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To: Quinn Thomas Public Affairs
From: Bret Jacobson
RE: Quick Backgrounder on Reporter Danielle Ivory
Date: March 4, 2010

We have been asked to prepare a rushed bio for Huffington Post Investigative Fund reporter Danielle Ivory for the purposes of assessing her motivations regarding her coverage on Atrazine. Below is primarily a list of facts, but our key analysis: Ivory has been described as the reporter who "broke the story on the EPA's Atrazine cover-up,"¹ which means **her professional reputation and ego are tied to the effectiveness of the attack on the chemical.** Please see below for important financial and subject relationships between Ivory's employer, the Tides family of activist organizations and philanthropies, and NRDC.

Danielle Ivory is a progressive journalist who currently works for the Tides Center-funded Huffington Post Investigative Fund. To judge by Twitter followers, she has increased her popularity in recent weeks.²

Her bio lists a who's who of anti-employer employers:

Before joining the American News Project, Danielle Ivory worked with Bill Moyers as a senior fellow and research director at the Schumann Center for Media & Democracy and Public Affairs Television. In the past, she has worked as a production assistant with Weekend Edition Sunday on National Public Radio and as a reporter for The Nation, one of Thailand's national English-language newspapers. Ivory holds an M.Phil in modern history from the University of Oxford, where she wrote her dissertation on the history of car accidents, and an A.B. in history from Princeton University. Her videos and writing have appeared on Democracy Now, The Nation, Alternet, Truthout,

¹ See:

http://www.democracynow.org/2009/8/25/epa_fails_to_inform_public_about

² See: http://twittercounter.com/compare/danielle_ivory/week/followers

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and The Huffington Post. She currently co-writes a weekly media column with Eric Alterman at the Center for American Progress. You can follow her on twitter.³

She has since left ANP.⁴ She has successfully used journalism to pressure an insurance company to reverse its decision not to cover a 12-year-old boy's prosthetic arm.⁵

As early as 2004, she was planning on a job in journalism focused on public health:

When she's not busy being a newshound, Danielle adores singing jazz, practicing ballet and traveling to far-off lands. She hopes to one day be an investigative journalist and to write about public health or the environment. She also hopes to actually get paid for this. Danielle is from the magical land of Pullman, Washington where lentils and dreams grow.⁶

Despite her focus on public health, **she lists no degrees in public health, epidemiology, statistics, or other relevant credentials.**

Ivory has a strong focus on attacking Atrazine. Her first four (and six of seven) listed stories for Huffington Post Investigative Fund were focused on the subject, the first of which was on August 23, 2009.⁷

Please see this video based on her work (which shows that Ivory focuses on the highest levels of Atrazine, rather than the overall effect and claims "this is a problem of not telling the public what's in the drinking water."; she has acknowledges "it's not exactly known what the effects of atrazine are."):

http://www.democracynow.org/2009/8/25/epa_fails_to_inform_public_about

Tides / NRDC / Ivory

As we have reported previously:

- PAN, NRDC, and LSP share one very powerful, controversial funding source: The Tides Foundation, an uber-wealthy and far-Left philanthropy tied intricately to the founder of now-infamous ACORN. In particular, related Tides Center provided funding for a 1999 report on pesticides, including

³ See: <http://americannewsproject.com/about/divory/Danielle+Ivory>

⁴ See: http://huffpostfund.org/about-us?quicktabs_2=1#quicktabs-2

⁵ Brayton, Ed. "Insurance co. agrees to cover prosthetic arm." Michigan Messenger. December 2, 2009.

⁶ See: http://www.npr.org/about/nextgen/sum04/bios_g-k.html

⁷ See: <http://huffpostfund.org/users/danielleivory>

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Atrazine, by PANNA and its building co-tenant, Californians for Pesticide Reform (of which PANNA is a member).

Some Tides Foundation donations of interest:

- 2008: NRDC receive grants of \$15,000, \$25,000, and \$56,622
- 2007: NRDC received separate grants of \$55,000 and \$9,300
- 2006: NRDC received \$93,500

Perhaps not coincidentally, the Huffington Post Investigative Fund, which has focused on Atrazine, discloses that Foundation sibling "Tides Center, a nonprofit incubator, serves as our fiscal sponsor and provides administrative support."⁸

Now: Consider this tie-in between Tides-funded groups: On August 21, 2009, NRDC released an anti-Atrazine report and in a related blog post highlighted Ivory's work (oddly dated two days later on August 23, 2009):

*In an excellent investigative report by Huffington Post, Danielle Ivory reported that, "In an on-camera interview with the [Huffington Post] Investigative Fund in June, [EPA's Steve Bradbury] also said that the weekly monitoring had found no spikes in any watershed over 3 ppb. "It's these spikes that we're focusing on," he said. "There have been no exceedances." In fact, the EPA's data recorded more than 130 spikes over 3 ppb during 2008 alone -- not only in Illinois, Ohio, Indiana and Kansas, but also in Missouri, Louisiana, and Texas. Bradbury declined to elaborate on the apparent contradiction." Nice work, Danielle!*⁹

We have contacted the Huffington Post Investigate Fund to inquire about additional information about their funding model, sources, and ties to the Tides family of organizations. We are waiting for reply, though (based on reporting rules for non-profits) we do not predict ascertaining more information through that research avenue.

Final Thoughts

⁸ See: <http://huffpostfund.org/about-us>

⁹ See:

http://switchboard.nrdc.org/blogs/jsass/new_data_confirms_widespread_a.html

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Based upon timelines, we collected this material quickly, though we believe that we have adequately covered publicly available material in the timeframe allowed.

There is clearly some association—loose or planned we cannot say— that has multiple Tides-related entities releasing damaging reports in close promiximity.