

FLASH

NEWS

www.MediaResearch.org

The Media Research Center's Monthly Members' Report

MRC Trustees Offer \$1 Million Challenge to Fund "Tell the Truth!" 2005

Dear Member,

As we predicted last fall, the liberal media are doing all they can this year to discredit conservative policies and – I'm going to flat-out say it – undermine the war against terrorism.

To counter last year's onslaught of liberal media bias, we launched the "Tell the Truth!" 2004 campaign, a nationwide effort to inform as many Americans as possible about the leftist agenda masquerading as "news." The goal was to reach 50 million Americans weekly with our message. That campaign, thanks largely to your financial and moral support, was a tremendous success. At its peak, we reached an average 95 million Americans every week with the "Tell the Truth!" message.

Along the way we scored major victories. Through the MRC's Cybercast News Service (CNSNews.com), we were the first credentialed news agency to blow the whistle on Dan Rather's forged National Guard memo report on *60 Minutes*. We were also in the lead in exposing the media's bias against the Swift Boat Veterans for Truth; in providing balance to the Abu Ghraib coverage;

and in countering the deceitful media spin on the "missing explosives" at Al-Qaeda, among many other issues.

This year, we are continuing the battle with "Tell the Truth!" 2005 (see www.mrc.org). This \$3.2 million campaign is the largest effort in history to expose and neutralize the liberal media elites. To help us reach this rather daunting financial goal, two members of our Board of Trustees made a generous challenge-pledge of \$500,000 two months ago. Shortly thereafter, three other MRC Trustees offered another \$500,000 challenge-pledge. These MRC supporters have since joined forces to create a \$1 million challenge to help fund the "Tell the Truth!" 2005 campaign.

Simply put, for every gift to the MRC, the "challenge" will match it dollar for dollar, up to \$1 million. In the end, if successful, the "challenge" will raise \$2 million for the \$3.2 million "Tell the Truth!" 2005 campaign.

This campaign can work. Our efforts last year proved it does work. The three networks alone – not counting the major print and radio outlets – spend billions of dollars every year and reach about 35 million

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America's Media Watchdog



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Americans every single day. Yet *"Tell the Truth!"* 2004 was tremendously effective, and now we have the opportunity to do more.

Funding for the 2004 *"Tell the Truth!"* campaign began in June of 2004 and supported MRC special activities through June of 2005. Now those funds are gone and the MRC must fund another 12 months of *"Tell the Truth!"* efforts in response to a new threat. The leftist media are actively attempting to not just influence public opinion, but actually create public opinion in the following three areas:

1) The War on Terror —

The leftwing media elites do not support a military response to terrorism. They oppose the war in Iraq. Over-reporting and distorting prisoner abuse stories have undermined our military's morale. Misreporting on the actual positive achievements in Iraq and Afghanistan is giving Americans a false picture of the true situation and eroding public support for America finishing the job it has started.

2) Economic Policies —

Economic progress made under the Bush Administration simply will not be reported. Even the most modest budget cut proposals made by the Administration to curb runaway federal spending are described in the media as attacks on the neediest citizens. Americans have been told by the media that reform of our ailing Social Security System, which is headed for bankruptcy, is "not needed." And proposals to reform Social Security have been misrepresented as "benefit cuts" time and again, although this is untrue.

3) Political and Social Policies —

The media continue with even more intensity to impose their agenda of a secular America. Christians in America are described as being like the "Taliban." Conservative efforts to restore Constitutional

balance to the judicial confirmation process are denounced by the media as "extreme" measures. God is to be expelled from our schools and court rooms; Christ is being expelled from Christmas.

The 2005 *"Tell the Truth!"* campaign will fight against media bias in these areas using a variety of weapons including, for instance, the Internet. The MRC has helped pioneer this important new tool in organizing, educating, and mobilizing conservatives, and in exposing the top stories in the news. This year, the MRC has undertaken the task of expanding its Internet ability to capitalize on the potential of this medium.

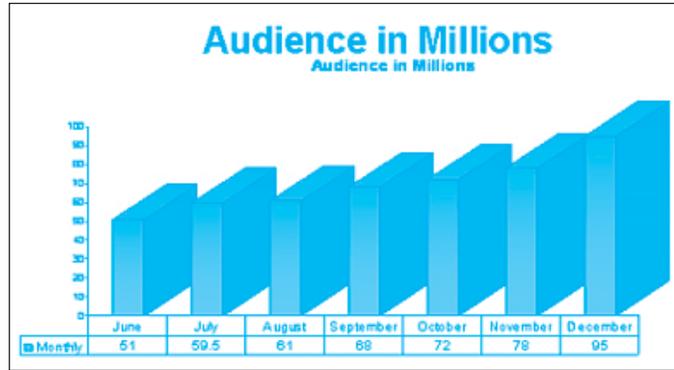
The Grassroots. In 2005, the MRC will enlist Americans like you to join us in demanding with one loud voice: *"Tell the Truth!"* As funding permits, the MRC will place full-page ads around the country with the

"Tell the Truth!" message, as well as take out billboards in as many of the top media markets as possible. The MRC will produce and distribute thousands of bumper stickers, coffee mugs, pens, t-shirts and other assorted paraphernalia, all with the *"Tell the Truth!"* slogan attached.

For more than 18 years the Media Research Center — America's Media Watchdog — has been documenting, exposing, and neutralizing the left-wing press. We don't want a "conservative" news media. We want, and demand, truth. We want the news media to strive for objectivity at all times. We want balance. We want fairness, and we invite you to join us.

Until next time,

L. Brent Bozell III
Founder and President



"Tell The Truth!" 2004

Philadelphia...Dallas...Atlanta...Boston... and Cleveland.

With 80-foot billboards, the MRC's Tell the Truth! campaign in 2004 hit major markets across America.



For information on sponsoring a billboard or other aspects of the "Tell the Truth!" 2005 campaign, contact Michelle O'Halloran, MRC marketing director, at 703-683-9733, ext. 121.

Free Market Project Re-Launches Web Site with Added Features

BY DAN GAINOR

It's already been a good year for the MRC's Free Market Project (FMP). FMP has had more than 50 broadcast appearances, and FMP op-eds have been published in the *Orange County Register*, *New York Post*, *Investor's Business Daily* and *The Washington Times*.

FMP was the first organization to quantify the flaws in media coverage of Social Security. We were also the first to expose the gaping hole in broadcast coverage of the Fannie Mae scandal, which the networks still have not addressed. Our ongoing analysis has caught errors in the use of polling data and enough spin on topics such as obesity, global warming, energy, and litigation to keep an amusement park in business.

However, the best is yet to come. By the time you read this, FMP will have re-launched its Web site (www.freemarketproject.org) with added information, a new logo and new features. We also are in the midst of launching a new weekly e-mail newsletter. This is an important makeover as we continue to expand our efforts and drive visitors to the Free Market Project Web site.

The new site is designed to serve the needs of readers by providing regular content on media coverage of business and economics. It includes

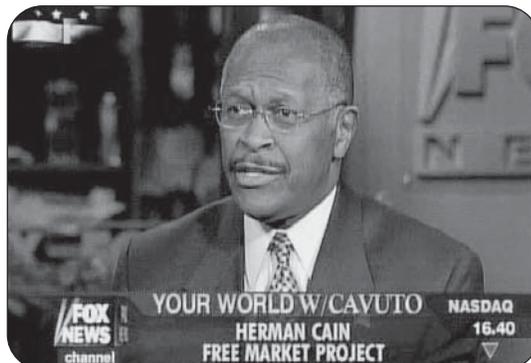
- **Resources.** Business people and journalists will discover a wealth of information including a database of experts on a variety of business topics; fact sheets on major business and economic issues; daily links to important free market topics; and regular commentary from top economists.
- **Ongoing coverage.** The Free Market Project will continue to deliver its reliable assessment of the bad and good reporting of business issues.
- **Periodic Special Reports.** These in-depth studies analyze key economic and business topics in the news. Past reports have focused on the problems at Fannie Mae, the economic errors in Social Security reporting and many other newsworthy topics.
- **SPECIAL BONUS.** Visitors who sign up for the new Free Market Project weekly newsletter will receive exclusive access to a Special Report: Taking Stock of Media Business Coverage. This report goes into extensive detail about the flaws in media coverage of business and economics, from Social Security to jobs. It also includes 10 important recommendations on how the media can improve coverage.

This is an exciting time to join part of the effort to help protect the future of the free enterprise system in our nation. We welcome your comments and criticisms on the new site and anything else we do. Most of all, we appreciate your support so that we can do our part to keep the free market system strong in America.

Dan Gainor is director of the Free Market Project (www.freemarketproject.org).



[www. FreeMarketProject.org](http://www.FreeMarketProject.org)



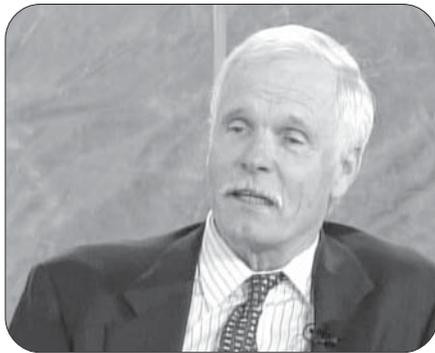
Free Market Project National Chairman Herman Cain discusses private Social Security accounts on Fox's *Your World With Neil Cavuto*.



Dan Gainor, director of the Free Market Project, is an expert on free enterprise issues and a veteran editor with 20 years' experience in print and online media, including *The Washington Times* and *Congressional Quarterly*.

The Castro News Network

Communist dictator Fidel Castro was the inspiration for “CNN International,” the global division of the cable network, according to CNN founder Ted Turner. In a string of interviews honoring the station’s 25th year in business, Ted Turner said: “You know, I got the idea to go global from Fidel Castro. The signal spilled into Cuba and he heard about it—and he’s pretty intelligent—and he bought a satellite dish or got one somehow, and started watching the news and he said it was incredibly important.



During the 25th anniversary celebration of CNN, founder Ted Turner crowns that the idea for “CNN International” came from Communist thug Fidel Castro.

“When I met him in ’82, he said, ‘Ted, the whole world needs CNN.’ He said, ‘I use it all the time and it’s very important to me.’ So I said, ‘Well if Castro needs it, certainly the capitalists around the world could use it, and perhaps some other communists, too.’” Anti-communists in Florida have long dubbed CNN the “Castro News Network.” How accurate they were!

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Gorby: Matthews’ Hero!

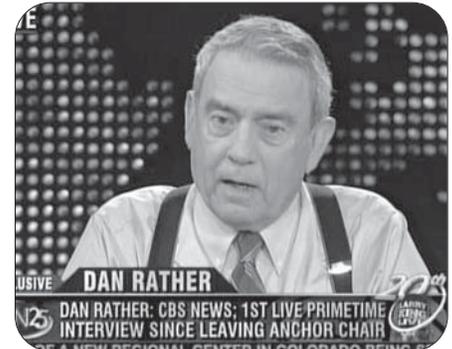
Left-wing ranter Chris Matthews, host of MSNBC’s *Hardball*, recently disclosed that communist Mikhail Gorbachev is largely responsible for ending the Cold War—not Ronald Reagan—and that he personally cheered from a street corner when Gorbachev visited the U.S. capital in 1987. “I remember being on a Washington street corner when Gorby came by in a car and I just cheered like mad” because “he was the guy that was helping to end the Cold War,” said Matthews on June 5.

Newsweek’s Howard Fineman, on the same show, chimed in, saying, “I did that, I did that! I was on that same street corner maybe.” When asked about Reagan’s role, Matthews argued that the USSR fell apart because of the “nationalities problem” and Gorbachev’s leadership. “This man, this man [Gorbachev] helped Reagan, in fact you could argue he was the primary man in ending the Cold War,” said Matthews.

Rather ... Confused?

In his latest version of the Memogate story, Dan Rather said on *Larry King Live* June 2 that no one has proven that the bogus National Guard documents concerning George Bush are forgeries and, therefore, “a prudent person” could conclude that the story is true. Strange. This is the fourth spin-version of the discredited memotale. In version one, Rather and CBS argued that the story was true and stonewalled for 10 days as countless experts showed how the memos were fabricated. In the second version, Rather and CBS, following almost two weeks of blistering condemnation from just about everyone, finally admitted mistakes were made and apologized for their sloppy reporting.

Then, in the third version, which came after CBS’s investigation into his reporting, Rather claimed that the documents might not be real but,



Former CBS anchor Dan Rather says the forged National Guard memos concerning George W. Bush are not fake and CBS’s Memogate story is true.

nonetheless, the story was true. Now, Rather is back to square one: Memos have not been proven to be forgeries, therefore the story is true. ... Huh?

CNN Ratings Meltdown

CNN’s ratings continue to tumble, providing further evidence that its liberal bias is self-destructive and that, in an ever-changing marketplace, alternative media are cleaning the “mainstream” media’s clock. Between May 2004 and May 2005, CNN’s prime time audience share (adults 25-54) fell 12 percent, giving it an average primetime viewership of only 610,000 people, reported *Broadcasting & Cable*.

Meanwhile, Fox News Channel’s ratings rose 11 percent, for an average prime time audience viewership of 1.4 million people. MSNBC, which has a much smaller audience share even than CNN, stayed flat. The liberal media continue to melt down.

More Media Meltdown

As the MRC and Brent Bozell’s 2004 book, *Weapons of Mass Distortion*, predicted, the major media continue to melt down, losing more and more viewers and readers every day. A new survey by Gallup adds fresh evidence to the stack. According to Gallup’s annual survey of “public confidence in major institutions” in America, public trust in newspapers and TV news hit an all-time low in 2004.

“Those having a ‘great deal’ or ‘quite a lot’ of confidence in newspapers dipped from 30 percent to 28 percent in one year, the same total for television,” reported *Editor & Publisher*. “The previous low for newspapers was 29 percent in 1994. Since 2000, confidence in newspapers has declined from 37 percent to 28 percent, and TV from 36 percent to 28 percent.” Clearly, liberalism is self-destructive – in the media and in the culture at large.

... And Even More Meltdown

A May survey of 700 media figures by the Annenberg Public Policy Center showed that 31 percent described themselves as “very liberal” or “liberal,” while only 9 percent called themselves “very conservative” or “conservative.” That’s a 3-to-1 disparity, which further confirms what the MRC has documented. The survey further showed that while 28 percent of Americans favor same-sex marriage, 58 percent of journalists do. When asked “what led CBS News to run” the *60 Minutes* story with the forged memos, “40 percent of the public said a major reason was ‘CBS News and Dan Rather are liberals who dislike President Bush.’ Only 10 percent of journalists agreed.” Go figure.

Nixon White House ‘Nazis’

Mark Felt, a.k.a. Deep Throat, the FBI source who leaked classified criminal investigation material to the *Washington Post* is “a hero,” according to left-wing reporter Lesley Stahl. As she told fellow liberal Chris Matthews on MSNBC’s *Hardball*: “Who was he [Felt] going to turn to? Where could he go if not to the press at that point? That’s a whistleblower’s role. I look upon him as a big hero, and ... I hope he really understands what a great service he did.”

“... And he thought they [Nixon White House] were like Nazis. That was



60 Minutes reporter Lesley Stahl tells MSNBC that FBI-leaker “Deep Throat” is a hero who was fighting the “Nazis” in the Nixon White House.

in his own mind. So if he knows that he cleaned out that corruption, he shouldn’t be called a ‘traitor’ by

anybody, and he certainly shouldn’t feel like one.” Not surprisingly, neither Stahl nor any major media figure has said similar things about Linda Tripp or former Special Prosecutor Ken Starr.



DeLay Linked to Killers

White supremacist gun nuts who killed

two judges, were directly tied to the politics and name of House Majority Tom DeLay in the season finale of NBC’s *Law & Order: Criminal Intent*, broadcast on May 25. In their desperate search to find the suspected murderers, a “Detective Alexandra Eames” comments: “Looks like the same shooters. CSU found the slug in a post, matched it to the one that killed Judge Barton. Maybe we should put out an APB for somebody in a Tom DeLay T-shirt.”

After DeLay’s office criticized NBC for the blatant political slam, the producer of the series, Dick Wolf, said the TV scene was not a political statement and yet he wanted to “congratulate” Tom DeLay for “switching the spotlight from his own problems to an episode of a television show.”

MINIBITS

☛ **Bob Schieffer’s** liberal bias hat trick: 1) “Do you think that had it not been for Monica Lewinsky and the scandal that was swirling around Bill Clinton, that we as Americans would have recognized earlier what a threat that Osama bin Laden posed?” 2) Opponents of embryonic stem cell research are like those “who urged Columbus to stay home, the ones who refused to look into Galileo’s telescope.” And 3) “There may be one or two people in journalism” with a political agenda, “but for the most part, most reporters are just trying to find out what happened.” ☛ **MSNBC’s Keith Olbermann:** “My point of view is about delivering information and context. It has nothing to do with a political point of view.” ☛ “By nature, it’s very hard for a liberal to throw red meat simply because the issues are more complex than you can reduce down to a soundbite.” – **Bill Moyers** ☛ **Newsweek’s Jonathan Alter** confesses: “I’m really ticked off these days about the stem cell research debate ... I don’t have a lot of neutrality on it.” ☛ And, another **Rosie O’Donnell** rant: “[Bush] invaded a sovereign nation in defiance of the U.N., he is basically a war criminal. Honestly. He should be tried at The Hague.”

By David Thibault
CNSNews.com Editor-in-Chief



CNSNews.com Exposes the Fraud of Fungibility

A quick visit to an online English dictionary yields the following definition for the word fungible: “Of or relating to assets that are identical in quality and are interchangeable.”

Cash that an organization obtains through government grants and/or private contributions for a noble cause is also fungible. But you won’t be surprised to learn that left-wing political groups have mastered the art of fungibility in advancing their political agendas.

The Open Society Institute commanded by billionaire liberal activist George Soros and bent on a global agenda that is pro-abortion, favors legalized prostitution, and promotes the idea of supplying drug addicts with fresh needles to shoot up, is one such example. Planned Parenthood, the nation’s number one provider of abortions, is another.

In recent weeks, CNSNews.com has exposed both organizations for using either taxpayer dollars or money purportedly raised for breast cancer research to support their leftist, anti-life goals.

On April 25, we published CNS investigative reporter Jeff Johnson’s article entitled, “Soros Foundation Given \$30 Million by U.S. Government.” It and a May 12 follow-up detailed how Soros’ Open Society Institute received more than \$30 million from American taxpayers between 1998 and 2003, just before he decided to spend more than \$20 million of his own fortune to try to deny President Bush re-election in 2004.

Because Soros has persuaded the government – especially the U.S. Agency for International Development – that he primarily pushes for democratization and human rights overseas, his Open Society Institute (OSI) has won these lucrative taxpayer-funded grants, which may technically contain language precluding Soros from spending any of the money on his more radical beliefs, such as needle exchange programs.

But since Soros also receives private contributions and chips in his own money, neither of which are restricted, how can taxpayers be sure their money isn’t just freeing up the other funds for OSI’s radical agenda?

All through the 2004 presidential campaign, when it was no secret Soros’ Open Society Institute had benefited from taxpayer assistance, no news organization had thought to put

it all together – that is until CNSNews.com did.

CNS investigative reporter Randy Hall also examined the fraud of fungibility when he looked at the records of the noble-sounding Susan G. Komen Foundation’s Race for the Cure. The organization’s nationwide series of 5 kilometer runs/fitness walks, named in honor of Komen, a breast cancer victim, are supposed to raise money for breast cancer research. So far, so good.

However, as Hall reported on Feb. 22 and then in a follow-up report on April 18, the Komen Foundation diverted \$475,000 of the money it raised in 2003 to Planned Parenthood clinics around the country.

Planned Parenthood is the number one provider of abortions in America, but Rebecca Gibson, a spokesperson for the Komen Foundation, told Randy that the foundation and its affiliates “do not provide any funding for abortions or for any activities outside the scope of our mission.”

That may be technically true, but we couldn’t help wonder what the participants in the Race for the Cure events would have said had they learned that the organization they thought was raising money solely for breast cancer research was instead giving part of it away to Planned Parenthood clinics and making it

financially easier for abortions to be performed.

As Eve Sanchez Silver, a former advisor to the Komen Foundation and two-time breast cancer survivor told CNSNews.com, “You can’t affirm life with one hand and support an organization that kills people with the other.” Silver severed her ties with the Komen Foundation after learning that the grants were awarded to Planned Parenthood in 2003.

In the case of the Open Society Institute and Planned Parenthood, gauzy-sounding services like democratization and breast cancer screening mask an insidious, left-wing agenda of legalized prostitution and abortion. And the latter is undeniably supported by the former because of the fraud of fungibility, which Cybercast News Service will continue to expose in the weeks and months ahead.

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AMERICA'S MEDIA WATCHDOG

Documenting, Exposing and Fighting Media Bias

MRC IN THE NEWS

The experts at the Media Research Center are interviewed almost every day on stories of national importance, often reaching millions of Americans daily. They provide analysis and commentary on radio, TV, the Internet, in magazines, books and in newspapers, always striving to help restore political balance to the major media. Some of the MRC's latest media appearances include the following:

Television

- ☛ MSNBC - *Connected: Coast to Coast*, June 28
- ☛ NBC - *Today*, June 23
- ☛ MSNBC - *O'Reilly Factor*, June 20
- ☛ FNC - *Special Report w/ Brit Hume*, June 16
- ☛ NBC - *Today*, June 15
- ☛ MSNBC - *Hardball*, June 10
- ☛ CBN-TV, June 8
- ☛ FNC - *Fox & Friends*, June 1
- ☛ FNC - *Fox News Watch*, May 28

Radio

- Point of View*, June 10
- Fresh Air with Terry Gross*, June 1
- Laura Ingraham Show*, June 7
- Janet Parshall's America*, May 19, 25
- Rush Limbaugh Show*, May 18
- Right Balance*, May 19, June 13
- WSBA, York, Penn., June 13
- WIBC, Indianapolis, June 9
- KXJZ, Sacramento, June 7
- WGBF, Evansville, Ind., June 13
- WI Public Radio, June 13
- NRA News, June 10
- KMed, Medford, Ore., June 13
- KOGO, San Diego, June 8
- WPTF, Raleigh, May 25, June 13
- WMET, Washington, May 24
- Family News in Focus, May 31
- KOA, Denver, May 31
- KIT, Yakima, Wash., June 3
- WBAL, Baltimore, June 4
- BOTT Radio Network, June 9
- KSRO, Santa Rosa, June 2
- WIBC, Indianapolis, June 2

- WTOP, Washington, May 19
- WIBA, Madison, May 20, June 10
- WDEO, Detroit, May 20
- WMAX, Saginaw, May 20
- WTN, Nashville, May 26
- KTSU, San Antonio, May 23
- KDKA, Pittsburgh, May 20

Print

- Financial Times*, June 14
- Los Angeles Times*, June 8
- New York Times*, June 6
- Pittsburgh Post-Gazette*, June 6
- American Enterprise*, June 1
- Washington Times*, May 19, 20, 22, June 1, 6, 13, 14
- Congressional Quarterly*, June 1
- Washington Post*, May 23
- Insight on the News*, May 23
- Boston Phoenix*, May 20
- Detroit Free Press*, May 25
- The Frontrunner*, June 17
- Montana News Association*, June 14
- Brookhaven Daily Leader*, June 13
- Pittsburgh Tribune Review*, June 13

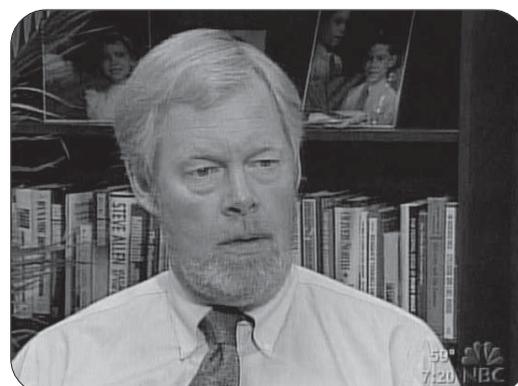
Internet

- Christian Today.com, May 25
- Conservative Voice.com, May 25
- The Post Online, May 24
- LifeNews.com, May 19, 23
- GOPUSA, May 24
- AlterNet, May 20
- MediaMatters.org, May 18, June 15

PARTIAL LISTING FOR ALL MEDIA



Tim Graham, MRC Director of Media Analysis, provided numerous examples of PBS's liberally biased programming during an interview on MSNBC.



On NBC's *Today*, MRC President Brent Bozell explained why multi-million dollar enterprises such as *Sesame Street* and *Clifford* do not need taxpayer-funding to thrive in the marketplace.



Clay Waters, director of the MRC's *TimesWatch*, commented on the liberal bias of the *New York Times* on MSNBC's *Connected: Coast to Coast*.

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Including the Media Research Center in your estate plans guarantees that America's Media Watchdog will continue to document, expose, and neutralize the liberal media for years to come – a fine legacy indeed!

For more information and a free proposal, call Thom Golab at (800) 672-1423 or visit us online at

www.mrc.gift-planning.org



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