

*Bush Lies* (Riverview, 2004). (My contributions to this anthology on *Political Propaganda* and *The Environment* are available online at *The Crisis Papers*).

Three pages into this piece, I doubt that I have said anything that most of you don't know and agree with. And those who are not persuaded are urged to read Eric Alterman's *What Liberal Media*, and visit the website of FAIR ([Fairness and Accuracy in Media www.fair.org](http://www.fair.org)) and [Media Matters For America](http://www.media-matters.org).

## What Remedies?

What is to be done?

The GOP and the regressive right have pointed the way; in particular, in [Lewis Powell's notorious 1971 memo](#) to the Director of the U.S. Chamber of Commerce. While there is considerable dispute as to the actual influence of this memo, this much is clear; whether by design or by mere coincidence, the Powell Memo accurately describes how the regressive right has achieved its current dominance in American politics. The left would do well to study that memo and, when appropriate, adopt its proposals. In particular:

- Establish “think tanks:” progressive counterparts to The Heritage Foundation, The American Enterprise Institute, The Cato Institute, The Competitive Enterprise Institute, etc., then promote the publications of its resident scholars and their appearance on the mainstream media. There are, of course, progressive think tanks such as The Center for American Progress and Media Matters for America and their work is commendable. But the funding for these organizations is minuscule in comparison with financial support of their ideological opposites.
- Endow academic professorships and establish