of 2011 and the Kony viral video of 2012.

Making sense of how Americans receive, digest and use new information sources is at the heart of two of the Pew Research Center's ongoing projects: the Project for Excellence in Journalism, directed by Tom Rosenstiel, and the Internet & American Life Project, overseen by Lee Rainie.

The journalism project has spent 15 years documenting the downward path of "traditional" media sources, such as broadcast and cable TV, radio, newspapers and magazines. The Internet project since its inception in 1999 has described in detail how people behave with each new tech gadget or digital innovation, assessing the impact of technology on families, communities, work and home, education, health care and civic and political life.

Together, the two projects have created a kind of rolling answer to a complex question: What do Americans know, and how are they going about finding out what there is to know? In their myriad studies and surveys, they seem to share a basic conclusion: The revolution is only beginning, and already there have been costs and casualties alongside the breakthroughs.

Less Original Reporting

"By and large, the dirty little secret is that the Internet is more about distribution than creation" of information and news, said Rosenstiel, an author and former media reporter for the *Los Angeles Times*. Although the availability of news has expanded dramatically, he said, "the reportorial part of the culture has actually shrunk."

It's easier than ever to find out what's happening in Mumbai or Japan or Washington, he says. Smartphones and iPads and the Internet place all this information literally at our fingertips. There are more providers—Google, Yahoo!, the Drudge Report, etc.—to cull and organize this material.

But as the demand for information grows, the supply of original reporting hasn't kept pace. The number of professional journalists gathering this information—the "boots on the ground," as Rosenstiel calls them—has declined in most cities across America, reflecting huge reductions in the staffs of traditional news outlets whose employers have been economically squeezed in the digital transition.

The journalism project's own mission has evolved since its founding as an affiliate of the Columbia University Graduate School of Journalism. For its first nine years, it conducted empirical research while also operating as an advocate for press freedom and ethics through a group called the Committee for Concerned Journalists (CCJ). In 2006, it separated from Columbia and the CCJ and joined the Pew Research Center, a subsidiary of The Pew Charitable Trusts and a "fact tank" that researches and analyzes issues but engages in no advocacy.

Once at the research center, the journalism project began focusing solely on basic, nonpartisan research, such as content analysis and tracking of industry trends.

The State of the News Media

The organization's opus is the *State of the News Media* report, which offers perhaps the most comprehensive assessment of the health of American journalism published each year. The current report, the ninth edition, offers an encyclopedic overview of the economic and structural trends in the "legacy" media (newspapers, TV news, etc.) as well as alternative and digital outlets.

The 2012 report finds that the news about the news is a mixed bag. Thanks in part to new technology making news easily accessible, more people are interested in it than ever before. But the report also notes that a handful of technology

companies are playing an ever-increasing role in providing people access to news, and that these companies also control the digital advertising dollars and revenues that come with it. Already, five companies (Google, Microsoft, Facebook, AOL and Yahoo!) account for 68 percent of all online ad revenue (other giants like Apple and Amazon make money on devices and downloads). The result: a shift in economic power that has eroded the financial strength of traditional news organizations.

What this means in practice is information that was routinely available via a newspaper or on the local TV news is not as easy to get. “It’s hard to find out what happened at the zoning commission in many towns in America,” Rosenstiel said, or in state capitals, where traditional news outlets have made major cuts in their statehouse bureaus even as legislators grapple with increasingly complex issues.

Rosenstiel answered with a laugh the question of whether our information diet is better or worse now. “Yes!” he said. “You can read more about your favorite subjects. If you’re a fan of a team or national politics or Renaissance art, it’s easier to answer questions about that subject. But the number of reporters watching the attorney general’s office is down. The shared knowledge we have is about fewer things. We all know about the shootings in Tucson and the tsunami and Moammar Gadhafi being killed—those major stories are easier than ever to access. The public square is still there but it’s smaller. While this is hard to quantify, my sense is that

the shared conversation is narrower and perhaps shallower.”

But Rosenstiel rejects one widely held notion: that Americans are retreating into closed “news” communities where they need only hear news that confirms their preconceptions and prejudices.

In fact, the journalism project’s research shows that most people learn about the news from popular, conventional sources. It’s for commentary, not news, that people turn to the likes of Bill O’Reilly, Al Sharpton or Rush Limbaugh. “The notion that we don’t know the same things is not borne out by the data,” Rosenstiel said. “For the most part, people get their core information in predictable places. The ideological sources are far smaller.”

Still, it might not be alarmist to suggest that a good part of the traditional news agenda is threatened by the tectonic shifts the journalism project has documented. It notes that the news source most imperiled by the digital change—newspapers—may be the most important of all to the overall health of the news “ecosystem.”

In a Pew survey last year, newspapers were the most widely cited by respondents as their primary source for information

about government, cultural events, schools, housing and civic affairs. What’s more, a 2010 project study, *How News Happens*, showed that the majority of the most widely reported stories in a city (in this case, Baltimore) were generated primarily by local newspapers, then picked up and repeated by TV, radio and digital sources.

But even with this leading role in news generation, the much-diminished local paper, the *Baltimore Sun*, was producing nearly a third fewer original stories than it had in 1999, and 73 percent fewer than in 1991, the study found. Thus, the *State of the News Media 2012* asked the relevant question: “If [newspapers] continue

Like many American newspapers, the *Philadelphia Inquirer* and the *Daily News* must contend with greatly reduced newsrooms and declining advertising revenue.



PHOTOGRAPH BY GEORGE WIDMAN/AP



to shrivel or disappear, it is unclear where, or whether, that information would be reported.”

The Project on Excellence in Journalism’s original, empirical and nonpartisan research makes it a valuable source for journalists and scholars, says Stephen Lacy, a communication and journalism professor at Michigan State University. The project’s content-analysis work, combined with survey research from the Pew Research Center for the People & the Press, he said, has “made an important contribution to our understanding of U.S. journalism at a crucial juncture in its history.”

Lacy, who has collaborated with the journalism project on research, has incorporated its findings into his own scholarship. The organization’s work, he said, typically “provides longitudinal data that would otherwise be unavailable. ... Without this work, I am afraid scholars would have to rely on anecdotal observations and scholarly research that is unpredictable in its availability.”

Libraries Struggle

Lee Rainie sounds remarkably like Tom Rosenstiel when he talks about the challenges facing books and libraries, a current focus of the Internet & American Life Project. That’s because publishers and librarians find themselves in a period of economic and technological turmoil similar to that seen in journalism.

Book publishers see both opportunity and peril in the transition from print to “e-reading” as more and more people

Public libraries, such as this one in Archdale, N.C., are being asked to offer patrons a variety of nontraditional services in the digital age, including access to computers.

own tablets, Nooks and Kindles. (About 21 percent of Americans have read an e-book in the past year and they read more books than other readers, according to Pew’s research.) At the same time, public libraries are struggling to define their mission in a digital age, and remain in a stalemate with major publishers over how to disseminate e-books without hurting book sales.

Said Rainie, “Librarians are asking the same questions as journalists: What are we? What is our main line of our work? What is the right mix of collections and expertise? What is the mix of services and for whom? Also, what do we give up doing? Librarians see the same level of threat and possibility that news people do.”

The Internet project is trying to probe those questions. Working in partnership with the Bill and Melinda Gates Foundation, the Pew team has begun a three-year project to investigate the role of libraries in the digital era.

New Challenges for

Public libraries are attempting to reinvent themselves in the digital age. The Philadelphia Research Initiative report, *The Library in the City: Changing Demands and a Challenging Future*, found these institutions “have rarely been as popular as they are today and rarely as besieged.”

Urban libraries have expanded to being “society’s default provider of computer and Internet access,” and “are fulfilling what is sometimes called their ‘shadow mandate,’

supporting and complementing the work of other public agencies,” said the report, which looked at libraries in 15 cities.

Philadelphia’s Free Library, feeling the impact of recent budget cuts, has struggled to meet the greater demand for services. Budget cuts have brought on staffing shortages and temporary, unscheduled closings of some branches, which have affected library patronage, according to the study. See the full report at www.pewtrusts.org/philaresearch. —Tim Warren

The first report of the three-phase project, released in early April, confirmed the growing use of e-books but also revealed that e-book devices have turned some into super readers. In a survey of 3,000 people, e-book owners said they read an average of 24 titles in the past year in all formats (print or digital), compared with an average of 15 for print-only readers. The survey found that the growing volume of e-content spurs some to consume more books and other long-form material. That's the good news for libraries.

The bad? Some publishers are afraid that widespread lending of e-books will increase digital piracy, creating the equivalent of the Napster problem that beset the music industry a decade or more ago. Four of the six major book publishers—Simon & Schuster, Hachette, MacMillan and Penguin—have declined to make their e-book catalogues available to libraries until royalty and security standards are worked out. What's more, the Pew survey found that only 14 percent of e-book readers borrowed their most recent book from a library, a figure that suggests libraries could be losing some of their most valuable patrons to the private sector.

The second phase of the study will probe a more fundamental question: What services do people want from their local libraries? Rainie said libraries are going beyond being

To learn more, go to www.journalism.org and www.pewinternet.org

book lenders to offering language instruction, teaching computer skills and serving as community-program hosts. And so a second survey will ask which services are most important and which are diminishing.

The final piece of research will examine who uses libraries and why; the goal is to get a picture of users and non-users to give library professionals data on how to serve different groups.

The Internet project's emphasis on basic behavioral data, not expert policy opinion, could be a boon for the nation's libraries, said Larra Clark, associate director of the American Library Association's Program on America's Libraries for the 21st Century. "Research is expensive, but it's very important for us to understand who we're serving and what their information needs are," she said. "Pew is giving us some of the pieces that will help us answer some really timely questions."

An Unknown Future

Rainie, a former magazine journalist, is the founding director of the Internet project. The idea of the project was to provide reliable data about the Internet, then still in its earliest, formative phase. From the beginning, researchers focused on social behavior—how people used and responded to the Internet—rather than the commercial and business aspects that were already the subject of much private-sector research.

The project conceived its audience as policy makers, technology thinkers, journalists and scholars. But as the topics and areas of interest multiplied, the project subsequently branched out to family advocates, medical professionals, librarians and government technology experts. It became one of seven projects housed at the Washington, DC-based Pew Research Center in 2004.

If you think things are unsettled now with the dizzying pace of technology and new information streams, said Rainie, just wait.

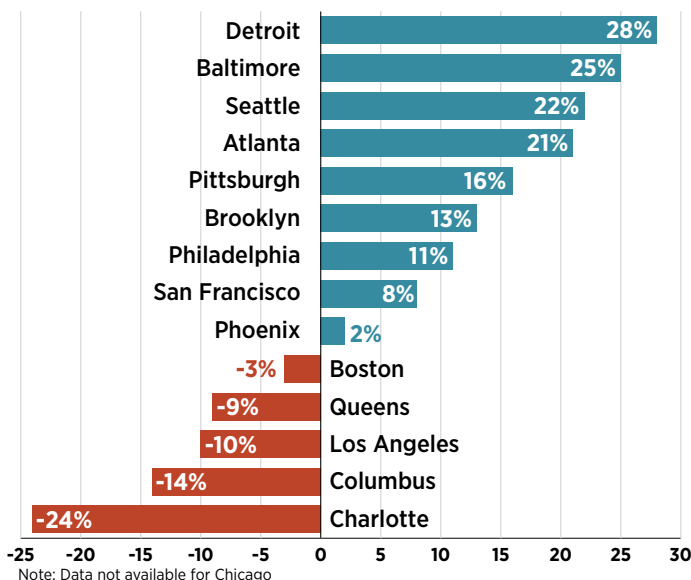
"We're still in the early phases of the Internet's development," he said, with more revolutions to come. Coming soon, he predicted, could be information "interfaces" that operate on voice-, touch- or motion-activated commands. Coming later (perhaps): info-appliances that operate on the basis of thought waves.

"There's clearly room to grow," Rainie said. At the same time, he added, there's always more to know: "No one has the playbook. There isn't a secret guild of Masters of the Universe who know the answers. Everything is in flux. Nothing is settled." ■

PAUL FARHI writes about journalism and the media for the *Washington Post*.

Urban Libraries

Change in Total Library Visits: 2005–2011



Change Comes to the Cafeteria

The Kids' Safe & Healthful Foods Project helped win adoption of new, healthier standards for school breakfasts and lunches. But more work lies ahead.

BY DANIEL LEDUC

When students return to school this fall, their lunch trays are going to look different. Most will still have slotted compartments that hark back to the TV dinners of old. But what is on those trays will be new.

There will be fewer nachos and more whole wheat spaghetti. Not as many cheeseburgers—instead, turkey sandwiches on multigrain rolls. Overall, a lot more fruit, colorful vegetables and whole grains, and a lot less saturated fat and salt.

The changes mark the first overhaul of nutrition standards for school meals in nearly two decades. And they come at a critical time for children's health. Nearly one in three adolescents is overweight, and increasingly these young people are suffering from diabetes and high blood pressure. Because many children consume more than half their daily calories in school, improving meals there is a good place to start improving their health, according to nutritionists and many educators.

"These changes are good for students, and they give parents more assurance that schools support their efforts to provide healthy foods to their kids," said Jessica Donze Black, director of the Kids' Safe & Healthful Foods Project. "What's more, healthy students tend to do better in school, and so that helps pave the

way for a stronger economy through a better-prepared workforce and reduced health-care costs."

The project—a joint venture of the Pew Health Group and the Robert Wood Johnson Foundation—collaborated with other health organizations to promote the new nutrition standards, which were announced in January.

But in many ways, the work is just beginning. The project is now focused on helping schools implement the guidelines and addressing another pressing need—new rules for the snacks and other foods sold in a la carte lines, vending machines and school stores. Those standards have not been reviewed in more than three decades.

The U.S. Department of Agriculture, which oversees school meals programs, proposed the new nutrition standards for breakfasts and lunches in January 2011, the first update since 1995. They were in line with the government's latest

Dietary Guidelines for Americans, which are evidence-based recommendations intended to promote health. Nutritionists and health advocates were pleased.

But the path to passage was not smooth. Some members of Congress and some representatives of the food industry balked. The proposal would have limited many starchy vegetables—especially french fries—on school menus. Food makers also would have had to increase the amount of tomato paste on another cafeteria staple, pizza, for it to count as a vegetable.

To shore up support for the guidelines, Pew worked with its partners to educate the public, an effort that helped generate nearly 130,000 comments to the Agriculture Department, the vast majority in favor of the proposal. Those comments were among the largest number the agency had ever received on a single subject.

Some in Congress, however, had a different idea, and added a measure to the Agriculture Department funding bill in late 2011 that essentially ensured that the final school meal standards would count pizza and potatoes—including french fries—as vegetables. The notion of including pizza as a vegetable

BEFORE
French fries
Rice-crispy treat
Cheeseburger on white roll
Lettuce/tomato
Low-fat chocolate milk



PHOTOGRAPH BY KELLY CLINE/ISTOCKPHOTO

AFTER
 Fresh fruit
 Low-fat ranch dip
 Veggie sticks
 Sandwich on multigrain bread
 Low-fat milk



was an attention-getter. It was mocked by late-night comics from *Saturday Night Live* to *The Colbert Report*. But in the end, the pizza and potato restrictions were not included in the final guidelines because lawmakers from potato-producing states found them too restrictive and food-industry representatives convinced legislators that too much tomato paste could make pizzas unappetizing.

Nevertheless, when the new standards were finalized at the beginning of this year, *New York Times* food columnist Mark Bittman declared them “worth celebrating.”

“There were some bumps along the way, but the end result turned out really well,” said Margo Wootan, director of nutrition policy at the Center for Science in the Public Interest, which also worked to promote the new guidelines. “There are a lot of firsts in there: sodium limits, grain requirements, trans fats limits, a doubling of fruits and vegetables, a requirement for low-fat or fat-free milk.”

Also cheering the guidelines were many school food managers, like Sal Valenza, food service director for the schools in West New York, N.J. His urban district of 7,800 students just outside New York City is way ahead on giving kids healthy food choices. “We’re doing it already,” he said. “It can be done.”

Six years ago, district officials there decided to emphasize food and health in the schools. They incorporated lesson plans with visits from area farmers, invited students into cafeteria kitchens, grew gardens at some schools and set up “harvest tables” during mealtimes where kids could take as many fruits and vegetables as they wanted.

“Now, it’s part of the culture of the school. Because students are choos-

ing what they want, they’re eating it,” Valenza said.

Working with the Kids’ Safe & Healthful Foods Project, he helped promote the new standards to members of Congress last year. Valenza said Pew’s assistance—visits to Washington, briefings for lawmakers and the ability to help bring advocates to work in a unified way—was essential to the effort’s success.

During his visit to Capitol Hill, he handed out recipes and served a lunch of turkey sloppy joes and pineapple coleslaw to congressional staffers so they could sample how tasty healthy food can be. “People loved it,” Valenza said.

Public opinion has undergone a real change in the past five years, with support growing for healthier foods in society. In 2011, a poll commissioned by the project found that 78 percent of voters said schools should be required to meet higher nutritional standards in the food they serve or sell to students. Public support for making school meals healthier helped win passage of the standards.

Now the project is embarking on efforts to assist schools with putting them into practice. Over the next year,

Pew and the Robert Wood Johnson Foundation are funding a nationally representative survey to determine cafeterias’ practical necessities, such as new kitchen equipment.

The project also is gearing up to promote improved standards for school snack foods to bring them up to date with current dietary guidelines. Again, there is strong public support: A project-sponsored national survey this spring found that 80 percent of voters supported new rules setting basic nutritional standards for foods in cafeteria a la carte lines and vending machines, which were last updated in 1979. There was agreement across the political spectrum, with 89 percent of Democrats, 78 percent of independents and 71 percent of Republicans favoring new guidelines.

“It’s important to remember that this isn’t about taking away choices from students—it’s about giving them healthy choices,” Donze Black said. “Schools should give choices parents would want. All parents want their kids to be healthy.” ■

DANIEL LEDUC is the editor of *Trust*.

For more information, go to www.healthyschoolfoodsnow.org

Small 'forage fish' have lacked the recognition of marquee species, but they play a major role in a healthy ocean.

They are **The Fish You Need To Know**

BY TIM WARREN

S

ave the whales? Check. Save the sharks? Check. Save the menhaden? Save the what?

Americans have shown they will respond to calls to preserve imperiled species. Usually the animals evoke some kind of emotional pull: They are cuddly or fierce, powerful or heartbreakingly fragile, or at least *familiar*.

But menhaden? Until recent years, few had heard of this small, oily fish, once found in great numbers along the Atlantic coast from Maine to Florida. It isn't found on any menu or at the neighborhood grocery's seafood counter. Due primarily to overfishing by commercial fleets, stocks of menhaden had dropped to 10 percent of historic levels, but its plight was not on many people's radar.

But thanks in large part to efforts led by the Pew Environment Group, awareness of the value of menhaden, and other species collectively known as "forage fish," has grown greatly. Using a wealth of scientific research and working with other groups, Pew campaigns have helped elevate understanding of this key part of the marine ecosystem and have driven action to preserve these vulnerable species.

"The issue has been around for a while—the Pew Oceans Commission identified preservation of forage fish as a problem in 2003, and other groups have been working on it in various capacities," said Paul Shively, who manages Pew's Pacific Forage Fish Campaign out of Portland, Ore. "But the issue has gone from zero to 60 in the last few years."

Now media reports regularly emphasize the importance of menhaden, herring, smelt, anchovies, sardines and other species—both as prized prey of larger, well-known predators

such as tuna, salmon, humpback whales and striped bass, but also as the source of protein-rich fish oils and a major component of fish meal, pet food and fertilizer. Increasingly, the connection is being made: When stocks of forage fish drop, populations of larger fish, marine mammals and seabirds often fall as well.

The efforts by Pew's campaigns are paying off not only in increasing public awareness, but also in getting catch limits established for these fish. Last November, the Atlantic States Marine Fisheries Commission, a state-federal regulatory body, voted to cut the harvest of menhaden by as much of 37 percent. Pew's Atlantic Menhaden Campaign had pushed vigorously for such action, reaching out to commission members and the public with science-based data. "We were able to show through our campaign's graphics how stocks of menhaden





A Pacific bluefin tuna feeds on sardines off the California coast. Forage fish often travel in huge schools called "bait balls."

had dropped so much over 40 to 50 years," said Peter Baker, director of Pew's Northeast Fisheries Campaign. "We could ascribe the importance of menhaden to things that are important to people. Menhaden is not something they eat, but people eat striped bass and bluefish, and those fish, and birds and marine mammals, eat menhaden."

Baker also directs the Atlantic Herring Campaign, seeking protections for another oily fish that not only is a staple of bigger predators but also feels pressure from commercial fishing interests. "The industrial fleets have a lot of money and a lot of influence," Baker said. "But we've worked closely with recreational and commercial fishermen in New England. They understand what we say about preserving the herring population."

Shively said the increased demand for byproducts of forage fish is a significant reason their populations are imperiled.

"The big concern comes down to the increasing demand for protein: chicken food, bait, fish meal, fish oils and the like," he said. "If we keep fishing the most northernmost stocks of sardines at the current rate, for instance, a recent study suggests we could see another collapse of sardine stocks like there was in the 1940s and 1960s. Commercial fishing is a huge industry. If we talked about human consumption of forage fish, particularly with most U.S.-caught forage fish, we wouldn't have much to talk about."

In the Southeastern United States, adequate prey protections are an important consideration in rebuilding depleted fish populations, such as red snapper, amberjack, gag grouper and black sea bass. Pew's Southeast Fish Conservation Campaign is working to unravel the complex interactions between forage fish and the species that matter most to recreational

anglers and commercial fishermen. It is educating anglers, the public and policy makers about the importance of forage fish for the overall economy and health of the ocean ecosystem.

Of particular concern is mullet. Southeastern festivals still pay tribute to the mullet, which was one of the most widely caught fish in the South Atlantic in the early 1900s. But the population has dropped to as low as 25 percent of historic levels. Mullet are a favorite bait for fishermen targeting dozens of gamefish, and also serve an important role in the marine ecosystem as food for species such as cobia, bluefish and amberjacks.

On the West Coast, a key focus of the Pacific Forage Fish Campaign is to work with the Pacific Fishery Management Council to strengthen safeguards for already protected forage species, such as sardines, and take unprotected ones, such as sandlances and some smelts, “off the table,” said Steve Ganey, director of Pew’s Regional Fisheries Initiatives. “We want to prevent problems before they ever happen. We make the economic and ecological argument that these fish are more important in the water than in the net.”

Ganey, also based in Portland, put together the forage fish initiatives in 2008. “Our strategy had two key goals over five years,” he said. “One, we wanted to end or prevent overfishing of a number of stressed species, such as red snapper and some groupers. Second, we wanted to prevent the expansion of forage fishing until we could apply an ecosystem-based management system.”

Such a system, he said, “forces you to think more broadly. It’s not a panacea, but it very clearly forces everyone to think about the ecosystem first.”

Ganey and Shively stressed that such a far-reaching approach has several benefits. “All too often, fisheries management is a reaction to a crisis, such as when a species’ stock has fallen to dangerous levels,” Ganey said. “That can be because of a lack of management or science, or extremely poor management. We’re saying to policy makers, do your science and planning upfront, and if we’re not fishing for a species now, don’t do it until we have the science.”

In the case of forage fish, traditional management approaches might not be effective because most species have “high catchability,” said a recent report by the Lenfest Forage Fish Task Force. (The task force is part of the Lenfest Ocean Program, a Lenfest Foundation project that is directed by Pew.) Many forage fish travel closely together in huge spherical schools, called “bait balls,” and thus are easily captured by commercial fishing boats.

 For more information on forage fish, go to www.pewenvironment.org/campaigns

Small Fish, Big Role

As prey for many of the ocean’s predators, forage fish play a major role in the marine food web and are key to a healthy ecosystem.


Marine mammals

Sea lion




Forage fish

Menhaden Sometimes called “the most important fish in the sea,” menhaden are found from Maine to Florida. Striped bass and bluefish in particular feed on this oily fish.



Sardine Overfishing of this key Pacific species was depicted in John Steinbeck’s novel *Cannery Row*. Some scientists warn of new threats to today’s sardines.

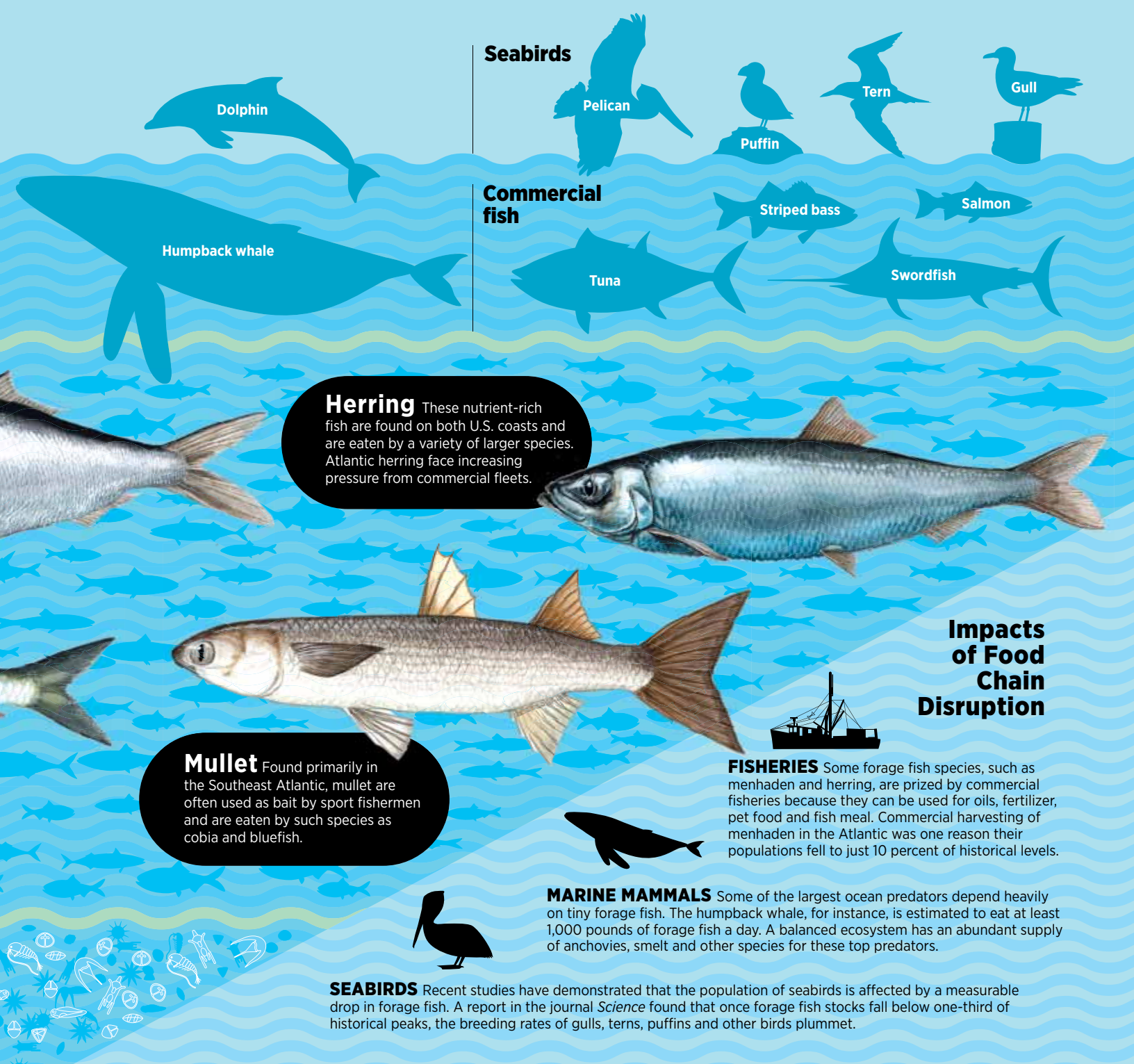


Zooplankton & Phytoplankton

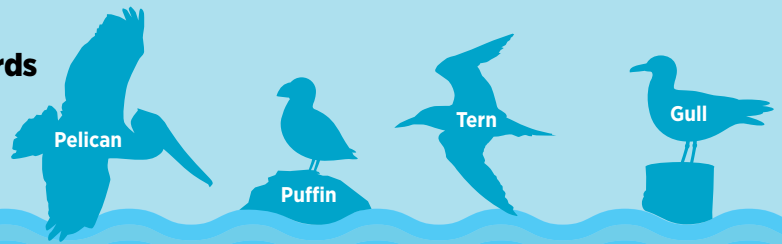
“You can’t manage forage fish the same way you would, say halibut or Atlantic cod,” Ganey said, adding that “We’ve picked forage fish as that first step in approaching an ecosystem-based management system.”

He cites earlier successful efforts in managing forage fish, such as Alaska’s limiting of pollock catches in the late 1990s and recent catch quotas for Antarctic krill, which are tiny, shrimp-like crustaceans that serve as food for larger species and also are prized as a source for nutritional supplements.

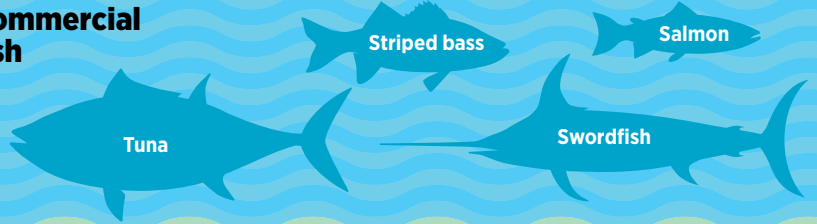
The Pew-led Antarctic Krill Conservation project coalition played a key role in the



Seabirds



Commercial fish



Herring These nutrient-rich fish are found on both U.S. coasts and are eaten by a variety of larger species. Atlantic herring face increasing pressure from commercial fleets.



Mullet Found primarily in the Southeast Atlantic, mullet are often used as bait by sport fishermen and are eaten by such species as cobia and bluefish.



Impacts of Food Chain Disruption



FISHERIES Some forage fish species, such as menhaden and herring, are prized by commercial fisheries because they can be used for oils, fertilizer, pet food and fish meal. Commercial harvesting of menhaden in the Atlantic was one reason their populations fell to just 10 percent of historical levels.



MARINE MAMMALS Some of the largest ocean predators depend heavily on tiny forage fish. The humpback whale, for instance, is estimated to eat at least 1,000 pounds of forage fish a day. A balanced ecosystem has an abundant supply of anchovies, smelt and other species for these top predators.



SEABIRDS Recent studies have demonstrated that the population of seabirds is affected by a measurable drop in forage fish. A report in the journal *Science* found that once forage fish stocks fall below one-third of historical peaks, the breeding rates of gulls, terns, puffins and other birds plummet.

establishment of the limits. (The project got a boost last fall with the release of the animated film *Happy Feet 2*. Brad Pitt and Matt Damon provided the voices for two characters—Pitt was Will the Krill and Damon was Bill the Krill—which certainly didn't hurt in raising krill's profile with the public.)

Ganey acknowledged that "selling" forage fish remains somewhat problematic. "It is a unique challenge to tell their story and explain why they are important," he said. "They're not charismatic species, and we're also advancing the issue of ecosystem-based management, which is new to many people. But hardcore anglers get it and ecotourism businesses get it.

There's still resistance from the industrial fishing fleets. But I think more and more people are receptive to what we are saying."

Shively sees a shift in attitude at the management level, too. "Almost every meeting of the Pacific Fishery Management Council has become an important arena of discussion about forage fish," he said.

And Baker, whose father was a commercial fisherman in Alaska, agrees: "The old-school mentality that the ocean is boundless and we'll never outfish it is slowly receding." ■

TIM WARREN is a contributing editor to *Trust*. His work has appeared in *Smithsonian*, *Washingtonian* and the *Washington Post*.

GRAPHIC BY DAVID HERBICK; MENHADEN, HERRING AND SARDINE BY JONATHAN HIGGINS; MULLET BY BARBARA DUPERRON

Different Views In Different Places

BY TIM WARREN

Art is expressed in many ways but often displayed in only a few—a gallery or museum, a home or office, a public park. Two recent exhibitions by former Pew Fellows in the Arts featured an unusual method with very different settings.

Zoe Strauss, a 2005 Fellow, took photographs of ordinary (and not so ordinary) street life in her native Philadelphia, to be displayed on the columns that support Interstate 95, which runs through the city. Those photos became known as *I-95*, part of a larger exhibition called *Zoe Strauss: 10 Years*, last winter at the Philadelphia Museum of Art—and on city billboards. “The highway links sweeping literary ambition and local interest, lyrical and



documentary photography, portraiture and the urban landscape,” the *New York Times* said.

Stained-glass artist Judith Schaechter also

chose an unlikely setting: Eastern State Penitentiary in Philadelphia. It once housed notorious criminals such as Al Capone but is now a historical landmark and, among other endeavors, features art exhibitions. Schaechter, a 1992 Fellow, proposed stained-glass windows for the hulking building.

The Battle of Carnival and Lent opened in April and consists of 17 windows, many with religious or mythical themes. The title refers to the largest window, a richly detailed work that is a tribute to Pieter Bruegel's famous painting, *The Fight Between Carnival and Lent*. Appropriately, it suggests a theme familiar to the former penitentiary: the struggle between good and evil. ■

The Battle of Carnival and Lent (Detail of Top Panel)

JUDITH SCHAECHTER, 2011



The Battle of Carnival and Lent

JUDITH SCHAECHTER, 2011



STRAUSS PHOTOGRAPH COURTESY OF PHILADELPHIA MUSEUM OF ART; SCHAECHTER PHOTOGRAPH AND OTHERS COURTESY OF EASTERN STATE PENITENTIARY

South Philly (Mattress Flip Front)
ZOE STRAUSS, 2003



Daddy Tattoo
ZOE STRAUSS, 2004



Sage Jumping
ZOE STRAUSS, 2008

 For more on the Pew Fellowship in the Arts, go to www.pcah.us/fellowships

High Interest In Credit Cards

An evaluation of Pew's Safe Credit Cards Project

BY LESTER BAXTER AND GLEE HOLTON

If the success of an innovation in a free market is judged by its ubiquity, then the invention of the credit card has been an enormous hit, with the U.S. Census estimating that more than 180 million Americans hold about 610 million of them.

But that popularity is not all good news. Americans carry debt totaling about \$780 billion on their cards, according to the Federal Reserve Bank. In addition, the industry has profited from a variety of pricing practices, some of which are not widely understood by users. They include unanticipated interest rate increases and the widespread application of substantial and disproportionate fees.

In 2007, the Pew Health Group launched the Credit Card Standards Project with a goal of developing standards for consumer-friendly credit cards to help increase the financial security of users. The strategy was to create a standards-based certification program that would allow families to identify consumer-friendly credit cards, stimulating a market for banks to offer them. The plan's linchpin was to enlist a core group of influential issuers and co-branders to market credit cards that met these new standards.

The project could not persuade any major issuer to adopt what came to be called the "clean card" standards. In hindsight, the project might have underestimated some powerful forces at

work in the industry. Until the standards became the industry's regular practice, any early adopters faced the prospect of foregone revenues—revenues competitors would continue to accrue. Moreover, the financial crisis of 2008 had a devastating effect, making lenders even less likely to voluntarily adopt actions that would reduce short-term revenues.

Pew recognized that the project was unlikely to make progress and that the financial crisis was creating a climate amenable to reform. It elected to make an important strategic shift and began seeking legislative and regulatory solutions to unfair practices. The new effort was called the Safe Credit Cards Project, and it sought legislative or regulatory approval for at least five of the eight safe credit card standards created to address the most problematic lending practices.

In spring 2011, the Pew Health Group agreed with Planning and Evaluation that an evaluation of the project was timely, particularly because it was scheduled to conclude in June. The evaluation sought to understand the project's role in reforming practices in the credit card industry; to ascertain how it shaped regulatory and legislative solutions that protect customers; and to identify lessons that could inform future advocacy efforts.

Fred Galloway, an associate professor in the School of Leader-

ship and Educational Sciences at the University of San Diego who specializes in public policy research and evaluation, led the effort. He was joined by Prentiss Cox, a University of Minnesota law professor who focuses on consumer finance issues and has experience with state and federal policy advocacy.


The evaluators interviewed consumer advocates, industry representatives, funders, members of the media, regulators at the Federal Reserve Board, and congressional staff members. They also analyzed documents related to the project and issue coverage by news outlets.

Government oversight of the credit card industry, which had remained largely unchanged for decades, was substantially restructured by federal regulators and legislators beginning in May 2008. The next year, Congress passed the Credit Card Accountability, Responsibility, and Disclosure Act, known as the CARD Act.

The new consumer protections embodied in the legislation and the accompanying regulations are consistent with Pew's objectives. And the evaluation's findings were unambiguous: The project played an important and, at least in one instance, decisive role in their establishment. Principals on both sides of the issue lauded the project for its quality research, ability to convey clear messages through the media to build public support for reform, and credibility of the project team.

It is important to view these achievements in a larger context. First, legislative and agency reform activities were already underway when the project was launched. Second, consumer protection groups were actively engaged in federal

reform efforts. Finally, the standards promoted by the project were

 For more about Pew's Planning and Evaluation unit, go to www.pewtrusts.org and click on "About Us."

drawn from ideas previously put forward by advocates for credit card reform. In this light, Pew's decision to shift from a market-based approach to a strategy focused on policy change recognized that prospects for meaningful change had rarely been more favorable.

Representatives from each of the groups interviewed as part of this evaluation commented on the quality of the project's research. Policy makers, consumer advocates and the media

In addition, the project's team, led by director Nick Bourke, garnered an enviable reputation for the quality of its analysis, willingness to bring trustworthy data to inform policy discussions and professional engagement with all groups involved in the reform debate. An industry veteran remarked, "Pew's approach to the issue was totally fact-based, which we really appreciated... they took the time to understand the parameters of our products and how

interviewed agreed that this coverage provided unassailable research that was used to strengthen reform efforts and inform the public about the unfair and deceptive practices of major credit card issuers.

The evaluation identified several lessons that could assist Pew's future work in this area. One is that the institution is in an excellent position to influence other policy debates, including providing timely research to inform the work of the newly created Consumer Financial Protection Bureau. Another is that Pew should consider how best to augment existing capacity in the consumer financial protection arena rather than supplant it. In policy advocacy, this could mean playing to an existing organizational strength—producing informative and high-quality research, raising public awareness of this work and injecting relevant perspectives into the policy process. Still another lesson is that exiting an area is not the only option when progress is disappointing. Pew saw that its initial market-based approach was failing and correctly changed course rather than leave the field.

The Safe Credit Cards Project made key features of effective advocacy central to its work: Find middle ground where support for solutions can be developed; invest in top-flight, credible talent in the field; use high-quality research; and maintain visibility of the issue through the media. Credit card regulation now better protects users, and the project has a strong legacy as an important contributor to passage of the CARD Act and to the Federal Reserve Board rules that followed. ■

LESTER BAXTER is the director of Planning and Evaluation at Pew.

GLEE HOLTON is a senior officer in the unit.



Pew's recommendations helped shape legislation that protects credit card users.

had never been informed by such a detailed, empirical analysis of the credit card industry's practices and their effects on consumers. A member of the media summed it up this way, "With Pew, I didn't have to worry about the quality and objectivity of the data." A former staffer at a federal regulatory agency said, "Industry doesn't share data or chooses to do so only if it suits their purposes. Consumer advocates don't have any data.... Having access to data without bias is tremendously important."

they are used." The exceptional regard for the Pew team was critical to its success.

The project's third strength—earning media coverage—was closely tied to those accomplishments: It possessed first-rate, informative research that could be presented by a highly credible team. The project's earned media was extensive. A sample of press coverage of credit card issues from 2009, the year the CARD Act was passed, showed that well over half of the pieces reviewed made reference to Pew. A range of those

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, which 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.



Idaho's Sawtooth National Forest is among the undeveloped lands whose protection was upheld by an appeals court.

THE ENVIRONMENT

Protecting Roadless Forests

The 10th U.S. Circuit Court of Appeals unanimously reversed a lower federal court decision that the 2001 Roadless Area Conservation Rule was illegal. Now this policy, which protects 58.5 million acres of undeveloped national forests, is the law of the land. Pew was not a party to the litigation, but it led the decade-long campaign to engage governors, members of Congress, and the public to save these forests from numerous court challenges.

Exposing Discrepancies In Bluefin Tuna Trade

The Global Tuna Conservation

campaign released an analysis of worldwide trade in Mediterranean bluefin tuna that showed trade in this valuable species has exceeded quotas every year since 2004, reaching 141 percent above the quota in 2010. After the analysis was released during a meeting of the International Commission for the Conservation of Atlantic Tunas, member governments committed to developing a pilot program for electronic catch documentation in time for the 2012 fishing season, a key goal of Pew's campaign.

A 'Grand' Victory For Mining Reform

The Obama administration ordered a far-reaching ban on new min-

ing claims outside Grand Canyon National Park, protecting one of America's most visited national parks, its fragile ecosystems and the Southwest's primary water source. More than a million acres of public lands surrounding the park have been withdrawn from the reach of the 1872 law that governs the mining of gold, uranium and other metals for the full 20 years allowed under the Federal Lands Policy and Management Act. The Pew Environment Group (PEG) spearheaded the push for the ban with campaigns that generated record-setting public comments, reports and analyses of the public lands impacted by mining.

Efforts in Shark Conservation Advance

The European Commission published a long-awaited proposal for closing the loopholes in the EU shark-finning ban, which is one of the world's weakest. The proposal is expected to be adopted by the European Parliament and Council of Fisheries Ministers in 2013. Before the proposal's publication, the Pew-led Shark Alliance held European Shark Week, in which 120 aquariums across the EU participated in activities and collected thousands of signatures to a petition to protect Europe's sharks.

Three Australian Rivers Gain Vital Safeguards

Australia's Queensland government protected three of the world's healthiest rivers—Cooper's Creek, Georgina and Diamantina—and their wetlands under its Wild Rivers Act. The declarations safeguard 11 million acres of wetlands from destructive activities

and ensure that the rivers will continue to run unfettered. In addition, 13 million acres of wetlands downstream of Queensland now have guaranteed inflows of clean water. PEG's Outback Australia program created a partnership of Aboriginal, conservation and rancher organizations to secure this significant win.

Making Krill Count

As Pew's krill conservation campaign draws to a close, several key policy wins were secured at a meeting of the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR), which manages fishing in the Southern Ocean. CCAMLR agreed on funding to monitor krill predators such as penguins, whales and seals (krill are key to the Antarctic food chain). It kept in place a system that helps manage krill and prevent local depletions. CCAMLR also strengthened oversight by observers on commercial vessels. These developments are a direct result



A regulatory commission agreed on several moves for improving the oversight of krill in the Antarctic.

PHOTOGRAPHS BY WILLIAM MANNING/CORBIS (ABOVE); FLIP NICKLIN/MINDEN PICTURES/CORBIS

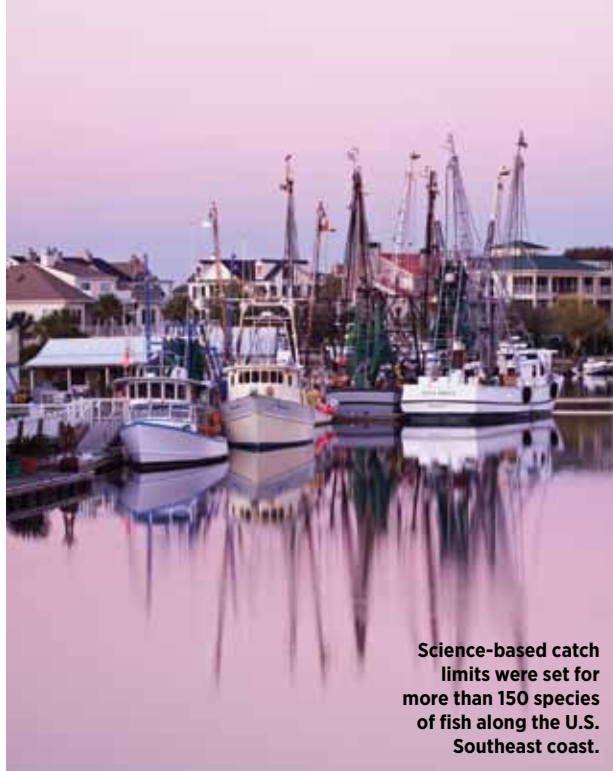
of Pew's scientific research and advocacy efforts in leading the Antarctic Krill Conservation Project coalition.

Outback Australia

PEG's Outback Australia program achieved another significant victory for marine conservation with creation of a coastal marine park in Western Australia. The Western Australia state government declared more than 1.7 million acres as the new Camden Sound Marine Park, with 20 percent to be held in the most protective category as "no-take" sanctuaries. With this designation, the world's largest nursery grounds for humpback whales in the Southern Hemisphere as well as globally important coral reefs will be protected from commercial and industrial activities.

Win for Wilderness

The Campaign for America's Wilderness (CAW) helped persuade Congress to adopt language in legislation that gives the Bureau of Land Management (BLM) clear authority under the Federal Land Policy Management Act to conduct inventories of lands with wilderness character, and to provide them interim protection until Congress decides whether to include them in the National Wilderness Preservation System. This success provides a boost to efforts by CAW and PEG's new Western Lands Initiative to secure lasting protection to BLM lands, either legislatively or administratively. CAW staff met with officials in the administration



Science-based catch limits were set for more than 150 species of fish along the U.S. Southeast coast.

and on Capitol Hill to ensure this language was included.

Major Steps Taken to Prevent Overfishing in The U.S. Southeast

Fisheries managers took dramatic steps to prevent overfishing in the Gulf of Mexico, along the U.S. Southeast coast from North Carolina to Florida, in the U.S. Virgin Islands, and in Puerto Rico. Science-based catch limits were established for more than 150 species—the first caps placed on the number of fish that can be caught annually. PEG's Southeast Fish Conservation Campaign analyzed scientific reports, attended dozens of meetings, and wrote recommendations to influence important plan details and ensure that as many species as possible were included.

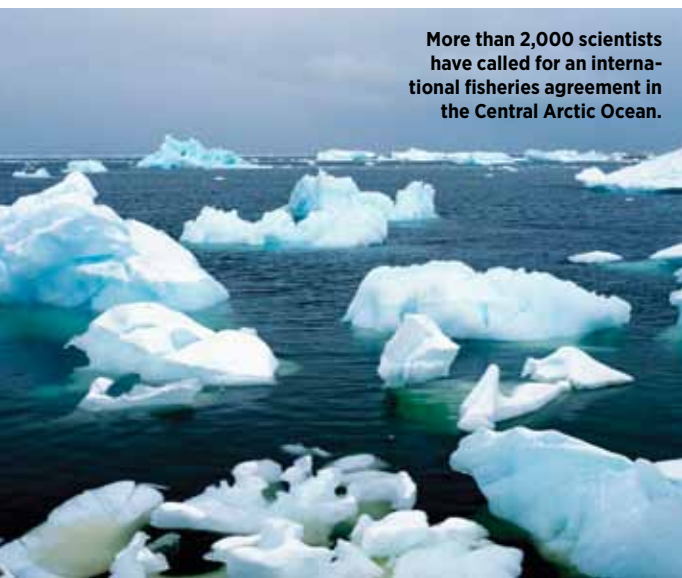
Two Large Parts of Canadian Boreal Forest Preserved

The International Boreal Conservation Campaign had two important breakthroughs. As part of a long-term effort to create a 10-million-acre UNESCO World Heritage Site in the Canadian provinces of

Manitoba and Ontario, the Blood-vein First Nation signed a land-use agreement with the government of Manitoba that permanently protects more than 500,000 acres of intact boreal forest. In northern British Columbia, the Kaska Dena First Nation struck a similar deal with the provincial government, protecting 1.5 million acres from industrial development. These designations are part of Pew's longstanding work to support and advance Aboriginal-led conservation initiatives in the boreal forest.

Scientists Seek New Protections for Arctic

The International Arctic campaign released an open letter from more than 2,000 scientists from 67 countries calling on Arctic leaders to develop an international fisheries agreement in the Central Arctic Ocean. Timed for the first day of the International Polar Year conference in Montreal, the story was advanced by a half-dozen Pew experts who attended the gathering to speak on a variety of Arctic issues.



More than 2,000 scientists have called for an international fisheries agreement in the Central Arctic Ocean.

THE ECONOMY

Bank Disclosure Forms Adopted

Chase Bank, Pentagon Federal Credit Union, TD Bank, Inland Bank (IL), University of Illinois Employees Credit Union, Eastman Credit Union (TN) and North Carolina State Employees' Credit Union voluntarily adopted Pew's model checking-account disclosure form. Following the Safe Checking in the Electronic Age Project's research finding that the median length of checking account disclosures was 111 pages, Pew created a concise summary document to help financial institutions provide account terms and conditions in a consumer-friendly format. Project staff worked with these institutions to develop summary disclosure information that clearly lays out all fees, as well as practices that can affect processing of consumer transactions.

Subsidyscope Wraps Up Ambitious Look at Government Spending

With the release of data on the last six economic sectors, Subsidyscope completed its unique compilation of government data on federal subsidies, including a searchable database that enables users to query grant or contract information. At least \$964.9 billion was spent on grants and tax expenditures in FY 2010 in agriculture; education; health; national defense; natural resources and environment; and science, space, and technology sectors.

HEALTH

Draft Regulations to Implement Sunshine Act

The federal Centers for Medicare and Medicaid Services issued draft regulations for implementing the Physician Payments Sunshine Act, which would require pharmaceutical and medical-device companies to disclose gifts and payments to doctors. This move toward implementing the law followed advocacy by the Pew Prescription Project, including White House visits with industry and a joint letter with PhRMA, Advamed and the Biotechnology Industry Organization—the major pharmaceutical and medical-device trade associations—and consumer groups, such as Consumers Union and Community Catalyst.

Pew Biomedical Scholars

- Nine former members of the Pew Scholars Program in the Biomedical Sciences were named fellows by the American Association for the Advancement of Science (AAAS). This is the largest group of Pew Scholars to receive this honor in a single year, bringing the number of Scholars who are AAAS fellows to 37. AAAS fellows are named annually in recognition of their efforts to advance science or its applications.
- Additionally, 1996 Pew Scholar Carolyn Bertozzi of the University of California at Berkeley was elected to the Institute of Medicine (IOM). She is the 11th Pew Scholar to earn this designation. Election to the IOM is one of the highest national honors in the fields of health and medicine, and is bestowed by the current member-



ship. Bertozzi's research focuses on cellular changes associated with cancer, inflammation, and bacterial infection, and on the development of diagnostic and therapeutic approaches.

- Paul Rothman, a 1992 Pew Scholar, has been appointed dean of the Johns Hopkins University School of Medicine and chief executive officer of Johns Hopkins Medicine. As an assistant professor at Columbia University in the 1990s, Rothman developed, with Pew's support, groundbreaking molecular methods for studying asthma and other inflammatory diseases, and he was the founding chief of Columbia's division of pulmonary, allergy and critical care medicine.

IN THE STATES

Children's Dental Health Campaign Successfully Promotes Fluoride

The Children's Dental Health Campaign helped secure a major win in San Jose, CA, where the board of the Santa Clara Valley Water District voted 7 to 0 to fluoridate the water it supplies to the city and several neighboring communities. More than 280,000 additional Californians will gain access to fluoridated water. Pew's team

worked closely with its California partner, the Health Trust, and other allies to build awareness of the importance of fluoridation. The campaign and its partners also worked with policy leaders in Tennessee, Oklahoma, Louisiana and West Virginia to adopt policies reimbursing pediatricians through Medicaid for applying fluoride varnish on children's teeth. Pew's efforts have helped increase the number of reimbursing states from 29 in 2008 to 44 by the end of 2011.

Slowing Prison's Revolving Door

The Public Safety Performance Project held a National Recidivism Conference in Washington, DC, at which corrections leaders from all 50 states shared effective policies and practices to slow the revolving door of prisons. The conference was co-hosted by the Council of State Governments, the Bureau of Justice Assistance, the Association of State Correctional Administrators and the Public Welfare Foundation. Pew Center on the States research manager Ryan King present-

ed data from the project's landmark report, *State of Recidivism*, and a video was presented that outlined four core strategies to reduce recidivism.

Home Visiting Funding to Be Evidence-Based in Maryland

The Home Visiting Campaign partnered with advocates in Maryland—the Maryland Family Network and the Home Visiting Alliance—to help pass the Home Visiting Accountability Act of 2012, which was signed into law by Gov. Martin O'Malley. The legislation will require a minimum of 75 percent of home visiting funding be dedicated to evidence-based approaches, set clear standards for child and family outcomes, and rigorously monitor programs for effectiveness.

Pew Testifies in South Carolina About Online Voter Registration

Election Initiatives director David Becker testified before a South Carolina House judiciary subcommittee on the benefits of online voter



State corrections leaders discussed policies and practices at a conference on recidivism co-hosted by Pew.

registration, sharing research on the impact of systems in other states that already have it in place. After his testimony, which emphasized the improved accuracy and cost savings other states have seen, the subcommittee approved a bill that would allow state voters to register online and ease the path for eligible citizens to register to vote efficiently and accurately.

PEW RESEARCH CENTER

State of the News Media

The Project for Excellence in Journalism (PEJ) released its ninth annual *State of the News Media* report, which found that while mobile technology is increasing news consumption and strengthening the appeal of traditional news brands, news organizations continued to lose ground economically. Technology companies (rather than news organizations themselves) are strengthening their grip on profits from online advertising. In 2011, five technology giants, led by Google and Facebook, accounted for 68 percent of all digital ad revenue. In a related report, based on proprietary data from newspapers and detailed interviews with news



Newspapers continue to struggle with declining advertising.



A poll found that many people who have been labeled “Hispanic” would rather be identified by their country of origin.

executives, PEJ found the industry struggling to replace losses in print ad revenue with new digital revenue.

Study of Mobile Charitable Donations

With support from the Knight Foundation, the Internet & American Life Project released a first-of-its-kind study of charitable giving, based on a survey of people who texted a donation to Haiti relief after the 2010 earthquake. (An estimated \$43 million was raised for Haiti assistance and reconstruction efforts by text messaging.) The project found that among those donors, text giving was done on the spur of the moment and without much background research on the organization to which the contribution was made. Seventy-three percent of text donors for Haitian relief contributed using their cellphones on the same day they heard about the campaign, and 76 percent said that they did so without conducting much in-depth research. More than half of the donors surveyed (56 percent) had made text-

message contributions to other relief efforts since their Haiti donation.

Hispanics and Their Views of Identity

A survey by the Pew Hispanic Center found that while federal agencies have been using the terms “Hispanic” or “Latino” since the 1970s to describe Americans whose roots are in Spanish-speaking countries, Hispanics have not fully embraced these terms. About half said they identify themselves most often by their family’s country or place of origin (Mexican, Cuban, Puerto Rican, Salvadoran or Dominican); just 24 percent said they prefer a pan-ethnic label. Among other findings, 87 percent believe that adult Hispanic immigrants need to learn English to succeed in the United States, while an even greater number (95 percent) believe it is important for future generations of Hispanics in the U.S. to be able to speak Spanish.

Religion and Migration

Christians make up nearly half—an estimated 106 million, or 49 per-

cent—of the world's 214 million international migrants. According to a study by the PRC's Forum on Religion and Public Life, *Faith on the Move*, Muslims make up the second-largest group: almost 60 million, or 27 percent. The other migrants are a mix of Hindus, Buddhists, Jews, adherents of other faiths and the religiously unaffiliated (those who identify as atheists and agnostics or say they have no particular religion). About one-quarter of Jews have left the country in which they were born and live elsewhere, the study found.

Tablets and News

The Project for Excellence in Journalism, in collaboration with the Economist Group, released a groundbreaking survey of how people consume news and information on tablet computers, such as the iPad. The study found that 18 months after the iPad was introduced, 11 percent of U.S. adults owned a tablet computer, and consuming news was a popular activity: About half (53 percent) got news on their tablet every day. But the report found the revenue potential for news on the tablet could be limited. Just 21 percent said they would spend \$5 a month if that were the only way to access their favorite source on the tablet.

PHILADELPHIA

The State of the City

Philadelphia is “a city in transition on a number of fronts,” with an increase in young adult residents despite an economy still in recovery and fears about crime, a report from the Philadelphia Research Initiative found. The 2012 update to *Philadel-*

phia: The State of the City showed unemployment dropped one percentage point, to 10.5 percent, but 42.1 percent of people over age 16 were not in the labor force, one of the highest rates of any major city. Although violent crime as a whole fell 2 percent, the homicide total increased for the second year in a row, from 306 to 324.

Cultural Revenue Fell, But Attendance Rose

The Greater Philadelphia Cultural Alliance has published *Portfolio 2011*, the third of its biannual reports on the city's cultural landscape. The report, based on 2007–2009 data gathered by the Pennsylvania Cultural Data Project from 405 organizations, is the first comprehensive analysis of the impact of the recession on the nonprofit arts and cultural sector in the area. It finds that investment losses, along with declines in corporate, foundation and government support, contributed to a 43-percent overall loss of cultural revenue. Individual giving increased by 20

percent, revenue from tickets and tuition increased 11 percent, and fees for memberships and subscriptions rose 8 percent. In contrast to declines nationally, the Philadelphia region's arts and cultural attendance grew 5 percent over three years.

Study Informs Effort To Reform Workforce Development System

The Philadelphia Research Initiative released a comprehensive report on the city's workforce development system, which spent nearly half a billion dollars in public funds over the past four years and is used by about 100,000 Philadelphians annually. The study analyzed the system's performance and compared it with similar workforce organizations in Pennsylvania and in metropolitan areas around the country. It concluded that the system suffered from a cumbersome leadership structure, low utilization by local employers, and average or below-average performance in helping people get jobs and keep them. ■



The recession brought a 43 percent loss of cultural revenue in Philadelphia, although individual giving increased.

Pew staff members frequently write opinion pieces for newspapers and other media. This article was published in 40 newspapers, including the *Miami Herald*, the *Philadelphia Inquirer*, and the *Kansas City Star*.

Trees Have Needs

BY MIKE MATZ

Seventy-five years ago, Theodor Geisel wrote the first of his 44 popular books for children under the pen name Dr. Seuss. Included among such fanciful classics as *The Cat in the Hat* and *Green Eggs and Ham* is one of my family's all-time favorites, *The Lorax*. My wife and I can hardly wait to take our children to see the new film adaptation— not only for fun but because it explains so well what I do.

One of the most recognizable quotes from *The Lorax* is: "I speak for the trees. I speak for the trees, for the trees have no tongues." And this is why the book holds special meaning, because reading about Truffula Trees, Swomee-Swans, and Humming-Fish is much easier than telling my kids I work to pass legislation that adds public lands to the National Wilderness Preservation System.

Our nation's wild places, and the animals that live within them, aren't able to speak on their own behalf. They need an advocate, like the Lorax, who promotes and tries to safeguard these vanishing, undeveloped areas. That's why all of us in the conservation movement are working to champion protection of America's remaining wilderness in the halls of Congress.

The Lorax came out in 1971, when the environmental movement

was young and growing, and helped crystallize and popularize the ideals and goals of a new generation. As an 11-year-old, I found the environmental problems of the day troubling—from oil spills off California's coast to the fire on Ohio's Cuyahoga River. Yet other accomplishments in those times, such as the Apollo 11 moon landing, galvanized a belief that our country also could find solutions. Quite literally, those events put me on my career path in conservation.

This job, however, will take far more than one generation to complete. I'm hoping that the new movie will convey to today's children that while we face serious issues of environmental degradation, they can do something about it. As the ending of *The Lorax* says, "Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

It's the mysterious Once-ler, whose factory must shutter and family all leave, who proposes how to make things better—treating the trees with care, giving them clean water and fresh air, as well as protection from axes that hack—so "the Lorax, and all of his friends, may come back."

Dr. Seuss said he didn't begin to write books with an ethical message in mind because, as he said, "kids could see a lesson coming a mile off." However, it would be difficult to mistake his caution against not only unbridled exploitation

of a natural resource, such as forests, but also rampant consumerism. When we buy too many Thneeds, knitted from the tufts of the Truffulas, and forget that the trees "are what everyone needs," our society loses a vital balance.

The notion of keeping some places habitable for Swomee-Swans and Humming-Fish comes across strongly in *The Lorax*. It's a meaningful and marvelous point. Dr. Seuss captures the attention of young and old without overt moralizing, using whimsical words and magical concepts.

Remaining mindful of the im-



MIKE MATZ directs the Pew Environment Group's Campaign for America's Wilderness.

portance of balance underlies the approach of all good conservation work. We're dependent on timber, and we know the industry is important. We try to find common ground, and have, in places where trees need to be logged to support jobs and local economies or to restore forest health and wildlife

habitat. We work in multiple areas around the country with local residents, regional officials, and others to find community-based solutions. Typically that entails safeguarding some regions, while leaving others open to development. The idea is to even the scales.

Most important, wilderness protection efforts are about leaving future generations a natural heritage in which to hunt, fish, watch birds or bears, canoe, camp—and instilling an understanding of the need to be involved in making the country a better place.

The Lorax helps. Although my son thinks the movie will be too grown-up for his sister, we still plan to take them both to underscore the tale's conservation lessons again. After all, I can read the book only so many times before they want me to pick up *The Very Hungry Caterpillar* instead. ■

Wilderness protection efforts are about leaving future generations a natural heritage and instilling an understanding of the need to be involved in making the country a better place.

The Campaign for America's Wilderness has spent a decade achieving lasting protections for the nation's last, best, wild places—including the Upper Bald River Wilderness Study Area in Tennessee's Cherokee National Forest—by seeking their addition to the National Wilderness Preservation System.



Transaction Infraction

Did you know that some banks process debit transactions in a different order from the way customers incurred the charges? The reordering can greatly increase overdraft fees. This is a real-life example of how it can work—and cost consumers more money.

But it doesn't have to be this way. In this example, the customer sued and the U.S. District Court for Northern California ruled that Wells Fargo's reordering was "unfair

and deceptive." As a result, the bank said it would post the most common transactions chronologically, or from small to large, for all its accounts.

But there is no requirement for banks to do this. Pew's Safe Checking in the Electronic Age Project is encouraging all banks to voluntarily end the practice of reordering transactions to maximize fees, and urges the federal Consumer Financial Protection Bureau to require them to post deposits and withdrawals in a fully disclosed, objective and neutral manner—such as chronological order—that does not increase overdraft fees.



Actual order in which charges occurred

	DATE	DESCRIPTION	AMOUNT	BALANCE
		<i>Starting balance</i>		\$316.90
1	10/5	Debit card purchase at Subway restaurant	-\$11.27	\$305.63
2	10/5	Debit card purchase at Autozone	-\$47.99	\$257.64
3	10/5	Debit card purchase at Autozone	-\$17.23	\$240.41
4	10/5	Debit card purchase at Autozone	-\$3.23	\$237.18
5	10/5	Return of Autozone purchase	\$17.23	\$254.41
6	10/6	Debit card purchase at IHOP restaurant	-\$26.51	\$227.90
7	10/6	Debit card purchase at Farmer Boys restaurant	-\$8.10	\$219.80
8	10/6	ATM withdrawal at a non-Wells Fargo ATM	-\$22.00	\$197.80
9	10/6	Non-Wells Fargo ATM fee	-\$2.00	\$195.80
10	10/7	Debit card purchase at Albertsons supermarket	-\$74.39	\$121.41
11	10/10	Online transfer of funds to another account	-\$80.00	\$41.41
12	10/10	Check #1103	-\$65.00	-\$23.59
		Overdraft penalty fee	-\$22.00	-\$45.59
	10/10	FINAL BALANCE		-\$45.59



How Wells Fargo reordered charges

	DATE	DESCRIPTION	AMOUNT	BALANCE
		<i>Starting balance</i>		\$316.90
5	10/5	Return of Autozone purchase	\$17.23	\$334.13
11	10/10	Online transfer of funds to another account	-\$80.00	\$254.13
8	10/6	ATM withdrawal at a non-Wells Fargo ATM	-\$22.00	\$232.13
9	10/6	Non-Wells Fargo ATM fee	-\$2.00	\$230.13
10	10/7	Debit card purchase at Albertsons supermarket	-\$74.39	\$155.74
12	10/10	Check #1103	-\$65.00	\$91.74
2	10/5	Debit card purchase at Autozone	\$47.99	\$42.75
6	10/6	Debit card purchase at IHOP restaurant	-\$26.51	\$16.24
3	10/5	Debit card purchase at Autozone	-\$17.23	-\$0.99
		Overdraft penalty fee	-\$22.00	-\$22.99
1	10/5	Debit card purchase at Subway restaurant	-\$11.27	-\$34.26
		Overdraft penalty fee	-\$22.00	-\$56.26
7	10/6	Debit card purchase at Farmer Boys restaurant	-\$8.10	-\$64.36
		Overdraft penalty fee	-\$22.00	-\$86.36
4	10/5	Debit card purchase at Autozone	-\$3.23	-\$89.59
		Overdraft penalty fee	-\$22.00	-\$111.59
	10/10	FINAL BALANCE		-\$111.59

 For more on the Safe Checking in the Electronic Age Project, go to www.pewtrusts.org/safechecking

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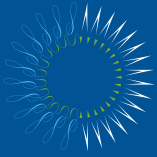
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PROJECT Feature
Focus Group Findings on Prepaid Debit Cards
The Pew Safe Checking in the Electronic Age Project conducted focus groups with consumers who purchase and use prepaid debit cards to understand the motivation behind this practice.
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Using data, science and nonpartisan research, the Pew Health Group works to reduce hidden risks to the health, safety and well-being of American consumers.

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When students return to school this fall, their lunch trays are going to look different. There will be fewer nachos and more whole wheat spaghetti. Not as many cheeseburgers—instead, turkey sandwiches on multigrain rolls. Overall, a lot more fruit, colorful vegetables and whole grains, and a lot less saturated fat and salt.

—from “Change Comes to the Cafeteria,” page 18

PHOTO BY WALTER SMITH FOR THE PEW CHARITABLE TRUSTS



The West New York, N.J., school district has been a leader in serving healthy food.