



GENFLOP

*THE KOCHS' TRANSPARENT ATTEMPT TO PANDER TO
#MILLENNIALS*

**BRIDGE
PROJECT**

GENERATION OPPORTUNITY

Generation Opportunity is self-described as “committed to helping young people improve their lives,” when in fact they’re one of many issue-specific front groups incubated by the Koch brothers. Far from a true grassroots movement of millennials, Generation Opportunity receives 86 percent of their funding from two Koch-backed entities, Freedom Partners and TC4 Trust. The group is led by Evan Feinberg – a former congressional staffer who unsuccessfully tried to unseat Rep. Tim Murphy (R-PA) in a primary in 2012 by running to the right – who was on the Kochs’ radar for years as a “onetime instructor for a leadership institute founded by Charles Koch.”

Much of Generation Opportunity’s advocacy is focused on lower-profile campaigns that would appeal to young people, such as supporting food trucks and ride-sharing apps like Uber. However, these smaller campaigns are designed to build an audience of millennials to whom the Koch agenda can be pitched; this agenda is aimed at boosting the Kochs’ bottom line, often at the expense of these same young people. Besides reaching millennials via social media, Generation Opportunity has also spent millions from their Koch-raised coffers on ads and grassroots lobbying efforts such as hosting events on college campuses.

Generation Opportunity made a splash by scaring young people away from Obamacare and encouraging them to “opt out” of coverage using a bizarre set of ads featuring a demented-looking Uncle Sam. They irresponsibly argued that no health care coverage is “better for you” than Obamacare. If their ulterior motive wasn’t immediately obvious, Feinberg spelled it out, stating, “If young people do opt out en mass [*sic*], it will put the law in a bind, for sure...If it means they have to repeal it because it doesn’t work and that ends up crippling the law, well fine.” They were literally willing to risk students’ health in order to advance the right wing goal of repealing Obamacare.

Generation Opportunity also advocates eliminating government subsidized student loans and federal aid. Feinberg stated that “the only way to truly solve” college affordability problems was to “get the government out of the student loan business altogether.” Further, Generation Opportunity lobbied against plans to allow more than 25 million people to refinance their student loans to take advantage of lower rates. Feinberg said that he wasn’t aware of many young people advocating for lower student loan rates and the loan rates are “a small portion of the monthly cost for ordinary Americans.” In fact, he questioned whether we should even be encouraging young people to get a college degree because “the reality is that it’s possible to get a good job without a college degree.”

Net neutrality is another issue where Generation Opportunity is out-of-step with the constituency they claim to serve. Pushing what are essentially the industry’s talking points, they warn that these regulations would “change the internet as we know it, with devastating consequences for our generation.” However, the majority of young people aren’t fooled; a University of Delaware poll from last November found that 81 percent of respondents between 18-29 years were opposed to allowing “internet service providers to charge some websites or streaming video services extra for faster speeds.”

After building a healthy social media following by creating innocuous pages for Facebook users to “like,” such as “Being American” and “Gas Prices Are Too Damn High,” the group claimed to speak on behalf of these millions of Facebook followers. Despite their deceptive tactics, millennials seem to see Generation Opportunity for who they really are: not a grassroots movement of like-minded libertarian young people, but a thinly veiled attempt by two billionaire brothers to pander to young people and persuade them to buy into the Kochs’ self-interested agenda.

Generation Opportunity (Also Known As GenOpp) Branded Itself As A Nonprofit “Committed To Helping Young People Improve Their Lives,” But Was Founded As A Koch-Controlled Front Group

GenOpp Branded Itself As A “Nonprofit Organization Committed To Helping Young People Improve Their Lives.” According to the mission statement on Generation Opportunity’s website, “Generation Opportunity is a nonprofit organization committed to helping young people improve their lives.” [GenerationOpportunity.org, Accessed [4/23/15](#)]

GenOpp: “We’re A Dedicated Group Of Young Americans Convinced That People Our Age Are Uniquely Positioned To Solve Our Country’s Problems.” According to the mission statement on Generation Opportunity’s website, “We’re a dedicated group of young Americans convinced that people our age are uniquely positioned to solve our country’s problems. With a spirit for creative disruption and innovation, our generation has incredible potential. We’re committed to turning that potential into action and impact.” [GenerationOpportunity.org, Accessed [4/23/15](#)]

GENOPP IS OWNED AND CONTROLLED BY THE KOCH NETWORK

The Atlantic: Generation Opportunity Is “Part Of The Billionaire Koch Brothers-Funded Empire Of Independent Groups Seeking To Influence Public Policy In A More Free-Market Direction.” According to The Atlantic, “Both Generation Opportunity and Americans for Prosperity are part of the billionaire Koch brothers-funded empire of independent groups seeking to influence public policy in a more free-market direction.” [The Atlantic, [9/19/13](#)]

Generation Opportunity Raised “Almost 86 Percent Of Its Funds From Just Two Koch-Linked Nonprofits.” According to the Center for Responsive Politics, “In the three years for which tax information is available, Generation Opportunity has raised almost 86 percent of its funds from just two Koch-linked nonprofits.” [OpenSecrets.org, [5/13/14](#)]

The New York Times: Generation Opportunity “Receives Substantial Backing From Freedom Partners And Appears Ready To Expand.” According to The New York Times: “But conservatives are finding that with relatively small advertising buys, they can make a splash. Generation Opportunity, the youth-oriented outfit behind the ‘Creepy Uncle Sam’ ads, is spending \$750,000 on that effort, aimed at dissuading young people — a cohort critical to the success of the health care overhaul — from signing up for insurance under the new law. The group receives substantial backing from Freedom Partners and appears ready to expand. Recently, Generation Opportunity moved into spacious new offices in Arlington, Va., where exposed ductwork, Ikea chairs and a Ping-Pong table give off the feel of a Silicon Valley start-up.” [New York Times, [10/6/13](#)]

Generation Opportunity Was Funded and Controlled By Koch-Controlled Freedom Partners Network. According to KPBS, “Generation Opportunity, called GenOpp, is a “non-profit millennial advocacy organization,” “driven by our passion for freedom and the well-being of our generation.” A campaign late last year urged young people to opt-out of the Affordable Care Act. The campaign featured TV ads, Snapchat messages and tailgate parties featuring ‘Creepy Uncle Sam.’ The organization is lead by former Senate senior aide Evan Feinberg.” [KPBS/INewsSource, [6/16/14](#)]

Freedom Partners Network Meetings “Drum Up Hundreds Of Millions Of Dollars For Conservative Political Candidates And Set Policy For The Kochs’ Network Of Political Organizations, Which All Share The Same Goal — Moving The Country To The Right.” According to KPBS, “Arriving, 3:39 p.m. This was the first text between two reporters and an editor during what would become a 24-hour attempt to learn about the semi-annual political summit hosted by the sixth-richest men in the world: David and Charles Koch. The retreats drum up hundreds of millions of dollars for conservative political candidates and set policy for the Kochs’ network of political organizations, which all share the same goal — moving the country to the right. Most of the cash is funneled through ‘dark money’ groups that are not legally required to disclose their donors.” [KPBS/INewsSource, [6/16/14](#)]

Feinberg Was A “Onetime Instructor For A Leadership Institute Founded By Charles Koch.” According to The New York Times, “The group receives substantial backing from Freedom Partners and appears ready to expand. Recently, Generation Opportunity moved into spacious new offices in Arlington, Va., where exposed ductwork, Ikea chairs and a Ping-Pong table give off the feel of a Silicon Valley start-up. Its executive director, Evan Feinberg, a 29-year-old former Capitol Hill aide and onetime instructor for a leadership institute founded by Charles Koch, said there would be more Uncle Sam ads,

coupled with college campus visits, this fall. Two other groups, FreedomWorks, with its 'Burn Your Obamacare Card' protests, and Young Americans for Liberty, are also running campus events." [New York Times, 10/6/13]

“More Than Half” Of GenOpp’s Two-Year Budget Came From Koch-Allied Freedom Partners Chamber Of Commerce. According to the Center for Responsive Politics, “Freedom Partners Chamber of Commerce provided more than half the two-year budget of a conservative nonprofit geared toward youth that has been running controversial anti-Obamacare ads, according to tax documents obtained by OpenSecrets.org. In the three years for which tax information is available, Generation Opportunity has raised almost 86 percent of its funds from just two Koch-linked nonprofits.” [OpenSecrets.org, [5/13/14](#)]

Generation Opportunity Received \$5.04 Million From Freedom Partners In 2013. According to the Center for Responsive Politics, “Generation Opportunity — via its wholly owned limited liability company, TRGN LLC — received \$5.04 million from Freedom Partners. Both groups are linked to Charles and David Koch, the billionaire brothers who help bankroll a network of politically active organizations that don’t reveal their donors.” [OpenSecrets.org, [5/13/14](#)]

GenOpp “Received About \$4 Million Over The Past Several Years From TC4 Trust, Another Group In The Koch Network.” According to the Center for Responsive Politics, “The group also received about \$4 million over the past several years from TC4 Trust, another group in the Koch network that gave out millions to other conservative 501(c)(4) organizations, some of which ran ads for or against federal candidates. TC4 Trust also funded the Kochs’ voter database initiative, Themis Trust, before going out of business in 2013.” [OpenSecrets.org, [5/13/14](#)]

GenOpp’s Solutions for Cost of Higher Education: End Federal Support for Student Loans, End Federal Aid for Colleges, Higher Student Loan Rates, Oppose Free Tuition for Community College Students

GENERATION OPPORTUNITY BLAMED RISING COST OF COLLEGE AND PROBLEM OF STUDENT LOAN DEBT ON FEDERAL SUPPORT FOR COLLEGE TUITION, STUDENT LOAN PROGRAMS

Generation Opportunity Blamed Rising Cost of College and Problem of Student Loan Debt On Government Involvement. According to Generation Opportunity: “College costs are up. Opportunities for college graduates are down. The result? Student loan debt is sucking the life out of young professionals. The overall cost of higher education has gone up by more than 500 percent since 1985, leaving the average borrower with \$29,400 worth of debt. Overall, young Americans have \$1.2 trillion in student loan debt – more than our entire country’s credit card debts. Is it because government isn’t spending enough? No. Federal government funding (Pell Grants) for higher education has increased from just under \$5 billion in 1990 to over \$32 billion in 2010. The government unintentionally exacerbated the problem it initially sought to curtail. Once again, when government gets involved, our generation tends to suffer the most.” [Generation Opportunity, Accessed [4/2/15](#)]

Generation Opportunity Proposed Eliminating Department of Education’s Ability to Determine Accreditation Standards for Online Colleges As Fix for Higher Education System. According to the Generation Opportunity website, “As the gulf between the established education system and the current workforce grows, it is clear our generation deserves a new approach to college education. Over the past decade, forward thinking educators have begun utilizing new methods of learning, such as online programs and apprenticeships, which could revolutionize higher education at a fraction of the cost. Online programs allow students to take classes more conveniently from virtually anywhere, while apprenticeships allow students to get the “real world” experience that employers are looking for. Unfortunately, the U.S. Department of Education, which has the sole power to determine college accreditation standards, stifles these innovative approaches to education by favoring traditional and outdated methods. This means state and local governments cannot connect colleges with local employers to create customized courses that actually equip students with the skills needed to find employment.” [Generation Opportunity, Accessed [4/2/15](#)]

GENOPP ARGUED AGAINST LOWERING STUDENT LOAN INTEREST RATES

GenOpp President Evan Feinberg Said That The “Only Way To Truly Solve” College Affordability Problems Was To “Get The Government Out Of The Student Loan Business Altogether.” According to Evan Feinberg in a Generation Opportunity Video, “It certainly doesn’t do anything to get the government out of the student loan business altogether, which is the only way to truly solve any of these problems.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

Feinberg: “Having The Government Try To Function As A Big Bank Is A Terrible Idea. They Suck At Being A Bank, And They Suck At Offering Student Loans To The Average American.” According to Evan Feinberg in a Generation Opportunity Video, “Taxpayers are losing, students are losing, the American people are losing. Having the government try to function as a big bank is a terrible idea. They suck at being a bank, and they suck at offering student loans to the average American.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

Feinberg Said That Politicians Were Attempting To Use Student Loans To Pay For Obamacare. According to Evan Feinberg in a Generation Opportunity Video, “A lot of young people are hearing this, that the federal government is actually profiting off student loans. And it was actually used as a justification for Obamacare, a pay-for for Obamacare, when the government took over the entire student loan industry to pay for that new government healthcare program. But it’s actually a misnomer – the CBO came out with a new study [...] that rather than profit \$185 billion over ten years like the federal government said it was going to under Obamacare, it’s actually losing \$95 billion over ten years. It’s actually costing us \$10 billion a year to run the student loan program. So the question is: what are politicians saying it’s going to pay for? Obamacare and all kinds of other government programs. What is it actually paying for? It’s paying for nothing. Taxpayers are losing, students are losing, the American people are losing. Having the government try to function as a big bank is a terrible idea. They suck at being a bank, and they suck at offering student loans to the average American.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

- **The Washington Post’s Fact Checker Gave Sen. Lamar Alexander’s Claim That “Students Are Being Overcharged To Pay For The Affordable Care Act” Four Pinocchios.** According to the Washington Post Fact Checker, “We delved last week into the arcane accounting rules concerning federal student loans –in which tens of billions of dollars in ‘profits’ can be turned into deficits depending on the method you use. Now let’s look at another claim regarding these loans—that students are being overcharged to pay for the Affordable Care Act, aka Obamacare. [...]Four Pinocchios.” [Washington Post’s Fact Checker, [7/16/13](#)]
- **Washington Post Fact Checker: “The Education Provisions In Effect Were One Bill; The Health Care Provisions Were Another Bill... Some Of The Health Care Costs Show Up Next To Education Savings Simply Because Of A Technical Quirk... Not Because The Education Monies Have Anything To Do With Health Care.”** According to the Washington Post’s Fact Checker, “In other words, the entire frame of Alexander’s argument is bogus. The education provisions in effect were one bill; the health care provisions were another bill, designed to tweek [*sic*] the health care law for final passage. Some of the health care costs show up next to education savings simply because of a technical quirk--committee jurisdictional issues--not because the education monies have anything to do with health care. Given that Alexander is ranking member of the HELP Committee, he should know better.” [Washington Post’s Fact Checker, [7/16/13](#)]

Feinberg Opposed Sen. Elizabeth Warren’s Proposal For Lowering Student Interest Rates, Saying That It Was Giving Out “More Free Money.” According to Evan Feinberg in a Generation Opportunity Video, “When Elizabeth Warren wants to promise you interest-free loans or just .75 percent, that might sound really good. But when you give out more free money and make it easier to borrow, then people can borrow more. And then the price of education goes up even more. Think about it like this: if you gave every American \$100 to buy an iPhone, what would happen tomorrow to the price of iPhones? They would go up, probably by about \$100. It’s a self-defeating policy. [...] So if we lowered interest rates to .75 percent, not only would the federal government lose even more money than it does now especially if the federal interest rate goes up. But the cost of a college education is going to go up even more. So that’s a very, very concerning policy. Honestly, I haven’t even heard that many young people out there advocating for it.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

- **Warren’s Bank On Students Emergency Loan Refinancing Act Would Have Allowed “More Than 25 Million People To Refinance Their Student Loans To Today’s Lower Interest Rates Of Less Than 4 Percent.”** According to The Hill, “The Bank on Students Emergency Loan Refinancing Act, would allow more than 25 million people to refinance their student loans to today’s lower interest rates of less than 4 percent. [Sen. Elizabeth] Warren

paid for the bill with the 'Buffet Rule' — a minimum 30 percent income tax payment from people who earn between \$1 million and \$2 million.” [The Hill, [9/16/15](#)]

GenOpp President: Lowering Student Loan Rates “Will Only Drive Up The Price Of Our Education.”

Feinberg: “There’s Plenty Of Evidence That Lowering Student Loan Interest Rates Will Only Drive Up The Price Of Our Education.” According to an op-ed by Generation Opportunity President Evan Feinberg in The Hill, “In fact, there’s plenty of evidence that lowering student loan interest rates will only drive up the price of our education. College costs have gone up by 500 percent since 1985. The government’s financial aid seems to be going straight into the coffers of colleges and universities.” [The Hill, [7/17/14](#)]

GenOpp President Claimed “I Haven’t Even Heard That Many Young People Out There Advocating” For Lower Student Loan Interest Rates.”

Feinberg: “Honestly, I Haven’t Even Heard That Many Young People Out There Advocating” For Lower Student Loan Interest Rates. According to Evan Feinberg in a Generation Opportunity Video, “When Elizabeth Warren wants to promise you interest-free loans or just .75 percent, that might sound really good. But when you give out more free money and make it easier to borrow, then people can borrow more. And then the price of education goes up even more. Think about it like this: if you gave every American \$100 to buy an iPhone, what would happen tomorrow to the price of iPhones? They would go up, probably by about \$100. It’s a self-defeating policy. [...] So if we lowered interest rates to .75 percent, not only would the federal government lose even more money than it does now especially if the federal interest rate goes up. But the cost of a college education is going to go up even more. So that’s a very, very concerning policy. Honestly, I haven’t even heard that many young people out there advocating for it.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

GenOpp President: “Student Loan Interest Rates Are A Small Portion Of The Monthly Cost For Ordinary Americans,” Said “The Student Loan Interest Rate Debate Is Actually Just Rearranging The Deck Chairs On The Titanic.”

Feinberg: “Student Loan Interest Rates Are A Small Portion Of The Monthly Cost For Ordinary Americans... A Doubling Of The Interest Rate Is Only A Difference Of Six Or Seven Dollars Per Month For The Average Student.” According to Evan Feinberg in a Generation Opportunity Video, “What’s really important to understand there is that the student loan interest rate debate is actually just rearranging the deck chairs on the Titanic. Student loan interest rates are a small portion of the monthly cost for ordinary Americans. The student loan interest rate right now is 3.4 percent; it’s set to double to 6.8 percent. Actually it did double on July 1st. But a doubling of the interest rate is only a difference of six or seven dollars per month for the average student. The real problem, the real crisis, here, is that the average tuition right now in 2012 is \$23,000 dollars a year.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

Feinberg: “The Student Loan Interest Rate Debate Is Actually Just Rearranging The Deck Chairs On The Titanic.” According to Evan Feinberg in a Generation Opportunity Video, “What’s really important to understand there is that the student loan interest rate debate is actually just rearranging the deck chairs on the Titanic. Student loan interest rates are a small portion of the monthly cost for ordinary Americans. The student loan interest rate right now is 3.4 percent; it’s set to double to 6.8 percent. Actually it did double on July 1st. But a doubling of the interest rate is only a difference of six or seven dollars per month for the average student. The real problem, the real crisis, here, is that the average tuition right now in 2012 is \$23,000 dollars a year.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

February 2014: Generation Opportunity Attacked Proposals For Lower Student Loan Rates

Generation Opportunity Official Said “If Congress Were To Allow Student Loan Rates To Rise To Market Levels, Prospective Students Would Be Discouraged From Taking Out More Loan Debt Than They Could Repay And Would Be Forced To Attend Schools That Are Within Their Budgets. Schools Would Eventually Have To Adjust Their Costs To A Reality Of Less Guaranteed Federal Student Loan Funding.” According to an opinion by GenOpp Outreach Director Patrice Lee on the GenOpp website, “If Congress were to allow student loan rates to rise to market levels, prospective students would be discouraged from taking out more loan debt than they could repay and would be forced to attend schools that are within their budgets. Schools would eventually have to adjust their costs to a reality of less guaranteed federal student loan funding. Promoting policies that hinder economic growth (like Obamacare) also do nothing to generate jobs that allow us to repay our debt and move up in our careers. Government is playing a nefarious role that may be well-

intentioned but has rippling impacts over the lives of young Americans. Politicians pretend to care about our young generation, but enabling behavior that incentivizes bad choices gives us a sweet pill with bitter long-term effects.” [Patrice Lee – GenerationOpportunity.org/articles [2/18/14](#)]

ATTACKED PROPOSAL TO CAP MONTHLY STUDENT LOAN PAYMENTS AT 10% OF INCOME AS A “PANDER,” “BAILOUT”

June 2014: GenOpp Attacked Proposal to Cap Monthly Student Loan Payments At 10% of Income As a “Pander,” “Bailout”

June 9, 2014: President Obama Announced Changes To Student Loan Programs That Capped Monthly Payments At 10% Of Income, Among Other Changes. According to the White House, “Capping Student Loan Payments at 10 Percent of Income: Today, the President will direct the Secretary of Education to ensure that student loans remain affordable for all who borrowed federal direct loans as students by allowing them cap their payments at 10 percent of their monthly incomes. The Department will begin the process to amend its regulations this fall with a goal of making the new plan available to borrowers by December 2015.” [White House, [6/9/14](#)]

VIDEO: Headline – “GenOpp’s Stephens: Student Loan Plan Part of Obama ‘War on Youth’” [Generation Opportunity, [6/11/14](#)]

GenOpp Press Release Headline: “The Great Student Loan Pander: Generation Opportunity Responds To The White House’s Latest Desperate Attempt To Win Back Young People.” [Press Release – Generation Opportunity, [6/9/14](#)]

GenOpp: “Facing... Pressure From The Left And Right To Offer A Solution To Skyrocketing Tuition Costs, President Obama Instead Announced A Plan That Only Panders To” Young People. According to a press release from Generation Opportunity, “Generation Opportunity responds to the White House’s latest desperate attempt to win back young people. Washington, DC – (6/9/14) – Facing sluggish approval ratings and pressure from the left and right to offer a solution to skyrocketing tuition costs, President Obama instead announced a plan that only panders to a demographic whose support for him has dropped to historic lows.” [Press Release – Generation Opportunity, [6/9/14](#)]

GenOpp President Evan Feinberg: “Today’s Announcement, And Similar Efforts Being Debated This Week In The Senate, Are Nothing More Than Desperate Attempts To Stem The Bleeding Before” The 2014 Midterms. According to a press release from Generation Opportunity, “Evan Feinberg, President of Generation Opportunity, issued the following statement: [...] ‘Today’s announcement, and similar efforts being debated this week in the Senate, are nothing more than desperate attempts to stem the bleeding before the midterm elections. It’s shameful that Senator Reid and President Obama would put political pandering before real solutions.’” [Press Release – Generation Opportunity, [6/9/14](#)]

Feinberg: “A Bailout Of Student Debt Holders Merely Shifts The Costs To Future Students And Young Taxpayers.” According to a press release from Generation Opportunity, “Evan Feinberg, President of Generation Opportunity, issued the following statement: [...] ‘A bailout of student debt holders merely shifts the costs to future students and young taxpayers, without recognizing that government meddling in higher ed and student loans is the real problem.’” [Press Release – Generation Opportunity, [6/9/14](#)]

Feinberg: “A Bailout Of Student Debt Holders” Doesn’t Recognize “That Government Meddling In Higher Ed And Student Loans Is The Real Problem.” According to a press release from Generation Opportunity, “Evan Feinberg, President of Generation Opportunity, issued the following statement: [...] ‘A bailout of student debt holders merely shifts the costs to future students and young taxpayers, without recognizing that government meddling in higher ed and student loans is the real problem.’” [Press Release – Generation Opportunity, [6/9/14](#)]

GenOpp Supported Sen. Mike Lee And Rep. Ron Desantis’ Higher Education Reform And Opportunity Act. According to a press release from Generation Opportunity, “Generation Opportunity supports meaningful proposals that deal with the root cause of higher tuition costs, like Sen. Mike Lee and Rep. Ron DeSantis’ Higher Education Reform and Opportunity (HERO) Act.” [Press Release – Generation Opportunity, [6/9/14](#)]

GENOPP WANTED TO ELIMINATE FEDERAL AID FOR COLLEGE STUDENTS

GenOpp: The Subsidies That The Federal Government Offers To Many Colleges And Universities “Destroy Any Incentives For These Institutions To Actually Lower Costs Since They Can Just Offer Students More Money.”

According to a web post from Generation Opportunity, “In an attempt to make college accessible to more people, the federal government has gotten heavily involved in education. The subsidies that they offer to many colleges and universities destroy any incentives for these institutions to actually lower costs since they can just offer students more money.” [Post via GenerationOpportunity.org, [4/21/15](#)]

GenOpp: “Federal Aid Is A Big Part Of The Reason Tuition Is Going Up So Fast.” According to a web post from Generation Opportunity, “First, college tuition has skyrocketed in the past few decades; the Atlantic notes that it has gone up by 1,120 percent since 1978. That makes students dependent on extensive family savings, scholarships, and federal aid to go to college. Unfortunately, federal aid is a big part of the reason tuition is going up so fast.” [Post via GenerationOpportunity.org, [4/21/15](#)]

GenOpp: Federal Aid Causes “Educational Inflation, And It Means That Students Still Can’t Afford College In Many Cases, Taxpayers End Up Shouldering A Lot Of The Expense, And Tuition Just Keeps On Rising.”

According to a web post from Generation Opportunity, “In an attempt to make college accessible to more people, the federal government has gotten heavily involved in education. The subsidies that they offer to many colleges and universities destroy any incentives for these institutions to actually lower costs since they can just offer students more money. It’s educational inflation, and it means that students still can’t afford college in many cases, taxpayers end up shouldering a lot of the expense, and tuition just keeps on rising.” [Post via GenerationOpportunity.org, [4/21/15](#)]

GenOpp: “Students Who Don’t Get Federal Aid Will Either Not Go To College, Graduate With Massive Loans, Or Do Manual Labor All Night Long... To Compensate For Bad Education Policy.”

According to a web post from Generation Opportunity, “The expense of a college education is a problem, and it’s a problem that can only be solved by getting the government out of education—something that would reduce bureaucracy and force colleges and universities to lower costs. Until then, students who don’t get federal aid will either not go to college, graduate with massive loans, or do manual labor all night long and experience extreme sleep deprivation to compensate for bad education policy.” [Post via GenerationOpportunity.org, [4/21/15](#)]

GENOPP ATTACKED PRESIDENT OBAMA’S PLAN TO OFFER 2 FREE YEARS OF TUITION FOR COMMUNITY COLLEGE TO RESPONSIBLE STUDENTS

January 9, 2015: President Obama Proposed “Making Community College Tuition-Free For ‘Responsible Students.’”

According to The Washington Post, “President Obama on Friday will propose making community college tuition-free for ‘responsible students,’ launching what officials described as an ambitious plan for the federal and state governments to widen access to higher education. Under a program dubbed America’s College Promise, administration officials said, an estimated 9 million students a year nationwide could benefit. The average tuition savings for a full-time student at a public two-year college was estimated to be \$3,800 a year.” [Washington Post, [1/8/15](#)]

GenOpp Press Release: The “K-14 Proposal” Was A “Double-Down On The Government-Centric, One-Size-Fits-All Model That Has Failed Us In The First Place.”

According to a press release from Generation Opportunity, “President Obama has announced a proposal to offer two years of tuition-free community college. The goal, according to White House officials, is ‘to make two years of college the norm — the way high school is the norm.’ While it’s encouraging to see the administration recognize that our country’s higher education system is broken, their solution is only to double-down on the government-centric, one-size-fits-all model that has failed us in the first place.” [Press Release – Generation Opportunity, [1/9/15](#)]

Feinberg: “Government Control Of Our Colleges And Universities Has Only Made These Institutions Expensive And Unimaginative.”

According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: ‘Younger Americans deserve a higher education system that generates meaningful opportunity for our generation. Unfortunately, government control of our colleges and universities has only made these institutions expensive and unimaginative.’” [Press Release – Generation Opportunity, [1/9/15](#)]

Feinberg: “President Obama’s Answer To A Broken Higher Education System Is To Fold It Into An Equally Broken Secondary Education System.” According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: [...] ‘President Obama’s answer to a broken higher education system is to fold it into an equally broken secondary education system.’” [Press Release – Generation Opportunity, [1/9/15](#)]

Feinberg: “There’s No Reason To Think That A Government-Run K-14 Education Will Do Much More To Prepare Us For The Jobs Of The Future Than A Government-Run K-12 Education.” According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: [...] There’s no reason to think that a government-run K-14 education will do much more to prepare us for the jobs of the future than a government-run K-12 education.” [Press Release – Generation Opportunity, [1/9/15](#)]

Feinberg: “We Need Structural Reforms That Allow Innovative Education Alternatives To Thrive.” According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: [...] ‘Our generation demands innovation and entrepreneurship in other sectors of the economy and higher education should be no different. We need structural reforms that allow innovative education alternatives to thrive.’” [Press Release – Generation Opportunity, [1/9/15](#)]

Feinberg: “It’s Time To Unleash Entrepreneurship And Innovation In Higher Education Through Less Government And More Competition And Choice.” According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: [...] ‘Government financing and control of our colleges and universities have left us with \$1.2 trillion in student loan debt. It’s time to unleash entrepreneurship and innovation in higher education through less government and more competition and choice.’” [Press Release – Generation Opportunity, [1/9/15](#)]

GENOPP SUPPORTED IDEA THAT YOUNG ADULTS DO NOT NEED TO GO TO COLLEGE TO GET A “GOOD JOB”

GenOpp: “The Reality Is That It’s Possible To Get A Good Job Without A College Degree.” According to a web post from Generation Opportunity, “The reality is that it’s possible to get a good job without a college degree...as long as you know how to take advantage of the opportunities at hand.” [Post via GenerationOpportunity.org, [3/17/15](#)]

GenOpp: “While College Is Necessary For Some... Many Young Americans Pursue Education, Only Find Themselves Dealing With Tens Of Thousands Of Dollars In Student Debt And Without Any Job Prospects.” According to a web post from Generation Opportunity, “It sometimes seems that it is assumed that you need to go to college to get a good job. But while college is necessary for some to follow their dreams, many young Americans pursue education, only find themselves dealing with tens of thousands of dollars in student debt and without any job prospects on the horizon.” [Post via GenerationOpportunity.org, [3/17/15](#)]

Feinberg: “If We Weren’t Massively, Through Government Intrusion, Pushing Everyone Toward College, Fewer People Would Be Going To College.” According to Evan Feinberg in a Generation Opportunity Video, “Right now we do have more people going to college than necessarily would if we didn’t subsidize it. If we weren’t massively, through government intrusion, pushing everyone toward college, fewer people would be going to college. I think that’s important for a number of reasons [...] When everybody goes to college and everybody gets that basic bachelor’s degree, we actually get degree inflation, and that degree means less for everyone.” [Evan Feinberg – Generation Opportunity, [7/11/13](#)]

GenOpp: “For Many Promising Professionals, An Expensive, Traditional Four-Year Degree Isn’t The Best Option.” According to a web post from Generation Opportunity, “For many promising professionals, an expensive, traditional four-year degree isn’t the best option.” [Post via GenerationOpportunity.org, [3/17/15](#)]

CHARLES G. KOCH PROFESSOR AT TROY UNIVERSITY ARGUED AGAINST STUDENT LOAN FORGIVENESS

Daniel Sutter Was The Charles G. Koch Professor Of Economics With The Manuel H. Johnson Center For Political Economy At Troy University. According to the Troy Messenger, “Daniel Sutter is the Charles G. Koch Professor of Economics with the Manuel H. Johnson Center for Political Economy at Troy University and host of EConversations on

TrojanVision. Respond to him at dsutter@troy.edu and like the Johnson Center on Facebook.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter Questioned The Statistics Surrounding Average Student Loan Debt In The United States And Noted That “Graduates Of Public Universities” Had “A More Reasonable Level Of Debt.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Much of the momentum behind forgiveness comes from a perception of graduates overwhelmed with debt. According to media reports, 2012 college graduates had an average of \$29,400 in loans, a sobering statistic for 2015’s high school grads. This figure, however, is inflated by a small proportion of very large debts and applies only to students who graduate with loans. Almost 30% of grads took out no student loans, so the average across all grads was \$20,900. Graduates of public universities averaged \$16,700, or just over \$4,000 per year, a more reasonable level of debt.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter Said That Loan Forgiveness “Will Not Boost The Economy” Because “Cancellation Would Prevent Lenders From Spending The Loan Payments.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Student loan forgiveness is promoted as an economic stimulus. Recent college graduates have been unable to spend much on cars, homes, and other items due to hefty monthly loan payments. Loan delinquency can hurt the ability to borrow for these big ticket items later on. And even bankruptcy normally will not discharge student loan debt. Forgiving these loans will not boost the economy. Cancellation would prevent lenders from spending the loan payments and not increase spending overall.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter Argued Against The US Treasury Assuming And Then Forgiving The Loans Because It “Merely Burdens Our Economy With Greater National Debt.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “The U.S. Treasury can assume the loans to make the lenders whole, but this merely burdens our economy with greater national debt.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “Prosperity Results From Voluntary Exchange And Value Creation, Not Spending, So Arbitrarily Canceling Debts Produces Long Term Economic Harm.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Prosperity results from voluntary exchange and value creation, not spending, so arbitrarily canceling debts produces long term economic harm.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “Students May View The Loans As Free Money.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Forgiveness proponents also offer an ethical argument, claiming that students were tricked or forced into taking out loans. While students may view the loans as free money, they must acknowledge each semester that their loans have to be repaid.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “The Unfairness Of Student Loan Repudiation Outweighs Whatever Credence We Might Give To Students Being Pressured Into Borrowing.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “The unfairness of student loan repudiation outweighs whatever credence we might give to students being pressured into borrowing. Consider three high school classmates, one of whom incurs \$40,000 in college loans, a second who earns a degree without taking out loans, and a third who did not attend college. Is it really just or fair to make the latter two share the cost of their classmate’s excessive student loan debt?” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “Forgiveness Would Likely Wipe Out The Student Loan Program. Future Students Would Not Restrain Their Borrowing If They Expected Their Debts To Be Canceled.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Forgiveness would likely wipe out the student loan program. Future students would not restrain their borrowing if they expected their debts to be canceled, and the supply of loans would likely evaporate. This would disadvantage the hundreds of thousands of Americans who borrow responsibly to finance their education.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “I Suspect That Student Loan Forgiveness Would Be Packaged With A Free College For All Initiative... ‘Free’ College Would Likely Be Extremely Costly And Erode The Quality Of American Higher Education.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “I suspect that student loan forgiveness would be packaged with a free college for all initiative. President Obama earlier this year endorsed the principle of free community college. ‘Free’ college would likely be extremely costly and erode the quality of American higher education, although a discussion of these points would require another column.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “Students Will Make Responsible Decisions About College Only If They Bear The Cost.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Access to education, including higher education, is an enormous element of America’s opportunity society. Not everyone will be able to pay for college when they attend, and loans provide students access while eventually ensuring that they pay. Students will make responsible decisions about college only if they bear the cost. Forgiving college loans would teach students a terrible lesson about economics and responsibility.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

Sutter: “Forgiving College Loans Would Teach Students A Terrible Lesson About Economics And Responsibility.” According to an opinion by Charles G. Koch Professor of Economics Daniel Sutter in the Troy Messenger, “Access to education, including higher education, is an enormous element of America’s opportunity society. Not everyone will be able to pay for college when they attend, and loans provide students access while eventually ensuring that they pay. Students will make responsible decisions about college only if they bear the cost. Forgiving college loans would teach students a terrible lesson about economics and responsibility.” [Daniel Sutter – Troy Messenger, [5/6/15](#)]

GenOpp Tried To Get Young People To “Opt-Out” Of Obamacare With Pizza And Beer Pong, Attacking It As “Creepy Pyramid Scheme” Even Though Uninsured Young Adults Have Benefitted The Most From Law

UNINSURED YOUNG ADULTS HAVE BENEFITED THE MOST UNDER THE AFFORDABLE CARE ACT

New York Times’ The Upshot: Young Adults Showed “The Largest Reductions In Being Uninsured Of Any Age Group” Under Obamacare. According to The New York Times’ The Upshot, “Critics of the Affordable Care Act have often warned that the program would be unfair to the young because it limits the ability of insurance companies to charge higher rates to older customers, who tend to be sicker. But young adults show the largest reductions in being uninsured of any age group.” [The Upshot via NYTimes.com, [10/29/14](#)]

White House: 4.5 Million Additional Young Adults Have Been Able To Get Health Coverage Through Their Parents’ Plans Due To The Affordable Care Act. According to The White House Blog, “Young adults historically faced unique challenges in obtaining health insurance coverage. In 2009, nearly one-third of young adults ages 19-25 lacked health insurance, more than twice the rate for Americans overall. But the nation has since made dramatic progress in expanding coverage among young adults, thanks to the Affordable Care Act’s provision allowing young adults to remain on a parent’s plan through age 26 and its broader expansion of coverage through the Health Insurance Marketplaces and Medicaid. From the time the first of these provisions took effect in 2010 through the second quarter of 2014, the uninsured rate among young adults dropped by more than 40 percent, corresponding to 4.5 million additional insured young adults.” [White House Blog via WhiteHouse.gov, [1/29/15](#)]

GENOPP PRESIDENT EVAN FEINBERG CALLED OBAMACARE A “CREEPY PYRAMID SCHEME”

GenOpp President Evan Feinberg: Obamacare Supporters Attempted “To Brainwash My Generation Into Signing Up For An Expensive, Unfair, And, Quite Frankly, Creepy Pyramid Scheme.” According to the Huffington Post, “Evan Feinberg, president of Generation Opportunity, responded to the ads in a statement. ‘The feigned outrage on the left shows that they’re genuinely terrified that young people will hear our message,’ Feinberg said. ‘Obamacare supporters are using millions of taxpayer dollars in an attempt to brainwash my generation into signing up for an expensive, unfair, and, quite frankly, creepy pyramid scheme.’” [Huffington Post, [9/24/15](#)]

GENOPP TRIED TO CONVINC YOUNG ADULTS THAT NO HEALTH CARE IS “BETTER FOR YOU” THAN OBAMACARE

GenOpp Launched A Campaign “Aimed At Convincing Young People To ‘Opt-Out’ Of The Obamacare Exchanges.” According to Yahoo News, “Generation Opportunity, a Virginia-based group that is part of a coalition of right-leaning organizations with financial ties to billionaire businessmen and political activists Charles and David Koch, will launch a

six-figure campaign aimed at convincing young people to ‘opt-out’ of the Obamacare exchanges.” [News.Yahoo.com, [9/19/13](#)]

Koch Brothers Gave Generation Opportunity “\$5 Million To Roll Out Its Anti-Obamacare Campaign.” According to the Huffington Post, “In addition to giving Generation Opportunity \$5 million to roll out its anti-Obamacare campaign, the Koch brothers have funded a number of conservative advocacy groups that have pushed states to adopt mandatory ultrasound laws.” [Huffington Post, [9/24/15](#)]

GenOpp President Evan Feinberg: “What We’re Trying To Communicate Is, ‘No, You’re Actually Not Required To Buy Health Insurance’... You Might Have To Pay A Fine, But That’s Going To Be Cheaper For You And Better For You.” According to Yahoo News, ““What we’re trying to communicate is, “No, you’re actually not required to buy health insurance,”” Generation Opportunity President Evan Feinberg told Yahoo News in an interview about the campaign. ‘You might have to pay a fine, but that’s going to be cheaper for you and better for you.’” [News.Yahoo.com, [9/19/13](#)]

Feinberg: “If Young People Do Opt Out En Mass, It Will Put The Law In A Bind, For Sure... If It Means They Have To Repeal It Because It Doesn’t Work And That Ends Up Crippling The Law, Well Fine.” According to Yahoo News, ““If young people do opt out en mass, it will put the law in a bind, for sure,’ said Feinberg, who insists the main goal is not to get rid of the law. ‘If it means they have to repeal it because it doesn’t work and that ends up crippling the law, well fine. Then they have to make some changes or repeal the law to make it work.’” [News.Yahoo.com, [9/19/13](#)]

GenOpp Wanted Students To Pledge That They Would Not Get Insurance Plans Set Up By The Health Care Law. According to Yahoo News, “Generation Opportunity intends to host events at college football tailgate parties festivals, where ‘brand ambassadors’ (read: hot young people) will pass out beer koozies that read ‘opt out,’ pizza and literature about the health care law. Some events may have impromptu dance parties with DJ’s, complete with games of cornhole and competitions for prizes, organizers said. Their message: You don’t have to sign up for Obamacare. And they want students to sign a pledge [sic] not get insurance plans set up by the law.” [News.Yahoo.com, [9/19/13](#)]

GENOPP USED PIZZA AND BEER PONG TO TRY TO PERSUADE YOUNG PEOPLE TO NOT USE OBAMACARE

GenOpp Launched A Tour In 2013 That Was Expected To Stop At 20 College Campuses And Host Events With “Beer Koozies That Read ‘Opt Out,’ Pizza And Literature About The Health Care Law.” According to Yahoo News, “Later this month, the group will begin a tour of 20 college campuses, where they plan to set up shop alongside pro-Obamacare activists such as Enroll America that are working to sign people up for the insurance exchanges. Generation Opportunity intends to host events at college football tailgate parties festivals, where ‘brand ambassadors’ (read: hot young people) will pass out beer koozies that read ‘opt out,’ pizza and literature about the health care law. Some events may have impromptu dance parties with DJ’s, complete with games of cornhole and competitions for prizes, organizers said.” [News.Yahoo.com, [9/19/13](#)]

GenOpp “Set Up Beer Pong Tables And Ordered 75 Pizzas” At A University Of Miami-Virginia Tech Tailgate Party To Push Its Anti-Obamacare Message. According to the Huffington Post, “Now, the anti-Obamacare crusade has made its way to college football stadiums. A crew of Generation Opportunity ‘brand ambassadors’ -- whom communications director David Pasch described as ‘models with bull horns’ -- arrived at a University of Miami-Virginia Tech tailgate party this past Saturday with ‘a fleet of Hummers, F-150s and Suburbans.’ They set up beer pong tables and ordered 75 pizzas for a crowd of 250 tailgaters.” [Huffington Post, [11/12/13](#)]



[Huffington Post, [11/12/13](#)]

GENOPP TRIED “TO SCARE” YOUNG PEOPLE AWAY FROM OBAMACARE

GenOpp Launched An Online Video Series “Featuring An Uncle Sam Character That Look[ed] More Like A Terrifying Circus Clown Than The Guy Who Wants You To Join The Army.” According to Yahoo News, “The group’s college tour will coincide with the release of an online video series featuring an Uncle Sam character that looks more like a terrifying circus clown than the guy who wants you to join the Army. In the first Generation Opportunity video, a young woman who has just signed up for an insurance exchange under Obamacare is shown visiting an OB/GYN. A nurse guides her into a hospital room, where she changes into a flimsy gown and inserts her legs into a set of stirrups. The nurse leaves right before Creepy Uncle Sam emerges to examine her. ‘Don’t let government play doctor,’ flashes the text on the screen as the woman screams over the sound of haunting circus-like music. The ad closes with a shot of Creepy Uncle Sam staring straight into the camera clinching a speculum.” [News.Yahoo.com, [9/19/13](#)]

GenOpp Held A Carnival That “Terrified Young Children And Millennials On The National Mall With A Hospital Of Horrors And Knife-Throwers” In An “Effort To Scare Them Away From Obamacare.” According to The Huffington Post, “A conservative advocacy group terrified young children and millennials on the National Mall with a hospital of horrors and knife-throwers Wednesday evening, an effort to scare them away from Obamacare. Under a tent in the sweltering heat, the event featured games, junk food, a haunted hospital and a playlist that blared slightly dated songs such as Ke\$ha’s ‘Die Young.’ The catch was that all of the games were intentionally rigged against young people -- a metaphor for how Obamacare, some say, will disproportionately push costs onto younger generations. The carnival was organized by Generation Opportunity, an advocacy organization that targets young conservatives and libertarians and is funded by the Koch brothers.” [Huffington Post, [7/25/14](#)]

GenOpp President Evan Feinberg: “[Millennials] Were The Most Supportive Demographic Of Obamacare Of Any, And Now They’re Ranked Down There In The Low 40s.” According to DailyTarHeel.com, “[GenOpp President Evan] Feinberg said that overall, millennials seem to be a generation disillusioned with current policies and political decisions. ‘We blame the President’s policies for all of the government spending that certainly hasn’t helped us and the bills being left to us,’ he said. ‘[Millennials] were the most supportive demographic of Obamacare of any, and now they’re ranked down there in the low 40s.’” [DailyTarHeel.com, [11/18/14](#)]

GENOPP’S YOUNG EMPLOYEES WERE PROVIDED HEALTH INSURANCE

GenOpp Communications Director: The Young Men And Women Hired By Generation Opportunity Were Provided Health Insurance. According to The Nation, “Notably, the young men and women hired by Generation Opportunity are provided health insurance, says organization’s communications director David Pasch, who spoke to TheNation.com over the phone.” [The Nation, [9/19/13](#)]

GenOpp Attacked Net Neutrality Rules Even Though Young Adults “Strongly Oppose” Allowing Internet Fast Lanes

GenOpp: Net Neutrality Regulations Would “Change The Internet As We Know It, With Devastating Consequences For Our Generation.” According to a press release from Generation Opportunity, “Today, the Federal Communications Commission will vote to regulate Internet Service Providers as public utilities under Title II of the Communications Act of 1934. These regulations would change the Internet as we know it, with devastating consequences for our generation. Prices, providers, access, content, and privacy will all be at the discretionary hand of the FCC, as the government agency will be able to decide what is ‘just and reasonable’ for everything associated with the Internet.” [Generation Opportunity Press Release, [2/26/15](#)]

GenOpp “Successfully Drove Over Three Thousand Young People To The FCC’s Facebook Page To Post Messages Opposing Similar Regulations, Calling The Tactic A ‘Facebook Bomb’” In 2014. According to a press release from Generation Opportunity, “Last year, Generation Opportunity successfully drove over three thousand young people to the FCC’s Facebook page to post messages opposing similar regulations, calling the tactic a ‘Facebook bomb.’” [Generation Opportunity Press Release, [2/26/15](#)]

GenOpp President Evan Feinberg: Net Neutrality “Will Hurt Internet Start-Ups, Restrict Internet Access For Low-Income Communities, And Place New Constraints On Opportunities For Our Generation.” According to a press release from Generation Opportunity, “Generation Opportunity President Evan Feinberg issued the following statement: ‘Regulating the Internet as a public utility is a terrible mistake. The FCC’s actions will hurt Internet start-ups, restrict Internet access for low-income communities, and place new constraints on opportunities for our generation to make the world a better place. The Internet is full of possibilities we haven’t even imagined yet. Leave it to politicians and bureaucrats to believe they are smart enough to control something as dynamic and ever-changing as the Internet.’” [Generation Opportunity Press Release, [2/26/15](#)]

GenOpp Headline: “Thanks To The FCC, Your Broadband Service Could Get Way More Expensive.” [Post via GenerationOppportunity.org, [4/13/15](#)]

GenOpp: “The FCC Has Given Itself The Power To Impose Financial Burdens That Would Hit Both Consumers And Internet Providers Hard.” According to a post on Generation Opportunity’s website, “The FCC has given itself the power to impose financial burdens that would hit both consumers and Internet providers hard. And that’s not likely to help the Internet grow at the rate it has in the past.” [Post via GenerationOppportunity.org, [4/13/15](#)]

GenOpp: “Now That The FCC Has Put Broadband Internet Services Under The Same Category As A Phone Service, Broadband Users Will Be Subject To [Universal Service Fund] Fees, As Well As Additional State Fees.” According to a post on Generation Opportunity’s website, “Currently, when you pay your phone bill, you’re also paying an extra fee to fund a federal program, called the Universal Service Fund (USF). That’s a program that uses the fund collected from user fees to provide phone services to parts of the country that might not otherwise get them. However, fees from traditional communications, like long-distance calls, are no longer adequate to fuel the fund alone, as users have begun to turn to new ways of communicating, like Skype. That has led the FCC to consider using fees on broadband services to supplement the income for the fund. Now that the FCC has put broadband Internet services under the same category as a phone service, broadband users will be subject to those fees, as well as additional state fees.” [Post via GenerationOppportunity.org, [4/13/15](#)]

GenOpp: FCC Chairman Tom Wheeler “Made It Clear That The UCF Fund Could Grow Substantially In The Future, Causing Those Fees To Rise Subtly But Significantly.” According to a post on Generation Opportunity’s website, “FCC Chairman Tom Wheeler has assured consumers the new fees on broadband services would distribute existing fees more evenly between phone and Internet users. But he made it clear that the UCF fund could grow substantially in the future, causing those fees to rise subtly but significantly.” [Post via GenerationOppportunity.org, [4/13/15](#)]

GenOpp: “The [UCF] Fund Has Grown By 47 Percent In 2004—And That’s Without The Ability To Impose The Fee On Broadband Users.” According to a post on Generation Opportunity’s website, “The [UCF] fund has grown by 47 percent in 2004—and that’s without the ability to impose the fee on broadband users.” [Post via GenerationOppportunity.org, [4/13/15](#)]

GenOpp: The FCCs Reclassification Of Broadband “Opens Up... Government To Heavily Tax A Service—Making It Less Affordable—And Then Using The Money From The Fees To Subsidize The Service.” According to a post on Generation Opportunity’s website, “While it’s good to want to ensure broadband and telecommunications access to everyone, as the UCF fund tries to do, expanding the FCC’s ability to raise fees for consumers is not the way to do it. In the end, this

opens up one more opportunity for the government to heavily tax a service—making it less affordable—and then using the money from the fees to subsidize the service.” [Post via GenerationOpportunity.org, [4/13/15](#)]

YOUNG ADULTS “STRONGLY OPPOSE” INTERNET FAST LANES, WHICH ARE BANNED UNDER “NET NEUTRALITY” REGULATIONS

Net Neutrality Regulations Were “Intended To Ensure That No Content Is Blocked And That The Internet Is Not Divided Into Pay-To-Play Fast Lanes.” According to The New York Times, “The Federal Communications Commission voted on Thursday to regulate broadband Internet service as a public utility, a milestone in regulating high-speed Internet service into American homes. Tom Wheeler, the commission chairman, said the F.C.C. was using ‘all the tools in our toolbox to protect innovators and consumers’ and preserve the Internet’s role as a ‘core of free expression and democratic principles.’ The new rules, approved 3 to 2 along party lines, are intended to ensure that no content is blocked and that the Internet is not divided into pay-to-play fast lanes for Internet and media companies that can afford it and slow lanes for everyone else. Those prohibitions are hallmarks of the net neutrality concept.” [New York Times, [2/27/15](#)]

YouGov Poll: 77% Of Respondents Between 18-29 Years Of Age Agree That, “All Data On The Internet Should Be Treated Equally And Broadband Internet Service Providers Should Not Be Allowed To Restrict The Speed Of Certain Types Of Internet Content.” According to a poll conducted by YouGov, 77% of respondents between 18-29 years of age agree with the statement that, ‘All data on the internet should be treated equally and broadband internet service providers should not be allowed to restrict the speed of certain types of internet content.’ Twenty-three percent of respondents between 18-29 years of age agreed with the statement that ‘Broadband internet service providers should be allowed to prioritize data traffic speed in order to minimize network congestion at peak usage times.’ [YouGov Poll via Cdn.YouGov.com, [November 2014](#)]

University Of Delaware Poll: 50% Of Respondents Between 18-24 Years Of Age “Strongly Oppose” Allowing “Internet Service Providers To Charge Some Websites Or Streaming Video Services Extra For Faster Speeds.” According to a poll conducted by the University of Delaware’s Center for Political Communication, 50% of respondents between 18-24 years of age ‘strongly oppose’ allowing ‘Internet service providers to charge some websites or streaming video services extra for faster speeds.’ Thirty-one percent of respondents between 18-24 years of age ‘oppose’ it, while 15% ‘favor’ it and 5% ‘strongly favor’ it. According to the poll, ‘Results are based on telephone interviews with a representative sample of 900 adult U.S. residents. Telephone interviews were conducted via landline (n=450) and cell phone (n=450, including 243 without a landline phone). The survey was conducted under supervision of the Center for Political Communication by Princeton Survey Research Associates International, and the interviews were administered in English by Princeton Data Source. The data were collected from October 21-26, 2014. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.2 percentage points.’ [University of Delaware Center for Political Communication Poll via UDel.edu, [11/10/14](#)]

GenOpp’s Social Media Following Was Built Through “Misleading Campaign”

Generation Opportunity Built Its Social Media Following Through A “Misleading Campaign.” According to ThinkProgress, “Generation Opportunity, a secretive Koch-funded anti-government group aimed at ‘Millennials who love freedom,’ built a massive social media following through a misleading campaign to get users to ‘like’ abstract concepts like ‘being American.’” [ThinkProgress.org, [8/23/13](#)]

- **GenOpp Created Facebook Pages For Non-Controversial Topics Like “Being American” And “The Constitution” To Generate “Likes.”** According to ThinkProgress, “In 2010 and 2011, Generation Opportunity created Facebook pages for ‘Being American’ ‘The Constitution,’ and ‘Gas Prices Are Too Damn High’ — and quickly enlisted hundreds of thousands of users who ‘liked’ the generally non-controversial concepts. Only after building up a large fan-based for these pages did the group update the pages to push out to their fans a series of anti-Barack Obama, anti-Obamacare, anti-government messages.” [ThinkProgress.org, [8/23/13](#)]
- **Only A “Fraction” Of GenOpp’s Facebook Fans Joined “With Any Concept Of Who Generation Opportunity Was.”** According to ThinkProgress, “Only after building up a large fan-based for these pages did the group update the pages to push out to their fans a series of anti-Barack Obama, anti-Obamacare, anti-government messages. Then, the group boasted of the millions of fans it had plugged into its social media operation — a fraction

of whom had likely joined with any concept of who Generation Opportunity was or what it represents.”
[ThinkProgress.org, [8/23/13](#)]

GenOpp Created A Campaign In Support Of Food Trucks That Was “Clearly Aimed At Capturing More Social Media Followers.” According to ThinkProgress, “[GenOpp’s] latest campaign centers around a ‘petition’ to no one in particular, in support of food trucks [...] The petition site is clearly aimed at capturing more social media followers — the button to sign the petition without authorizing sharing their Facebook ‘public profile, friend list, email address, News Feed, relationships, birthday, current city, likes and your friends’ birthdays, current cities and likes’ with Generation Opportunity through it’s Free the Future app has a frown emoticon next to it.” [ThinkProgress.org, [8/23/13](#)]

GenOpp Leadership

PRESIDENT EVAN FEINBERG WORKED FOR EXTREME GOP SENATORS RAND PAUL AND TOM COBURN AND RAN AS A TEA PARTY CANDIDATE FOR HOUSE SEAT

Evan Feinberg Is The President Of Generation Opportunity. According to Generation Opportunity’s website, “Evan Feinberg is the President of Generation Opportunity, an organization advocating for economic opportunity for 18-34 year olds through less government and more freedom.” [GenerationOpportunity.com, Accessed [4/20/15](#)]

Feinberg Was A “Onetime Instructor For A Leadership Institute Founded By Charles Koch.” According to The New York Times, “The group receives substantial backing from Freedom Partners and appears ready to expand. Recently, Generation Opportunity moved into spacious new offices in Arlington, Va., where exposed ductwork, Ikea chairs and a Ping-Pong table give off the feel of a Silicon Valley start-up. Its executive director, Evan Feinberg, a 29-year-old former Capitol Hill aide and onetime instructor for a leadership institute founded by Charles Koch, said there would be more Uncle Sam ads, coupled with college campus visits, this fall. Two other groups, FreedomWorks, with its ‘Burn Your Obamacare Card’ protests, and Young Americans for Liberty, are also running campus events.” [New York Times, [10/6/13](#)]

Feinberg Served As Sen. Tom Coburn’s Legislative Assistant For Health Policy For Three Years And “Helped Lead The Charge Against Obamacare.” According to Evan Feinberg’s biography on his 2012 Congressional campaign website, “Evan then moved on to Capitol Hill to serve as Senator Tom Coburn’s (R-OK) Legislative Assistant for Health Policy. During his three years working for Dr. Coburn, Evan helped lead the charge against Obamacare. In this role, Evan promoted substantive alternatives to a government takeover of healthcare.” [EvanFeinberg.com, Accessed [4/20/15](#)]

Feinberg Served As Sen. Rand Paul’s “Top Policy Aide” On Healthcare, Education, Labor And Entitlement Reform. According to Evan Feinberg’s biography on his 2012 Congressional campaign website, “After the 2010 change election, Evan was offered a position with Senator Rand Paul (R-KY) to serve as his top policy aide on healthcare, education, labor and entitlement reform. Senator Paul depended on Evan to implement his policy goals in those four areas. While working in this capacity, Evan crafted several proposals to fundamentally reform our nation’s unsustainable entitlement programs.” [EvanFeinberg.com, Accessed [4/20/15](#)]

Feinberg Was A Research Assistant In The Domestic Policy Studies Department At The Heritage Foundation. According to a post on The Heritage Foundation’s website, “Evan Feinberg is a Research Assistant in the Domestic Policy Studies Department at The Heritage Foundation.” [Heritage.org, [9/4/07](#)]

- **While At Heritage, Feinberg Acted As A “One-Stop-Shop’ For The School Choice Movement – Managing A School Choice Website, Coordinating Events, And Publishing Research On The Success Of School Choice Policies.”** According to Evan Feinberg’s biography on his 2012 Congressional campaign website, “Evan’s main role at the Heritage Foundation was acting as a ‘one-stop-shop’ for the school choice movement – managing a school choice website, coordinating events, and publishing research on the success of school choice policies.” [EvanFeinberg.com, Accessed [4/20/15](#)]

Feinberg Served On The Board Of Advisers For The Coalition To Reduce Spending. According to the Coalition to Reduce Spending's website, Evan Feinberg sat on its Board of Advisors. [ReduceSpending.org, Accessed [4/20/15](#)]

FEINBERG RAN AGAINST GOP REP. TIM MURPHY OF PITTSBURGH IN 2012 AS TEA PARTY CANDIDATE AND LOST BY “63 PERCENT OF THE VOTE”

Feinberg Ran Against GOP Rep. Tim Murphy Of Pittsburgh In 2012 As A Tea Party Republican. According to Salon, “[Evan] Feinberg, a former Rand Paul staffer who ran against GOP Rep. Tim Murphy of Pittsburgh in 2012 as a Tea Party Republican (and lost), insists GenOpp is nonpartisan, in order to retain its tax status. But there he was, preening for the Koch network, at a retreat mostly devoted to taking back the Senate, with only GOP office-holders in attendance.” [Salon.com, [9/2/14](#)]

Feinberg Lost The Primary To Murphy, Who Won By “More Than 63 Percent Of The Vote.” According to the Beaver County Times, “U.S. Rep. Tim Murphy has squashed a fellow Upper St. Clair Township resident, winning more than 63 percent of the vote, to claim the Republican nomination to return to the 18th Congressional District. In unofficial results Tuesday, Murphy earned 32,485 votes to 18,813 votes for Evan Feinberg, 28, a former congressional aide and researcher for the conservative Heritage Foundation in Washington, D.C., who was making his first run for public office.” [Beaver County Times, 4/25/12]

FreedomWorks Made A \$26,000 Radio Ad Buy To Support Feinberg During The 2012 GOP Primary. According to Politics PA, “Evan Feinberg received some help this week from FreedomWorks, a conservative PAC that launched a new radio ad in southwestern Pa. to boost his primary challenge to Rep. Tim Murphy. The spot highlights Feinberg's conservative credentials. ‘We need to show DC what we are made of...Evan Feinberg will fight for more energy. Energy that can be produced right here in Pennsylvania. Feinberg will fight to repeal Obamacare and return healthcare decisions to you,’ a narrator says. The ad goes on to talk about how Feinberg is a fiscal conservative and will work to ‘slash the federal deficit’. The ad buy was \$26,000 on KDKA 1020 AM and WPGE 104.7 FM, where it will achieve relatively good saturation.” [PoliticsPA.com, [4/18/12](#)]

Feinberg Was Accused Of Wanting To Shut Down The 911th Airlift Wing And A V.A. Hospital By Incumbent Challenger Rep. Tim Murphy's Campaign. According to PoliticsPA.com, “Rep. Tim Murphy and his campaign are confident of a win on Tuesday, but that doesn't mean they're giving challenger Evan Feinberg a free pass. In mailers and radio ads, they accuse Feinberg's stridently conservative views of jeopardizing local interests. The charges include: Feinberg wants to shut down the 911th Airlift Wing and a V.A. hospital.” [PoliticsPA.com, [4/23/12](#)]

Feinberg Wanted To Eliminate The EPA, Education, Housing And Urban Development, Commerce, And Energy Departments, While Slashing Other Programs' Budgets

Feinberg's Plan Would “Slash Spending” By “Entirely Eliminating Unnecessary Or Unconstitutional Agencies (Department Of Education, Housing And Urban Development, Commerce, And Energy).” According to Evan Feinberg's campaign plan *Turning the Lights Back On*, “Slash Spending. This budget reduces discretionary spending by entirely eliminating unnecessary or unconstitutional agencies (Department of Education, Housing and Urban Development, Commerce, and Energy); pursuing meaningful reductions in defense spending without making America less safe; eliminating duplicative programs; and cutting wasteful and other unnecessary spending.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

As A Congressional Candidate, Feinberg Wanted To Eliminate The Federal Department Of Education, Including “Student Aid, Postsecondary Education” And 76 Other Programs

Feinberg: “We Should Abolish The Federal Department Of Education Immediately.” According to Evan Feinberg's campaign plan *Turning the Lights Back On*, “Department of Education (-\$107 billion). Reagan once called the Department of Education, “Jimmy Carter's bureaucratic boondoggle,” and set out to eliminate it. He did this for good reason: since 1965, the federal government has invested well over \$2 trillion in federal education dollars, ramped up significantly with the advent of the Department of Education under President Carter and again under the No Child Left Behind legislation under President Bush. Student achievement, however, has remained stagnant despite all of this spending. We should abolish the federal Department of Education immediately and restore power to the States – each of which has its own Department of Education.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

- **Feinberg’s Plan Would Have Eliminated “Student Aid, Postsecondary Education” As Well As “Vocational And Adult Education” And 76 Other Programs.** According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Programs to be Eliminated (78): Elementary and Secondary Education Programs (68 total); Special Education and Rehabilitation; Student Aid, Postsecondary Education; Vocational and Adult Education; Innovation and Improvement; English Language Acquisition; Education Sciences; Safe and Drug-Free Schools; Departmental Management.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg Wanted To Eliminate Title X Family Planning Funding That Crucial to Funding Contraception Access; Falsely Labeled Week-After Contraception Methods As Abortion

Feinberg Proposed Eliminating \$10 Billion From The Department Of Health And Human Services, Including Title X Family Planning Funding. According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Health and Human Services (-\$10 billion). The Department of Health and Human Services represents fully one quarter of all federal outlays. While most of these outlays are on the mandatory side, there are plenty of savings that we find within the conglomerate of HHS agencies. Examples include the consolidation of public health agencies (collapsing the Substance Abuse and Mental Health Services Administration into the Centers for Disease Control and Prevention) and reforming the Indian Health Service by moving those funds to the Bureau of Indian Affairs through the Interior Department. The ‘Title X’ family planning services funding, the program which funds Planned Parenthood, should be eliminated completely. My plan cuts \$10 billion from this department in 2013.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

- **Feinberg’s Plan Would Have Eliminated 29 HHS Programs, Including “The Adolescent & Young Adult Health Program,” “Title X Family Planning” And “Teen Pregnancy Prevention Program.”** According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Programs to be Eliminated (29): CLASS Act, The Job Opportunities for Low-Income Individuals program; The Rural Community Facilities program; The Community Economic Development program (CED); Voting Access for Individuals with Disabilities grant program; Healthy Marriage Promotion and Responsible Fatherhood Grants; Public Health Emergency Preparedness Grant Program; World Trade Center Health Monitoring Program; Academic Centers for Public Health Preparedness and Advanced Practice Centers; Academic Centers for Public Health Preparedness and Advanced Practice Centers; Healthy Communities; Genomics; Built Environment; The Rural Access to Emergency Devices program; The Adolescent & Young Adult Health Program; The Safety Promotion and Injury & Violence Prevention program; Children’s Hospital Graduate Medical Education Payment Program; Agriculture, Forestry, and Fishing Program; Education Research Centers Program (ERCs); Denali Commission; Preventive Health and Health Services Block Grant (PHHSBG); Allied Health and Other Disciplines and Patient Navigators; Racial and Ethnic Approaches to Community Health (REACH) program and the Healthy Communities program; Title X Family Planning; Abstinence Education Block Grant; The Adolescent Family Life program; The Personal Responsibility Education program; State Health Access Program; Teen Pregnancy Prevention program” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Title X Was Signed Into Law By Pres. Richard Nixon With “Broad Bipartisan Support,” “Provides Funding For Contraceptive Counseling And Supplies, STD Testing, Breast And Cervical Cancer Screenings, Vasectomies, Hypertension And Blood Pressure Measurement, Prenatal Care And Sex Education.”

Title X Was Signed Into Law By Pres. Richard Nixon With “Broad Bipartisan Support” In Response To “Concerns That Low-Income Women Were Not Able To Get Access To Family Planning Services.” According to Kaiser Health News, “Title X (ten) of the Public Service Act is a federal grant program signed into law by President Richard Nixon in 1970. According to the Guttmacher Institute, a New York-based reproductive health research center, the law had broad bipartisan support and was the result of increasing concerns that low-income women were not able to get access to family planning services and had higher rates of unwanted pregnancies than more affluent women.” [Kaiser Health News, [3/9/11](#)]

Title X “Provides Funding For Contraceptive Counseling And Supplies, STD Testing, Breast And Cervical Cancer Screenings, Vasectomies, Hypertension And Blood Pressure Measurement, Prenatal Care And Sex Education.”

According to Kaiser Health News, “The program is run by the Department of Health and Human Services and provides funding for contraceptive counseling and supplies, STD testing, breast and cervical cancer screenings, vasectomies, hypertension and blood pressure measurement, prenatal care and sex education.” [Kaiser Health News, [3/9/11](#)]

Planned Parenthood Has Said That “63 Percent Of Its Health Centers” Nationwide “Would Be At Risk For Shutting Down Altogether” If Title X Funding Was Eliminated.

Planned Parenthood Has Said That “63 Percent Of Its Health Centers” Nationwide “Would Be At Risk For Shutting Down Altogether” If Title X Funding Was Eliminated. According to Kaiser Health News, “All Title X funding is eliminated in the massive spending bill that sets budget levels for the remainder of the fiscal year, which ends Sept. 30. That ‘continuing resolution,’ H.R. 1, seeks to trim billions of dollars from discretionary funding in the federal budget. [...] Planned Parenthood says six in 10 family planning centers in the U.S. receive Title X funds, which account for 24 percent of their revenues. Planned Parenthood is the largest single recipient of Title X money, securing about a quarter of the total allocated to health centers each year. [...] The national organization has painted a picture that is even more dire—63 percent of its health centers would be at risk for shutting down altogether if H.R. 1 passes, the group says.” [Kaiser Health News, [3/9/11](#)]

Title X Grants “Support Family Planning Programs In 4,500 Clinics Serving 5 Million Individuals Across The Country.”

Title X Grants “Support Family Planning Programs In 4,500 Clinics Serving 5 Million Individuals Across The Country.” According to Kaiser Health News, “Title X grants, which are administered through state health departments or regional agencies, support family planning programs in 4,500 clinics serving 5 million individuals across the country. The funds, which totaled \$317 million last year, are used to provide a range of reproductive health and family planning services primarily to low-income individuals.” [Kaiser Health News, [3/9/11](#)]

Guttmacher Institute Estimated That “The Contraceptive Services Offered At Title X Centers Prevent 973,000 Unintended Pregnancies Each Year.”

The Guttmacher Institute Estimated That “The Contraceptive Services Offered At Title X Centers Prevent 973,000 Unintended Pregnancies Each Year.” According to Kaiser Health News, “According to Adam Sonfield, a senior public policy associate at the Guttmacher Institute, Title X money gives clinics the flexibility to invest in things like outreach and infrastructure—something Medicaid payments don’t account for. The institute also estimates that the contraceptive services offered at Title X centers prevent 973,000 unintended pregnancies each year.” [Kaiser Health News, [3/9/11](#)]

Feinberg Touted Anti-Choice Positions On His Website, Falsely Labeled Week-After Pill Contraception Methods As Abortion

Feinberg Was Anti-Choice. According to Evan Feinberg’s issues section on his 2012 Congressional campaign website, “I am pro-life. Taking the life of an innocent child is unconscionable and abortion is a tragedy.” [EvanFeinberg.com, Accessed [4/20/15](#)]

- **Feinberg: “The Time Has Come To End The Subsidizing Of Abortion With Public Tax Dollars.”** According to Evan Feinberg’s issues section on his 2012 Congressional campaign website, “At the very least, no American should be forced to pay for somebody else’s decision to take the life of their baby – the time has come to end the subsidizing of abortion with public tax dollars.” [EvanFeinberg.com, Accessed [4/20/15](#)]
- **Feinberg: “Americans Must Be Made More Aware Of Emerging Threats Such As The Rise In Chemical Abortions And New Drugs Like ‘Ella’ Which Can Be Used Off-Label To Induce An Abortion.”** According to Evan Feinberg’s issues section on his 2012 Congressional campaign website, “In addition to the obvious fights surrounding the sanctity of life, Americans must be made more aware of emerging threats such as the rise in chemical abortions and new drugs like ‘Ella’ which can be used off-label to induce an abortion. Simply put, I will always stand on the side of life, both as a member of Congress and as an American citizen.” [EvanFeinberg.com, Accessed [4/20/15](#)]

Professor of Health Policy at George Washington and University and Former Assistant Commissioner For Women's Health At The FDA On Claims That Ella Induced Abortion “It Is Not Only Factually Incorrect, It Is Downright Misleading. These Products Are Not Abortifacients... And Their Only Connection To Abortion Is That They Can Prevent The Need For One.”

NPR: “The Constant References To Plan B and ella As Abortion-Causing Pills Frustrates Susan Wood, A Professor Of Health Policy At George Washington University.” According to NPR, “The constant references to Plan B and ella as abortion-causing pills frustrates Susan Wood, a professor of health policy at George Washington University and a former assistant commissioner for women's health at the FDA.” [NPR, [2/21/13](#)]

Wood: “It Is Not Only Factually Incorrect, It Is Downright Misleading. These Products Are Not Abortifacients... And Their Only Connection To Abortion Is That They Can Prevent The Need For One.” According to NPR, “The constant references to Plan B and ella as abortion-causing pills frustrates Susan Wood, a professor of health policy at George Washington University and a former assistant commissioner for women's health at the FDA. ‘It is not only factually incorrect, it is downright misleading. These products are not abortifacients,’ she says. ‘And their only connection to abortion is that they can prevent the need for one.’” [NPR, [2/21/13](#)]

Young Voters Overwhelmingly Support Access to Contraception

A Public Religion Research Institute Poll Of Millennials Found “Overwhelming Support For The Use Of Contraceptives.” According to the Huffington Post, “Being unaffiliated with any religious tradition is the most common religious identity among this rising generation. And when it comes to sex, millennials don't always adhere to the rules of religious denominations, showing overwhelming support for the use of contraceptives, while being unwilling as a group to be labeled ‘pro-life’ or ‘pro-choice.’ In a survey released Friday, the nonpartisan Public Religion Research Institute asked 2,314 adults ages 18 to 35 to answer questions about sexuality, reproductive health and relationships. A full 71 percent said it was morally acceptable to use contraception, while 9 percent said it was morally wrong. About 78 percent want to make all forms of legal contraception available on college campuses, and 81 percent want to make sure women who can't afford contraception have access to it.” [Huffington Post, [3/27/15](#)]

Public Religion Research Institute Poll: “Eight In Ten (81%) Millennials Favor Increasing Access To Contraception For Women Who Cannot Afford To Pay For It.” According to the Public Religion Research Institute, “Eight in ten (81%) millennials favor increasing access to contraception for women who cannot afford to pay for it. Notably, this support for increasing access to birth control for women cuts across all racial, ethnic, religious, and political groups.” [PRRI, [3/27/15](#)]

Feinberg Wanted to Eliminate The Department of Energy Completely, Including “Energy Efficiency and Renewables”

Feinberg: “The Department Of Energy Should Be Eliminated Immediately” Because It Has “Been A Colossal Failure.” According to Evan Feinberg's campaign plan *Turning the Lights Back On*, “Department of Energy (-\$34.2 billion). Another bureaucratic boondoggle attributable to Jimmy Carter, the Department of Energy was created to regulate oil prices and help us eliminate our dependence on foreign oil. The entire department has been a colossal failure. Much worse, this agency is crushing American energy producers with undue regulatory burdens, investing in fledgling companies unworthy of private investment like Solyndra, and misallocating capital by picking winners and losers in energy markets. Western PA has felt the weight of the Department of Energy's heavy hand. If the federal government gets out of the way, our region can again lead the world in energy production: coal, oil and, of course, natural gas. The Department of Energy should be eliminated immediately.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

- **Feinberg's Plan Would Have Eliminated 12 Programs, Including “Energy Efficiency And Renewables” And “Energy Star.”** According to Evan Feinberg's campaign plan *Turning the Lights Back On*, “Programs to be Eliminated (12): Energy Efficiency and Renewables; General Science; Vehicle Technologies; Fossil Energy Research; Technology Loan Guarantee Programs; Nuclear Energy Research; Power Marketing Administrations; Electricity Research; Strategic Petroleum [sic] Reserve; Energy Information Administration; Energy Star; Office of Indian Energy.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Young Voters Overwhelmingly Support Financial Incentives, Subsidies, for Renewable Energy

National Geographic: “Two-Thirds Of Young Adults (Aged 18 To 34) Say They're Inclined To Vote For A Political Candidate Who Supports Cutting Greenhouse Gas Emissions And Increasing Financial Incentives For Renewable Energy.” According to National Geographic, “Two-thirds of young adults (aged 18 to 34) say they're inclined to vote for a political candidate who supports cutting greenhouse gas emissions and increasing financial incentives for renewable energy,

according to an online poll of 2,105 U.S. residents by the University of Texas at Austin. In contrast, just half of seniors (aged 65 or older) say they would lend such support.” [National Geographic, [10/30/14](#)]

UT-Austin Poll: “On Renewables, 72 Percent Of Millennials Support Subsidies.” According to the University of Texas at Austin’s Texas Enterprise, “On a long series of issues, the poll shows yawning gaps between respondents under 35 and those 65 and older. ‘Attitudes on energy seem to be influenced not only by party, but by generation,’ she says. ‘Millennials have very different priorities from previous generations.’ One of their priorities is for the U.S. government to invest more in all forms of energy. On renewables, 72 percent of millennials support subsidies, compared to 58 percent of seniors. The gap is widest on electric vehicles, favored by 65 percent of the youngest voters and 36 percent of the oldest ones.” [Texas Enterprise, [10/28/14](#)]

Feinberg: “We Should Abolish The Department Of Housing And Urban Development” Which “Has Led To More Crime And Economic Turmoil.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Housing and Urban Development (-\$46.3 billion). This department contributed greatly to the housing crisis and has done little to nothing to help Americans out of poverty. In fact, federal housing has led to more crime and economic turmoil. We should abolish the Department of Housing and Urban Development and restore state and local control and allow the free market to work.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

- **Feinberg’s Plan Would Have Eliminated 23 Programs Including “Rental Assistance,” “Public Housing,” And “The University Community Fund.”** According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Programs to be Eliminated (23): Rental Assistance; Housing Finance; Public Housing; Native American/Hawaiian Programs; Brownfields Economic Development Initiative; Capacity Building for Community Development and Affordable Housing Grants program; Doctoral Dissertation Research Grant program; General Research and Technology Activity program; HOME Investment Partnerships Program; NeighborWorks America; Self-Help Homeowner Opportunity Program; The University Community Fund; Rural Innovation Fund Program; Transformation Initiative: Natural Experiments Grant Program; Transformation Initiative Research Grants: Demonstration and Related Small Grants; Transformation Initiative Research Grants: Sustainable Community Research Grant Program.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg Wanted To Eliminate Department of Commerce, Including Programs to Expand Broadband Internet Access

Feinberg Would Have Eliminated The Department Of Commerce For “Doing More Harm Than Good;” Only The Census Bureau, Patent Office, And International Trade Administration Would Be Salvaged. According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Commerce (-\$9.26 billion). This Department includes a few useful functions within an agency that is otherwise doing more harm than good in promoting domestic and international commerce. The Census Bureau, Patent Office, and the International Trade Administration are all appropriate functions of government and should be maintained, but can operate under the auspices of various other agencies.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

- **Feinberg’s Plan Would Have Eliminated 14 Programs Including The “Broadband Opportunities Program,” “Technology Innovation Program” And “Minority Business Development Agency.”** According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Programs to be Eliminated (14): Broadband Opportunities Program; Economic Development Administration; International Trade Administration; Manufacturing Extension Partnership; Technology Innovation Program; Pacific Salmon State Grants; Minority Business Development Agency; Capital Construction Fund Program; National Marine Aquaculture Initiative Sea Grants; Fisheries Disaster Assistance; Fishing Capacity Reduction Program; Saltonstall-Kennedy Grant Program; Habitat Restoration; Law Enforcement Program.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Young Voters Much More Favorable to Expansion of Broadband Access

Pew Poll: “43% Of Those Ages 65 And Older Feel That The Federal Government Should Not Attempt To Expand Broadband Access – This Is Significantly Higher Than The Proportion Of 18-29 Year Olds (14%)... Who Feel This Way.” According to a Pew Internet & American Life Project poll, “Opposition to federal promotion of broadband access is concentrated most highly among older Americans and those who do not currently go online. One third of 50-64 year olds (32%) and 43% of those ages 65 and older feel that the federal government should not attempt to expand broadband access—

this is significantly higher than the proportion of 18-29 year olds (14%) and 30-49 year olds (21%) who feel this way.” [Pew Internet & American Life Project, [8/11/10](#)]

Feinberg Wanted to Eliminate the EPA

Feinberg: “The EPA Should Be Abolished Immediately.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Environmental Protection Agency (-\$10.1 billion). A modern creation (1970), the Environmental Protection Agency (EPA) is a \$10 billion economical albatross. The spending programs run by the EPA are merely grant programs intended to promote state initiatives to protect the environment. Why don’t we just let the states keep their money? More problematically, the EPA enforces dozens of environmental laws and onerous regulations. There is little to no evidence to suggest the EPA is making our environment any cleaner, and the free market remains the most powerful tool to maintaining our environment. The EPA should be abolished immediately and we ought to restore control of environmental regulation to state and local governments. This will save the federal government over \$10 billion in 2013.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg: “There Is Little To No Evidence To Suggest The EPA Is Making Our Environment Any Cleaner, And The Free Market Remains The Most Powerful Tool To Maintaining Our Environment.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Environmental Protection Agency (-\$10.1 billion). A modern creation (1970), the Environmental Protection Agency (EPA) is a \$10 billion economical albatross. The spending programs run by the EPA are merely grant programs intended to promote state initiatives to protect the environment. Why don’t we just let the states keep their money? More problematically, the EPA enforces dozens of environmental laws and onerous regulations. There is little to no evidence to suggest the EPA is making our environment any cleaner, and the free market remains the most powerful tool to maintaining our environment. The EPA should be abolished immediately and we ought to restore control of environmental regulation to state and local governments. This will save the federal government over \$10 billion in 2013.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Young Voters Had 31% Net Favorable Rating of EPA

Sierra Club / Greenberg Quinlan Rosner Research Poll: Millennial +/- Favorability Rating For The EPA Was +31%. According to a poll conducted for the Sierra Club by Greenberg Quinlan Rosner Research, 51% of millennials had a favorable opinion of the EPA, compared to 20% who had an unfavorable opinion. [Greenberg Quinlan Rosner Poll, [2/4/14](#)]

Feinberg Wanted To Eliminate 17 Programs From the Department of Transportation, Including Many Strongly Backed by Young Voters

Feinberg’s Plan Would Have Eliminated 17 Programs From The Department Of Transportation, Including “Recreational Trails Program” And “Safe Routes To School.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Transportation (-\$15 billion). The Department of Transportation has annual funding of roughly \$77 billion: \$55 billion from gas taxes and \$22 billion from appropriations. Despite all of this funding, we have deficient and dilapidated roads and bridges across the country and the Government Accountability Office (GAO) excoriates the agency for its ineffectiveness and waste. Infrastructure spending is the Constitutional and practical responsibility of state and local governments. My plan eliminates unnecessary spending, and allows states to opt out of federal transportation programs and keep their tax dollars. These reforms will save \$20 billion in 2013. Programs to be Eliminated (17): Washington Metropolitan Area Transit Authority Support; Transit Investments for Greenhouse Gas and Energy Reduction; New Starts; Paul S. Sarbanes Transit in Parks Program; The Rail-line Relocation Grants Program; High Speed Rail; Denali Access System Program; Appalachian Development Highway System; Regional Funding Accounts; Federal Lands Highways Program; Recreational Trails Program; National Scenic Byways Program; Safe Routes to School; National Historic Covered Bridge Preservation Program; Congestion Mitigation and Air Quality program; Highway Earmark Accounts; Enhancement Grants” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Young Voters Strongly Supported Funding for Sidewalks, Bike Lanes

A NY1-Marist Poll Of NYC Adults Found The Under-45 Age Group Supported Bike Lanes 68% To 27% Opposed. According to an NY1-Marist Poll of New York City Adults, when asked “In general, do you support or oppose bike lanes in New York City?” for the Under-45 age group, 68% supported, 27% opposed and 5% were unsure. [NY1-Marist Poll, [8/9/11](#)]

Princeton Survey Research Associates Poll: 60% Of Respondents Between 18 And 29 Said “Funding For Sidewalks And Bikeways Should Increase.” Only 7% Said Funding Should Decrease. According to a Princeton Survey Research Associates Poll conducted for America Bikes, when asked “Do you think spending on sidewalks and bikeways should increase, stay about the same, or decrease?” the 18-29 age group breakdown was: 60% increase, 31% stay about the same, and 7% decrease. [Princeton Survey Research Associates / America Bikes, [3/25/12](#)]

Feinberg Wanted to Eliminate Multiple Programs at Department of the Interior

Feinberg Proposed Eliminating Programs Including Wildlife Grants and Historic Preservation In The Department Of Interior And Said “We Can Cut This Agency’s Funding In Half Easily Without Threatening Its Core Function.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Interior (-\$7 billion). Few Americans know what this department does, and when they find out they may be alarmed that it manages one of every five acres of land in this country. The Office of Management and Budget gives the Department of Interior terrible marks each year for their mismanagement of taxpayer dollars. There are some functions at Interior worth maintaining, but we can do much to spend dollars more efficiently, eliminate duplicative programs, and cut unnecessary spending. We can cut this agency’s funding in half easily without threatening its core functions. Programs to be Eliminated (6): Cost Share Leveraging Program; Historic Preservation Programs; National Parks 100th birthday; Mine clean-up funds for completed states; State and tribal Wildlife grants.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg Wanted to Eliminate 9 Programs From The Department Of Justice.

Feinberg Proposed Eliminating 9 Programs From The Department Of Justice. According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Justice (-\$5 billion). The Department of Justice (DOJ) serves an important role in keeping the American people safe, but Congress has expanded the DOJ’s focus significantly beyond its original mission to include a myriad of duplicative and wasteful programs. By eliminating duplication, rooting out waste and fraud, and reforming critical DOJ programs, my plan saves DOJ \$5 billion annually. Programs to be Eliminated (9): Project Gunrunner; ATF’s National Center for Explosives Training and Research; National Gang Intelligence Center; National Gang Targeting, Enforcement, and Coordination Center; ATF Violent Crime Reduction Program; State Criminal Alien Assistance Program; Public Safety Benefits Program; Participation in the World Anti-Doping Agency” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg’s Wanted to Eliminate 12 Programs Worth \$10 Billion From The Department Of Agriculture, Including The “Summer Seamless Option Of The National School Lunch Program.”

Feinberg’s Plan Would Have Eliminated 12 Programs Worth \$10 Billion From The Department Of Agriculture, Including The “Summer Seamless Option Of The National School Lunch Program.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Agriculture (-\$10 billion). The Department of Agriculture boasts a rate of one employee for every nine farmers and provides farm subsidies in excess of 25 billion each year. The agency is riddled with duplicative nutrition programs, misguided and nonsensical subsidies, and ineffective programs. My plan cuts \$10 billion from the department’s current budget. Programs to be Eliminated (12): International Forest Program; Food for Peace Title II Grants; Eliminate Agency; Environmental Literacy Programs; Forest Stewardship Program; Grants to American Indian, Alaska Native, and Native Hawaiian Organizations for Nutrition and Supportive Services; Summer Seamless option of the National School Lunch Program; FAS international training and education programs within the McGovern-Dole International Food for Education; Rural Housing Service; Rural Utilities Service; Rural Business Coop. Service; Rural Development” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg: “We Can Also Save \$4 Billion By Eliminating Voluntary U.S. Payments To The United Nations... Long-Term, The United States Should Pursue Complete Withdrawal From The U.N.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “We can also save \$4 billion by eliminating voluntary U.S. payments to the United Nations, which no longer represents the interests of the United States or our allies. Long-term, the United States should pursue complete withdrawal from the U.N.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg: “Congress Should Immediately Defund The Job-Killing National Labor Relations Board.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Labor (-\$3 billion). Formed with the intention of improving working conditions and expanding employment opportunities for American workers, the Department of Labor is now a largely ineffective and often counterproductive bureaucracy of over 17,200 employees. Congress should immediately

defund the job-killing National Labor Relations Board and cut duplicative job training programs from the Department of Labor. My plan makes cuts at the Department of Labor totaling \$3 billion in 2013. Programs to be Eliminated (2): Workforce Investment Act; Wagner-Peyser Activities” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg’s Plan Would Have Banned Union Projects At The Federal Level And Sold “Vast Tracts Of Federal Land.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Miscellaneous (-\$50 billion). Some other programs that should receive serious scrutiny, consideration, or outright elimination, are the Davis-Bacon Prevailing Wage laws, freezing federal pay, reducing federal travel, banning union projects, selling federal assets, reducing the federal workforce, selling vast tracts of federal lands, reforming payment errors in federal programs, and selling the equity ownership of automobile and financial institutions. An implementation of these reforms would net the American taxpayer 50 billion dollars in savings in 2013.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg’s Plan Repealed “The Underlying Statutes Of... The New FDA Food Safety Regulations.” According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Regulations. This plan immediately repeals onerous regulations by repealing the underlying statutes of Obamacare, Dodd-Frank, Sarbanes-Oxley, and the new FDA Food Safety Regulations. My plan also includes a full repeal of the Environmental Protection Agency (EPA). In addition, my plan enacts procedural reforms to prevent unelected bureaucrats from circumventing Congress to put in place new regulations. Furthermore, my plan calls for Congressional review of any costly regulation, patterned after the regulatory reform detailed in Sen. Rand Paul’s recent budget plan.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

Feinberg Would Have Privatized The Transportation Security Administration. According to Evan Feinberg’s campaign plan *Turning the Lights Back On*, “Department of Homeland Security (-\$8 billion). Created in the wake of the 2001 terrorist attacks, the Department of Homeland Security follows in a long tradition of well-intended federal agencies that deliver poor outcomes. This agency does, however, implement core functions of the federal government in connection to national defense preparedness. My plan finds significant savings by privatizing the Transportation Security Administration (TSA) and eliminating duplicative and unnecessary programs—particularly many of the grant programs to state and local governments.” [Evan Feinberg Campaign Plan – EvanFeinberg.com, [3/12](#)]

GenOpp Spent Millions On Ads And Grassroots Lobbying Efforts During 2014 Midterm Elections

GenOpp Ran Ads In Colorado, Iowa, Louisiana, North Carolina, And New Hampshire In October 2014 “To Highlight How Obamacare Disproportionately Hurts Young People.” According to the National Review, “Today, self-described ‘millennial advocacy organization’ Generation Opportunity is unveiling new ads, running for one week in Colorado, Iowa, Louisiana, North Carolina, and New Hampshire. The ad is entitled ‘Dunked,’ and aims to highlight how Obamacare disproportionately hurts young people. The ad urges young people to contact Democrats Mark Udall, Bruce Braley, Mary Landrieu, Kay Hagan, and Jeanne Shaheen to ask them to stop supporting Obamacare and ‘dunking’ young people.” [National Review, [10/1/14](#)]

GENOPP SPENT MORE THAN \$1.3 MILLION ON ISSUE ADVOCACY AND GRASSROOTS LOBBYING IN NORTH CAROLINA

GenOpp Spent “More Than \$1,300,000 In Paid Issue Advocacy Communications And Grassroots Lobbying, Including Over \$700,000 On TV Advertising” In North Carolina During The 2014 Election Cycle. According to a press release from GenOpp, “Youth advocacy organization Generation Opportunity has reached record levels of engagement with young people in North Carolina over past six months. GenOpp staff and volunteers have been hard at work identifying, organizing, and mobilizing young people with respect to critical issues facing our generation and is proud to announce the following metrics: More than \$1,300,000 in paid issue advocacy communications and grassroots lobbying, including over \$700,000 on TV advertising.” [GenOpp Press Release, [10/29/14](#)]

GenOpp Launched An \$800,000 Campaign In June 2014 To “Mobilize Young Voters Against [Sen. Kay] Hagan.” According to the News & Observer, “The ad will run online throughout the state over the next month, according to GenOpp. In June, Generation Opportunity kicked off an \$800,000 campaign to mobilize young voters against Hagan. GenOpp declined to say how much it’s spending on the campaign, but indicated it is in addition to the \$800,000 spent earlier.” [News & Observer, [9/24/14](#)]

Generation Opportunity Launched An Online Ad Campaign That Criticized Sen. Hagan For Her Vote Last Year To “Allow States To Make Large Online Retailers Pay Sales Tax On Goods.” According to the News & Observer, “A youth advocacy organization created and funded by the Koch brothers is buying an online commercial portraying Democratic U.S. Sen. Kay Hagan as out of touch with young people. Why the criticism? Because of Hagan’s vote last year that would allow states to make large online retailers pay sales tax on goods. Republican Sen. Richard Burr also voted for it. There has been talk that the bill could be resurrected in the House but it has been dormant since clearing the Senate.” [News & Observer, [9/24/14](#)]

GenOpp NC Director: Sen. Hagan’s “Vote In Favor Of The Internet Sales Tax And Continued Support Clearly Shows Her Strong Interest In Pandering To Special Interest Groups Instead Of Supporting Young Entrepreneurs.” According to the News & Observer, “Senator Kay Hagan’s previous vote in favor of the internet sales tax and continued support clearly shows her strong interest in pandering to special interest groups instead of supporting young entrepreneurs in North Carolina,” North Carolina director Alex Johnson says in a news release.” [News & Observer, [9/24/14](#)]

GenOpp Reported Sen. Kay Hagan Was “Winning The Youth Vote 53 To 39 Percent, In Comparison With The 71 To 24 Percent Breakdown In Her First Senate Election In 2008.” According to DailyTarHeel.com, “The organization [GenOpp] also reported Hagan winning the youth vote 53 to 39 percent, in comparison with the 71 to 24 percent breakdown in her first Senate election in 2008.” [DailyTarHeel.com, [11/18/14](#)]

GenOpp Hosted “Over 50 Events” Across North Carolina Leading Up To The Midterm Elections. According to a press release from GenOpp, “Youth advocacy organization Generation Opportunity has reached record levels of engagement with young people in North Carolina over past six months. GenOpp staff and volunteers have been hard at work identifying, organizing, and mobilizing young people with respect to critical issues facing our generation and is proud to announce the following metrics: [...] Over 50 events hosted across the state.” [GenOpp Press Release, [10/29/14](#)]

GENOPP SPENT “MORE THAN \$1 MILLION” ON ADS AGAINST SEN. MARK UDALL OF COLORADO

GenOpp Spent “More Than \$1 Million On Ads” Against Democratic Incumbent Senator Mark Udall Of Colorado. According to KUNC 91.5, an NPR affiliate, “Generation Opportunity has been running an office in Colorado since July. ‘We’re the first generation in our country to be handed a worse future than previous generations,’ [GenOpp Colorado State Director Jonathon] Lockwood said. While the group is independent, it most frequently aligns with Republicans. So far, they’ve spent more than \$1 million on ads against Democratic incumbent Senator Mark Udall.” [KUNC.org, [10/6/14](#)]

GenOpp Spent \$648,392 On TV Ads In Colorado As Of October 31, 2014. According to Colorado Public Radio, Generation Opportunity spent \$648,392 on TV ads in Colorado as of October 31, 2014. [CPR.org, [11/3/14](#)]

GenOpp Ran Nearly 830 TV Ads In Colorado As Of The End Of October 2014. According to Colorado Public Radio, Generation Opportunity ran 823 TV ads in Colorado as of the end of October 2014. [CPR.org, [11/3/14](#)]

Generation Opportunity’s Colorado Branch Launched A Spot Against Sen. Mark Udall Featuring A Mock-App Of Tinder And “Urges Young People To Swipe Left.” According to the National Journal, “If you saw Mark Udall on Tinder, which way would you swipe? In his mid-60s and married, the Democratic senator from Colorado probably doesn’t use the hook-up app, which allows users to OK paramours with a right swipe and deny them by swiping left. And he definitely doesn’t use Pander, the mock app featured in conservative ‘millennial advocacy’ outfit Generation Opportunity’s new YouTube ad. Released Friday by the Colorado branch of the organization, the 30-second spot urges young people to swipe left—the digital version of saying, ‘Thanks, but I’m not interested’—on Udall.” [National Journal, [9/19/14](#)]

- **Former Congressman Anthony Weiner Made A Cameo In The Ad.** According to the National Journal, “The latest video aims to fire up conservative millennials, but the best moment is the cameo by Anthony Weiner—the former congressman and New York City mayoral candidate who’s had his share of sexting scandals—on the ad’s Tinder-like app. Says the dater, swiping left: ‘Yuck, no.’” [National Journal, [9/19/14](#)]

GenOpp Sent Out A Mailer In Colorado With A Picture Of Uncle Sam That Read, “I Want You To Serve Your Country. I Want You To Vote.” According to The Gazette, “A less one-sided voice also is encouraging voters to return their

mailed ballots by Nov. 4. Generation Opportunity, a millennial advocacy organization, is sending mailers with patriotic images and phrases encouraging people to vote. The organization launched in June 2011 and uses social media and other outlets to try a *[sic]* to appeal to young voters. ‘I want you to serve your country,’ a mailer reads, with a picture of Uncle Sam. ‘I want you to vote.’ [Gazette, [10/19/14](#)]

Generation Opportunity Set Up An Office In Colorado In July 2014. According to KUNC 91.5, an NPR affiliate, “Obamacare puts a massive burden on my generation and we’re paying for older, sicker and richer Americans,” said Jonathon Lockwood, state director for the nonprofit pro-freedom advocacy group [Generation Opportunity]. Generation Opportunity has been running an office in Colorado Since July. ‘We’re the first generation in our country to be handed a worse future than previous generations,’ Lockwood said. While the group is independent, it most frequently aligns with Republicans.” [KUNC.org, [10/6/14](#)]

GENOPP SPENT “MORE THAN \$650,000” ON PAID ISSUE ADVOCACY AND GRASSROOTS LOBBYING IN LOUISIANA

GenOpp Spent “More Than \$650,000 In Paid Issue Advocacy Communications And Grassroots Lobbying, Including Over \$450,000 In TV Ads” In Louisiana. According to a press release from GenOpp, “Generation Opportunity, a youth advocacy organization, has been hard at work engaging Millennials in Louisiana over the past six months, identifying, organizing, and mobilizing 18-34 year-olds on the critical issues facing our generation. GenOpp is proud to announce the following metrics: More than \$650,000 in paid issue advocacy communications and grassroots lobbying, including over \$450,000 in TV ads.” [GenOpp Press Release, [10/30/14](#)]

GenOpp Made Four “Grassroots Lobbying Spots” For Louisiana’s 2014 Midterm Elections. According to a press release from GenOpp, “Louisiana has been an important battleground for Generation Opportunity in our efforts to empower young people to free the future. Overall, the organization has spent over \$650,000 in digital advertising and grassroots lobbying efforts in The Pelican State over the last few months, including over \$450,000 in TV ads. Grassroots lobbying spots include ‘Shopping Cart,’ ‘Pile of Resumes,’ ‘Pander,’ and ‘Dunked.’” [GenOpp Press Release, [10/30/14](#)]

GenOpp Released An Ad In Louisiana That Highlighted Sen. Mary Landrieu’s “Consistent Pattern Of Supporting Policies That Perpetuate Unemployment Woes For Young People And Calling On Them To Contact Her Office.” According to a press release from GenOpp, “Generation Opportunity, a youth advocacy organization promoting economic opportunity for 18-34 year olds, is unveiling a new 30-second issue advocacy spot today highlighting Senator Mary Landrieu’s consistent pattern of supporting policies that perpetuate unemployment woes for young people and calling on them to contact her office.” [GenOpp Press Release, [10/15/14](#)]

GenOpp President Evan Feinberg: Sen. Landrieu Spent Years In The U.S. Senate “Voting Against The Economic Interests Of Young People And Supporting Policies That Are Actively Hostile To My Generation.” According to a press release from GenOpp, “Evan Feinberg, President of Generation Opportunity, issued the following statement: ‘Senator Landrieu has spent seventeen and half years in the U.S. Senate voting against the economic interests of young people and supporting policies that are actively hostile to my generation. It’s time our generation made our voice heard and let politicians like Senator Landrieu know that they need to change their outlook and stop consistently voting against our interests.’” [GenOpp Press Release, [6/19/14](#)]

GENOPP SPENT “MORE THAN \$130,000” ON ISSUE ADVOCACY AND GRASSROOTS LOBBYING IN NEW HAMPSHIRE

GenOpp Spent “More Than \$130,000 In Paid Issue Advocacy Communications And Grassroots Lobbying.” According to a press release from GenOpp, “Generation Opportunity, a youth advocacy organization, has been hard at work promoting economic freedom in New Hampshire and working to engage young people in the Granite State’s time-honored grassroots process. GenOpp is proud to announce the following metrics: More than \$130,000 in paid issue advocacy communications and grassroots lobbying.” [GenOpp Press Release, [10/31/14](#)]

GenOpp Launched A Web Ad In New Hampshire That Urged Voters “To Tell [Sen. Jeanne] Shaheen To Stop Supporting ‘Obamacare.’” According to The New Hampshire Journal, “The Koch brothers-funded youth group, Generation Opportunity, has launched web ads in New Hampshire (and four other states) with it’s *[sic]* ‘Creepy Uncle Sam’

wasting ‘stacks and stacks of our generation’s money.’ The New Hampshire ad urges voters to tell Shaheen to stop supporting ‘Obamacare.’” [New Hampshire Journal, [10/17/14](#)]

In October 2014, GenOpp Announced It Was Building A Permanent Infrastructure In New Hampshire. According to a press release from GenOpp, “GenOpp has been active on the ground in New Hampshire for almost three years, building a permanent infrastructure in the state with four full-time, dedicated staff members, including State Director Nick Pappas, a lifelong resident of Manchester.” [GenOpp Press Release, [10/31/14](#)]