

THE LINCOLN INSTITUTE

● POLLING AND RESEARCH

The Lincoln Institute conducts a wide range of public opinion polls, surveys and focus groups including our signature *Keystone Business Climate Survey* which has been taken every six months for over 20 years. This survey of the owners and/or chief executive officers of businesses throughout the state has become a dependable bellwether of the of the state's economy.

Working in conjunction with the Pennsylvania Association of Nonprofit Organizations (PANO), the Lincoln Institute each year conducts the *Pennsylvania Charitable Organizations Survey* which tracks key trends in the state's nonprofit sector.

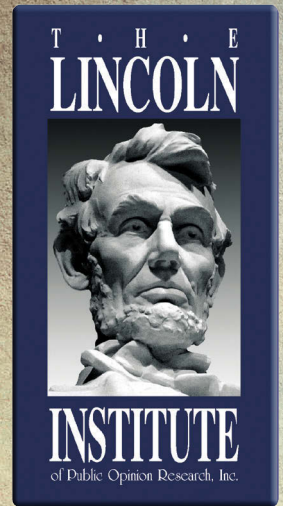
Periodically the Lincoln Institute will empanel a Public Opinion Court focus group to allow us to delve more deeply into an issue. Recent focus groups have explored new financing methods for social services, resolving the "welfare cliff," and have probed environmental issues, school choice and gambling.

The Lincoln Institute has also implemented a series of statewide polls results in reports such as *Securing the Future: Life in Balance; Leaders, Heroes & Role Models*; and *Is Life a Gamble?*

● BROADCAST SERVICES

The Lincoln Institute produces and distributes two syndicated public affairs radio programs:

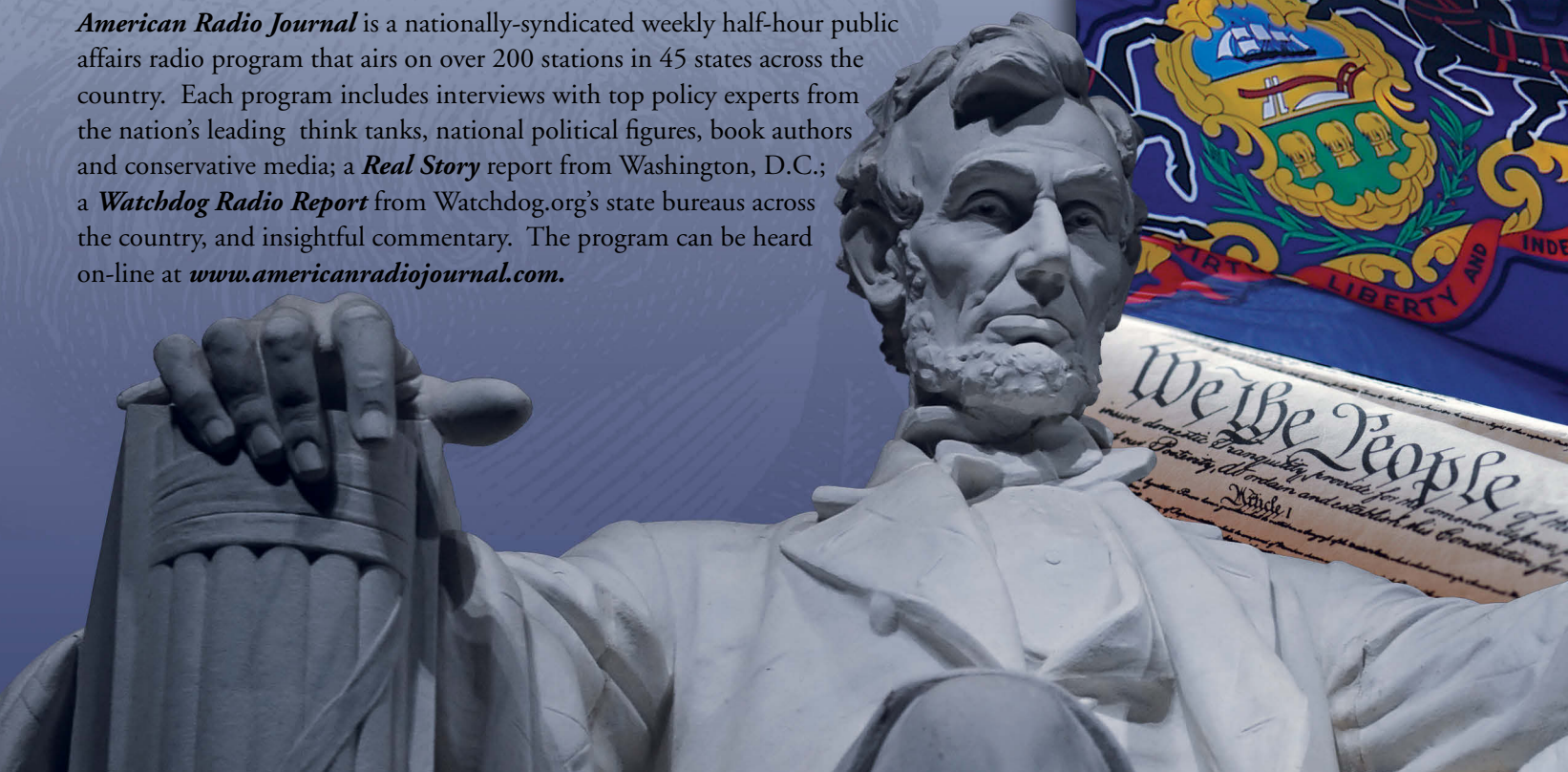
American Radio Journal is a nationally-syndicated weekly half-hour public affairs radio program that airs on over 200 stations in 45 states across the country. Each program includes interviews with top policy experts from the nation's leading think tanks, national political figures, book authors and conservative media; a *Real Story* report from Washington, D.C.; a *Watchdog Radio Report* from Watchdog.org's state bureaus across the country, and insightful commentary. The program can be heard on-line at www.americanradiojournal.com.



TAKING THE PULSE OF PENNSYLVANIA

The Lincoln Institute Mission:

Promoting the ideals of free market economics, individual liberty and limited government through the conduct of public opinion research and related educational outreach projects.



Lincoln Radio Journal is a weekly half-hour public affairs radio program focusing on state related issues. It is syndicated to over 90 radio stations and internet stations in Pennsylvania. Lincoln Radio Journal includes *Newsmaker* interviews, *Capitol Watch* roundtable discussions, a *Community Benefit Spotlight*, the *Allegheny Institute Report* and insightful commentary. The program can be heard on-line at www.lincolnradiojournal.com.

● WEB SITES

The Lincoln Institute publishes four web sites, including our flagship website www.lincolninstitute.org which features results of the latest Lincoln Institute polls, surveys and focus group sessions; audio of our radio programs; and the latest opinion pieces from our commentators. A complete archive of all Lincoln Institute research projects and opinion columns is maintained at www.lincolninstitute.org.

Conservative public policy organizations and columnists from across Pennsylvania come together at www.patownhall.com. This cooperative web site was founded and is maintained by the Lincoln Institute and presents the current work of a wide range of Pennsylvania-based groups and individual writers. Policy papers, polls and surveys, opinion columns, and news releases from over 25 member groups and contributing writers are available on the site.

Additionally, the Lincoln Institute also publishes *Lincoln Blog*, a periodic commentary on state and national issues.

The Lincoln Institute also maintains www.americanradiojournal.com and www.lincolnradiojournal.com. Each site contains complete audio of current programs and a six month archive of recently aired programs. The sites also include links to the individual features which comprise each program.

● CONFERENCES AND SEMINARS

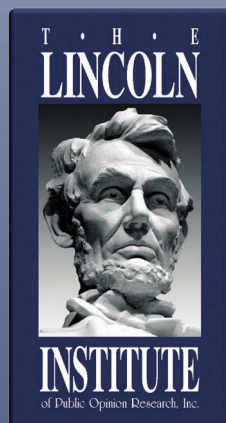
The Lincoln Institute plays a key role in organizing the annual Pennsylvania Leadership Conference (PLC). The Pennsylvania Leadership Conference is the premiere conservative event each year in the Keystone state. It is the largest and longest running state-based conservative conference in the nation.

The Pennsylvania Leadership Conference is a state-level version of the national Conservative Political Action Conference (CPAC). Each year over 800 activists gather from throughout the state to attend the PLC to hear such speakers as Charles Krauthammer, Ann Coulter, Michael Reagan, Rick Santorum, Steve Hayes, Frank Luntz, Newt Gingrich, Jonah Goldberg and many others.

Periodically the Lincoln Institute hosts a "Pollster Summit" bringing together national and state level pollsters for a seminar on public opinion trends.

● MEDIA OUTREACH

Media outreach remains a key part of the Lincoln Institute's educational mission. The Lincoln Institute syndicates to newspapers throughout the Commonwealth opinion columns. Lincoln Institute staff appears frequently on the Pennsylvania Cable Network (PCN) and on talk shows throughout the state.



Corporate Headquarters

5405 Jonestown Road, Suite # 110
Harrisburg, PA 17112
(717) 671-0776

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The Lincoln Institute is a 501c3 nonprofit, educational foundation. It neither endorses nor opposes candidates for public office or proposed legislation at any level. Donations to the Lincoln Institute are fully tax deductible as a charitable contribution. The Lincoln Institute is registered with the Pennsylvania Bureau of Charitable Organizations. Registration does not imply endorsement.

