

create media opportunities. They have media studios down the hall in their institutes so that getting on TV is easy.

When the amount of research money spent by the right over a period of time is compared with the amount of media time during that period, we see a direct correlation. At present, the Koch brothers are pouring money into right-wing campaigns.

This is not an accident. Conservatives, through their think tanks, figured out the importance of framing, and they figured out how to frame every issue. They figured out how to get those frames out there, how to get their people in the media all the time. They set up training institutes. The Leadership Institute in Virginia trains tens of thousands of conservatives a year and runs constant programs around the United States and in fifteen foreign countries. Trained conservative spokespeople receive regular talking points and are booked by booking agencies on radio, TV, and other local venues.

Conservatives figured out how to bring their people together. Every Wednesday, Grover Norquist has a group meeting—around eighty people—of leaders from the full range of the right. They are invited, and they debate. They work out their differences, agree to disagree, and when they disagree, they trade off. The idea is: This week he'll win on his issue. Next week, I'll win on mine. Each one may not get everything he wants, but over the long haul, he gets a lot of what he wants. The meetings have gone on for two decades. In recent years, the Wednesday morning Norquist meetings have expanded to forty-eight states. Via ALEC (American Legislative Exchange Council), conservatism has spread at the state level, allowing conservatives to take over state legislatures, gerrymander congressional districts, and take over the House of Representatives with a minority of national voter support.

It is only in the wake of the 2008 Obama sweep that the radical conservative Tea Party movement has split from the previously unified conservative movement.

The progressive world has not caught up.

And what is worse is a set of myths believed by liberals and progressives. These myths come from a good source, but they end up hurting us badly.

The myths began with the Enlightenment, and the first one goes like this: