

Appendix X

Career Paths of the Permanent Education Press

This appendix accompanies the chapter, "The Permanent Education Press" in the forthcoming book, *The Malfunction of U.S. Education Policy: Elite Misinformation, Disinformation, and Selfishness*

Introduction and Guide

The following charts illustrate two characteristics of the Permanent Education Press: the pervasiveness of funding from the Gates and allied foundations; and the flow in, out, and in-between allegedly independent and objective media platforms and research or advocacy organizations that make no promises about independence. For every Debra Viadero or Jay Mathews who has stayed with traditional news media for life, there is another journalist happy to work at organizations with agendas and no pretensions about preserving independence or objectivity. Which, in turn, makes one wonder about the objectivity of their previous work.

Another revealed characteristic: a generally Northeastern, elite academic background—Ivy League or equivalent. It may be more than coincidence, then, that some choose to rely on "go to" expert sources with similar academic backgrounds, to the exclusion of a large population of more experienced, and more specifically trained sources.

Members of the "Permanent Education Press" have large regional or national audiences and remain in the education "industry" for life. That loyalty to education topics should have advantages: they should get to know topics more deeply and, by following them over time, can compare against evolving backgrounds and changing contexts. But they also get stuck in ruts, ... deeply. It is common for permanent education press members to rely exclusively on "go to" sources, thus skewing their coverage toward those sources' particular knowledge base, incentives, and biases. Moreover, their own community is tight and self-reinforcing; one journalist's "go to" source may be others' as well. Permanent Education Press groupthink is both profound and pervasive.

SOURCES: LinkedIn and journalists' CVs.

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Number of Gates and Walton grants awarded to media organizations

Number of degrees awarded to journalists, by educational institutions

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Carolyn Hendrie

Linda Jacobson

Craig Jerald

Anya Kamenetz

Kevin Mahnken

Jay Mathews

Michele McNeil

Lynn Olson

Linda Perlstein
Erin Richards
Robert Rothman
Stephen Sawchuk
Valerie Strauss
Mark Suzman
Thomas Toch
Debra Viadero
Emmeline Zhao

Gates and Walton Grants to Media Organizations*

		... of which, exclusively education- related
	Number of grants	
Brightbeam, <i>Education Post</i>	5	5
Chronicle of Higher Education	1	1
Chalkbeat	5	5
Corporation for Public Broadcasting	2	2
Editorial Projects in Education, Inc. (<i>Education Week</i>)	8	8
EdReports.org, Inc.	8	8
Education Writers Association	13	13
Future Ed/Georgetown University	16	16
National Public Radio	14	2
Public Broadcasting Service	1	1
The 74 Media	5	5

* <https://www.gatesfoundation.org/about/committed-grants>
& <https://www.waltonfamilyfoundation.org/grants-database>

**Postsecondary degrees and certificates awarded to the
Permanent Education Press, by Institution**

<u>Institution</u>	<u>Number</u>
Columbia University	5
Harvard University	4
Yale University	3
Boston University	2
Oxford University	2
Weslyan University	2
Brown University	1
Colby College	1
Duke University	1
Franklin College	1
Franklin & Marshall	1
Georgia State University	1
Kenyon College	1
University of Maryland	1
University of Missouri	1
Murray State University	1
Northwestern University	1
Sarah Lawrence	1
University of Toronto	1

Sources: LinkedIN; Employer web pages

Matt Barnum

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2013		Educators 4 Excellence	✓	
2014		Educators 4 Excellence	✓	
2015			✓	
2016		The 74	✓	
2017			✓	
2018			✓	
2019			✓	
2020	Chalkbeat		✓	
2021			✓	
2022			✓	

Jill Barshay , B.A. History (Brown); M.A. Journalism (Columbia) [Certificate in economics and business journalism from Columbia Business School]

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1995	Dow Jones Newswires			
1996				
1997	Minneapolis Star Tribune			
1998				SAT tutor to Native American student
1999				
2000	Wall Street Journal			
2001				
2002				
2003	Congressional Quarterly			VITA income tax assistance
2004				
2005				
2006				
2007				
2008	Marketplace		✓	
2009			✓	
2010			✓	Knight-Bagehot Fellow
2011			✓	
2012	Hechinger Report		✓	
2013			✓	PTO executive for two Brooklyn charter/private schools
2014			✓	
2015			✓	
2016			✓	Spencer Fellow
2017			✓	
2018			✓	
2019			✓	
2020			✓	
2021			✓	
2022		✓		

Lauren Camera, B.A. English (Colby College); M.A., Journalism (Boston U.); Spencer Fellow (Columbia)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2006	Scripps Howard, Bangor Daily News			
2007	Chronicle of Higher Education		✓	
2008	Elsevier Business			
2009				
2010				
2011	CQ Roll Call			
2012				
2013				Spencer Education Fellow
2014	Education Week		✓	
2015				
2016	U.S. News & World Report			
2017				
2018				
2019				
2020				
2021				
2022				

Catherine Gewertz

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1994				
1995				
1996				
1997				
1998				
1999			✓	
2000			✓	
2001			✓	
2002			✓	
2003			✓	
2004			✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009			✓	
2010			✓	
2011	Education Week		✓	
2012			✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	
2020			✓	
2021			✓	
2022		Center for Assessment	✓✓	

Caroline Hendrie, B.A., English (Wesleyan) [Executive Leadership Certificate from Harvard]

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1983	Journal Inquirer (CT)			
1984				
1985				
1986				
1987				
1988				
1989	The Record (Bergen County, NJ)			
1990				
1991				
1992				
1993				
1994				
1995				
1996				
1997	Education Week		✓	
1998			✓	
1999			✓	
2000			✓	
2001			✓	
2002			✓	
2003			✓	
2004			✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009			✓	
2010		✓		
2011		✓		
2012		✓		
2013		✓		
2014		✓		
2015		✓		
2016	Education Writers Association		✓	Harvard Kennedy School ✓
2017			✓	
2018			✓	
2019			✓	

2020		✓	
2021		✓	
2022		✓	

Linda Jacobson, B.A. Journalism (Georgia State)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1990				
1991	Atlanta Journal Constitution			
1992				
1993				
1994			✓	
1995	Education Writers Association		✓	
1996			✓	
1997	Education Week		✓	
1998			✓	
1999			✓	
2000			✓	
2001			✓	
2002			✓	
2003			✓	
2004			✓	
2005			✓	
2006			✓	
2007		✓		
2008		✓		
2009		✓		
2010				
2011				
2012				
2013				
2014				
2015				
2016				
2017				
2018	Education Dive			
2019				
2020			✓	
2021		The 74	✓	
2022			✓	

Craig Jerald, B.A. Sociology (Franklin & Marshall)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1995		US Education Department		
1996				
1997				
1998	Education Week			
1999				
2000			✓	
2001			✓	
2002		The Education Trust	✓	
2003			✓	
2004			✓	
2005				
2006				
2007				
2008				
2009				
2010				
2011				
2012				
2013			✓	
2014		College Board	✓	
2015			✓	
2016				
2017			✓	
2018			✓	
2019			✓	
2020		Consultant: Future Ed	✓	
2021			✓	
2022			✓	

Anya Kamenetz, B.A., Literature (Yale)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2008	Fast Company			
2009				
2010				
2011				
2012				
2013				
2014	National Public Radio		✓	
2015			✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	
2020			✓	
2021			✓	
2022			✓	

Kevin Mahken, B.A., Liberal Arts (Sarah Lawrence)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2012	Humanities Magazine			
2013	New Republic			
2014			✓	
2015		Thomas B. Fordham Institute	✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	
2020		The 74	✓	
2021			✓	
2022			✓	

Jay Mathews, B.A. Government (Harvard), M.A. East Asia Studies (Harvard)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1980				
1981				
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1995				
1996				
1997				
1998				
1999				
2000				
2001	Washington Post			
2002				
2003				
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2009				
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2012				
2013				
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2015				
2016				
2017				
2018				
2019				
2020				

2021
2022

Michele McNeil, B.A. (Franklin College); M.P.P. (U. Maryland, Baltimore County)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1997				
1998				
1999				
2000				
2001	Indianapolis Star			
2002				
2003				
2004				
2005				
2006			✓	
2007			✓	
2008			✓	U. Maryland ✓
2009			✓	
2010	Education Week		✓	
2011			✓	
2012			✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	
2018		College Board	✓	
2019			✓	
2020			✓	
2021			✓	
2022			✓	

Lynn Olson, B.A. Psychology (Yale)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1980			✓	
1981			✓	
1982		Children's Defense Fund	✓	
1983			✓	
1984			✓	
1985			✓	
1986			✓	
1987			✓	
1988			✓	
1989			✓	
1990			✓	
1991			✓	
1992			✓	
1993			✓	
1994			✓	
1995			✓	
1996	Education Week		✓	
1997			✓	
1998			✓	
1999			✓	
2000			✓	
2001			✓	
2002			✓	
2003			✓	Carnegie Foundation for the Advancement of Teaching ✓
2004			✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009			✓	Urban Institute ✓
2010			✓	
2011		Bill & Melinda Gates Foundation	✓	
2012			✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	

2018		Consultant: Aspen Institute, Future Ed	✓	
2019			✓	
2020			✓	
2021			✓	
2022			✓	

Linda Perlstein, B.A. Government (Weslyan); M.I.A. (Columbia)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1994				
1995				
1996				
1997				
1998	Washington Post			
1999				
2000				
2001				
2002				
2003				
2004				
2005				
2006				
2007				
2008	Education Writers Association		✓	
2009			✓	
2010			✓	
2011			✓	
2012		Bill & Melinda Gates Foundation; Center on Reinventing Public Education (U. Washington); Edunomics Lab (Georgetown U.); Aspen Institute	✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	Teacher Project (Columbia U.) ✓ ;
2018			✓	Friends of the Children (Seattle)
2019		✓		
2020		✓		
2021		✓		
2022		✓		

Erin Richards B.A. Mass Communication (Murray State); M.A. Journalism (U. Missouri)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work or Post-Graduate Education	
2007	Milwaukee Journal-Sentinal				
2008					
2009					
2010					
2011					
2012					
2013					
2014					
2015					Spencer Fellow, Columbia U.
2016					
2017	Milwaukee JS; USA Today			O'Brien Fellow, Marquette University	
2018					
2019					
2020					
2021					
2022		Center on Reinventing Public Education	✓		

Robert Rothman, B.A., Political Science (Yale)

time period	(Allegedly) Independent Media Platform	Research or Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1986			✓	
1987			✓	
1988			✓	
1989	Education Week		✓	
1990			✓	
1991			✓	
1992			✓	
1993			✓	
1994			CRESST	✓
1995		✓		
1996				
1997			✓	
1998		National Research Council	✓	
1999			✓	
2000			✓	
2001		Achieve	✓	
2002			✓	
2003			✓	
2004		Annenberg Institute for School Reform	✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009				✓
2010			✓	
2011			✓	
2012		Alliance for Excellent Education	✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	
2018		National Center on Education and the Economy	✓	
2019			✓	
2020			✓	
2021			✓	
2022				

Stephen Sawchuk, M.A., English (Columbia)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2005				
2006	LRP Publications			
2007				
2008				
2009	Education Week		✓	
2010			✓	
2011			✓	
2012			✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	
2020			✓	
2021			✓	
2022			✓	

Valerie Strauss, M.A. (Northwestern)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1980	Reuters, UPI, Los Angeles Times			
1981				
1982				
1983				
1984				
1985				
1986				
1987		Washington Post		
1988				
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1992				
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2019				
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2021			
2022			

Mark Suzman, B.A. (Harvard); Mphil International Relations (Oxford); PhD, International Relations (Oxford)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1993				
1994				
1995				
1996				
1997	Financial Times			
1998				
1999				
2000			✓	
2001			✓	
2002			✓	
2003		United Nations	✓	
2004			✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009			✓	
2010			✓	
2011			✓	
2012			✓	
2013			✓	
2014		Bill & Melinda Gates Foundation	✓	
2015			✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	
2020			✓	
2021			✓	
2022			✓	

Thomas Toch, B.A. Kenyon College, M.A. Toronto

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work or Post-Graduate Education	
1989					
1990					
1991					
1992					
1993	U.S. News & World Report				
1994					
1995					
1996					
1997					
1998					
1999				✓	Brookings Institution & Harvard GSE
2000			✓✓		
2001			✓		
2002					
2003					
2004					
2005			✓		
2006			✓		
2007		Education Sector	✓		
2008			✓		
2009			✓		
2010			✓		
2011		Independent Education			
2012					
2013		Carnegie Foundation			
2014					
2015					
2016			✓		
2017			✓		
2018		Future Ed, Georgetown University	✓		
2019			✓		
2020			✓		
2021			✓		
2022			✓		

Debra Viadero-Rogers, B.A., Journalism (Boston University)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
1983	Delaware State News			
1984				
1985	Capital-Gazette			
1986			✓	
1987			✓	
1988			✓	
1989			✓	
1990			✓	
1991			✓	
1992			✓	
1993			✓	
1994			✓	
1995			✓	
1996			✓	
1997			✓	
1998			✓	
1999			✓	
2000			✓	
2001			✓	
2002			✓	
2003			✓	
2004	Education Week		✓	
2005			✓	
2006			✓	
2007			✓	
2008			✓	
2009			✓	
2010			✓	
2011			✓	
2012			✓	
2013			✓	
2014			✓	
2015			✓	
2016			✓	
2017			✓	
2018			✓	
2019			✓	

2020		✓	
2021		✓	
2022		✓	

Emmeline Zhao, B.A. Public Policy (Duke)

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work, Fellowship, or Post-Graduate Education
2008	Duke Chronicle,			
2009	Financial Times,			
2010	Wall Street Journal			
2011				
2012	Huffington Post			
2013				
2014				
2015		RealClear Education		
2016				
2017			✓	
2018			✓	
2019			✓	
2020		The 74	✓	
2021			✓	
2022			✓	

Template

time period	(Allegedly) Independent Media Platform	Advocacy Organization	Funded by Gates & Allies?	Volunteer Work or Post-Graduate Education
1980				
1981				
1982				
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