

IMPACT REPORT

February 2023 - September 2024

Leadership

“Educational institutions challenged by EPP found it difficult to justify their identify-based scholarships and programs.”

- **The Cornell Daily Sun**

“Half of the scholarships are either shelved or had their eligibility requirements changed after the complaints were filed.”

- **Washington Post**

“A non-profit group opposing race-based education policies has filed more than a dozen U.S. civil rights complaints this year against universities...”

- **Reuters**

“Pressure on institutions to make those adjustments is already ramping up. On Monday, Jacobson’s EPP filed a civil rights complaint...”

- **Inside Higher Ed**

“Colleges are facing pressure to stop considering race as a factor when awarding scholarships...”

The latest target is Western Kentucky University, subject of a federal complaint filed over the weekend by the Equal Protection Project...”

- **Chronicle of Higher Education**

Vision: 2025

- Continued OCR Complaints
- Strategic Lawsuits
- Expansion Beyond Race-based Conduct
- Media Narrative-Setting
- Equality over Equity

Equal Protection Project is **nineteen months** old. Here’s what we’ve done.

Media Recognition

“EPP’s impact is being felt”



“Government watchdog”



“Legal watchdog”



“Civil rights watchdog”



Cases & Legal Challenges

- **43** Office for Civil Rights Complaints
- **7** Amicus Curiae Briefs
- **4** Other Challenges
- **1** Law Suit

Wins: **20**

Impacts: **5**

Win = Discriminatory Conduct Ends

Impact = Conduct Changed But Not Yet Ended



Equal-Protection-Project

EPP MEDIA IMPACT

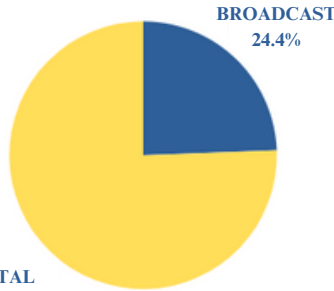
Feb. 1, 2023 to Aug. 31, 2024

Broadcast:

- Over 225 Unique Broadcast Interviews
- Over 545 Total Broadcast Appearances

Print/Digital:

- Over 1920 Appearances



EPP reaches tens of millions of people and leverages this exposure to get results in cases and to drive narratives.

KEY TV HITS



FOX: Varney & Co.



FOX & Friends



Epoch Times TV



FOX: Evening Edit



NTD: Evening News



FOX: America Reports



FOX: The Ingraham Angle



FOX: Jesse Watters Primetime



FOX: Cavuto Coast to Coast



MSNBC: Morning Joe

KEY DIGITAL MEDIA HITS

NEW YORK POST
Asian parents claim NY STEM program discriminates against their kids in favor of black, Hispanic students: suit

The Washington Post
Democracy Dies in Darkness
Cuts to race-based scholarships block path to college, students say

THE CHRONICLE OF HIGHER EDUCATION
Colleges Face Demands to Stop Considering Race in Student Scholarships

FOX NEWS
NYU opens anti-racist class only to White public school parents: report

The Cornell Daily Sun
Law Professor Leads Project That Challenges DEI in Education

The Minnesota Star Tribune
Race-based scholarships at Minnesota State University Moorhead subject of new civil rights complaint

REUTERS
Anti-affirmative action group, emboldened by US Supreme Court, targets scholarships

Daily Mail
EXCLUSIVE: Columbia, NYU, and other top med schools hit with civil rights complaints for discriminating against white and Asian teens by making it easier for blacks and others to join introductory classes

The Fordham Ram
Group Files Complaint Against Fordham Over Anti-White Racism

The Boston Globe
Conservative group files civil rights complaint against MIT alleging program for female students of color is discriminatory

NATIONAL REVIEW
MIT Hit with Civil-Rights Complaint over 'Women of Color' Mentorship Program

Springfield News-Leader
Civil rights complaint filed against MSU alleges discrimination against 'white males'

THE HILL
MIT hit with civil rights complaint over program for women of color

KEY OP-EDS

NEW YORK POST
Still too woke: Google can't stop at canning subversives

NEW YORK POST
President Martha Pollack is quitting but to save Cornell, ditch DEI

NEW YORK POST
Beware: Gemini's insanity is actually what 'bias-free' AI is all about

FOX NEWS
Supreme Court struck down affirmative action, but that won't stop Harvard

EPP MEDIA IMPACT 2024 YTD

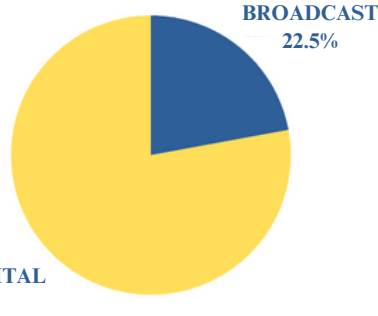
January 1 – August 31, 2024

Broadcast:

- Over 92 Unique Broadcast Interviews
- Over 317 Total Broadcast Appearances

Print/Digital:

- Over 1,090 Appearances



EPP reaches tens of millions of people and leverages this exposure to get results in cases and to drive narratives.

KEY TV HITS



FOX: Varney & Co.



FOX: America Reports



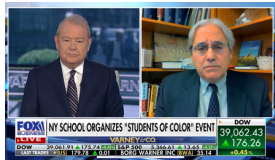
FOX: Ingraham Angle



FOX: Jesse Waters Primetime



Just The News: No Noise w/ John Solomon



FOX: Varney & Co.



FOX: The Bottom Line



FOX & Friends Weekend



FOX & Friends



No Spin News w/ Bill O'Reilly

KEY DIGITAL MEDIA HITS

NATIONAL REVIEW

MIT Hit with Civil-Rights Complaint over 'Women of Color' Mentorship Program

ithaca journal

Nonprofit alleges segregation in Ithaca school group meeting; Superintendent Brown responds

Bloomberg Law

Colleges Risk Talent Loss With Pushback on Diversity Initiatives

THE HILL

MIT hit with civil rights complaint over program for women of color

NEW YORK POST

Asian parents claim NY STEM program discriminates against their kids in favor of black, Hispanic students: suit

WISPOLITICS

US Department of Education investigating discrimination allegation against UW-Madison scholarship program

NEW YORK POST

Fordham U. 'diversity' programs discriminate, violate civil rights law: complaint

The Minnesota Star Tribune

Race-based scholarships at Minnesota State University Moorhead subject of new civil rights complaint

A Rhode Island-based conservative nonprofit made the Minnesota university the latest among a growing list of challenges to race-based education policies since a landmark 2023 Supreme Court ruling.

The Washington Post

Can this firm invest in only Black women? This case will decide.



Northwestern University hit with federal complaint after caving to anti-Israel mob's demands

Northwestern must treat all students equally. Political expediency is no legal excuse, William Jacobson said

Illinois

Complaint alleges race, sex discrimination in U of I scholarships

KEY OP-EDS

NEW YORK POST

Still too woke: Google can't stop at canning subversives

By William A. Jacobson and Katherine Kane
Published April 20, 2024, 1:13 p.m. ET

NEW YORK POST

President Martha Pollack is quitting but to save Cornell, ditch DEI

By William A. Jacobson
Published May 11, 2024
Updated May 12, 2024, 5:42 p.m. ET

NEW YORK POST

Beware: Gemini's insanity is actually what 'bias-free' AI is all about

By William A. Jacobson and Katherine Kane
Published March 10, 2024, 3:47 p.m. ET



Supreme Court struck down affirmative action, but that won't stop Harvard

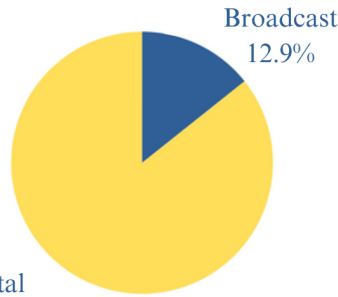
MEDIA IMPACT: COMBATTING ANTISEMITISM & ANTI-AMERICANISM

Oct. 7, 2023 — Aug. 31, 2024

Antisemitism Related Hits

Broadcast -- Over 103 Appearances

Print/Digital -- Over 692 Appearances



After the Oct. 7 Massacre, we used our media reach to educate the public how the campus protests not only were antisemitic but also anti-American.

Print/Digital
87.1%

KEY TV HITS



MSNBC: Morning Joe



FOX: Varney & Co.



FOX: Cavuto: Coast to Coast



FOX: Jesse Watters Primetime



Just The News: No Noise w/ John Solomon



FOX: The Ingraham Angle



FOX: America Reports



NTD News Live



FOX: The Ingraham Angle



No Spin News w/ Bill O'Reilly

KEY RADIO, PODCAST, & STREAMING



No Spin News w/ Bill O'Reilly



The James Golden (AKA Bo Snerdley) Show



JustTheNews w/ John Solomon



Newt's World w/ Speaker Newt Gingrich.

ALSO APPEARING ON:



SAMPLE OF KEY DIGITAL MEDIA



Professor calls on Cornell to make campus safer for Jewish students: 'Faculty is extremely anti-Israel'



Cornell University slammed for 'window dressing' statement after antisemitism on campus



Northwestern University hit with federal complaint after caving to anti-Israel mob's demands



Cornell students to hold 'Jewish Unity' rally to fight rising campus antisemitism



Northwestern accused of caving to protesters as House opens antisemitism probe



Student protests threaten to overshadow commencements



Cornell University professor says radical faculty in academia contribute to antisemitism on campuses



President Martha Pollack is quitting but to save Cornell, ditch DEI