

CELEBRATING 35 YEARS





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35 Years Of **Fighting The Leftist Media**

From the desk of L. Brent Bozell III Founder & President of the MRC

Dear Friends of the MRC,

Years ago, Rush Limbaugh asked me what my goal was for MRC. I told him I wanted to complete the task, declare victory, then close up shop and get a real job. "Then you'll never have a real job!" he answered. We both laughed, but the point was made. The left will never cease trying to indoctrinate America through the news media. Therefore, the work of the MRC must never cease either.

As we celebrate MRC's 35th anniversary, I think of Rush again. We'd both started in the late-1980s; he a few months after us. He began with a modest radio syndicate. I had a few fellow patriots, an antebellum townhouse in Alexandria, Va., seven phones, two desks, a rented computer, and a black-and-white television.

We were driven by the same desire to correct the record our left-leaning media masters tried to impose on us and to tell the stories they refused to tell.

Rush gave his entire career to this, and as long as I'm able to lead this enterprise, here is where you'll find me as well.

MRC has become the pre-eminent force in America today because we're fighting the fight no one else can against leftist media bias and Big Tech censorship.

The video library we started in 1987 now has 890,000 hours of news and news-related programming, the largest in the world. The small staff in the crowded townhouse is now 65 strong and moving to even larger headquarters in the fall.

The MRC's strength is its ability to adapt and meet ever-changing technological challenges.

We are leaving the news era and entering the information age. Bias by commission is our challenge with the former; bias by omission is the danger with the latter.

Our 2018 report, "Censored!" brought on a new era of scrutiny of Big Tech censorship, and MRC has taken the lead in fighting this modern menace of free expression. It led to the creation of our newest division, Free Speech America,

and formation of the Free Speech Alliance, a coalition of 100 members dedicated to free speech.

These initiatives rest on credibility built by CNSNews, which launched in 1998 and still dominates the front page of the Drudge Report with its reporting on economic and policy news. MRCTV, which started in 2011, produces eight original series – one of which now has a title sponsor.

MRC Business extols the virtues of the free enterprise system and defends it from attack. MRC Culture combats Hollywood and advances traditional American values. MRC Latino, added in 2014, exposes far-left bias in the Spanish-language networks.

Conservative media and political Washington depend on MRC's work. Our analysts appear regularly on Fox News and other media. Mark Levin and Dan Bongino have both publicly stated that NewsBusters, our popular real-time blog, is vital to their daily show prep. President Trump held up a NewsBusters study that he said he used as the basis for an executive order regarding liability for social media companies.

Americans will need the Media Research Center more than ever going forward. We're not just fighting networks slanting their stories; we're fighting Big Tech oligarchs working with government to suppress information, including information that changed a presidential election.

I remain optimistic we will prevail because I believe in you and your dedication to leaving an America our children can still call the land of the free, and I believe in the dedicated professionals who stand by my side to get the work done.

It will take our best efforts going forward, and I thank you for making it possible.

> Sincerely. L B-5

L. Brent Bozell III Founder & President



For 35 years, MRC has made it its mission to quantify and expose leftist media bias and back it with research and real-time reporting that can't be ignored. The NewsBusters blog, born in 2005, has become our most effective quick-strike weapon against the radical left. We have gone from making VCR tapes of Dan Rather on CBS, Tom Brokaw on NBC, and Peter Jennings on ABC to producing a blog that captures events as they happen and provides fast-action research that forms and changes public policy debates.

In 2022, NewsBusters had a hand in getting Whoopi Goldberg suspended, Don Lemon demoted, Brian Stelter fired, and the Disinformation Governance Board discontinued all with on-the-spot reporting. Lemon and Stelter saw their careers sidelined partly by MRC's

"I love NewsBusters, Media Research Center, one of my top go-to sources. I'm so glad you exist. It's awesome. Love you guys."

KAYLEIGH McENANY

Former WH Press Secretary Kayleigh McEnany joined Tim Graham and Curtis Houck on the April 27 edition of the NewsBusters podcast.

relentless reporting on their hateful and dishonest rhetoric. But a more direct line can be drawn between NewsBusters' work and real action in the cases of Goldberg and the Disinformation Governance Board.

NewsBusters was monitoring *The View*, a talk show chock full of leftist hatred, when Goldberg said the Holocaust "isn't about race." Within five minutes, NewsBusters' Nick Fondacaro posted a video tweet that generated 2.6 million views and was quote-tweeted by Piers Morgan, Rosie O'Donnell, Larry O'Connor, Katie Pavlich, Candace Owens, and others. ABC gave in to the pressure MRC generated and suspended Goldberg for two weeks. As for the Disinformation Governance Board, NewsBusters saw the threat before anyone in media and produced a story that explained the danger and the media's

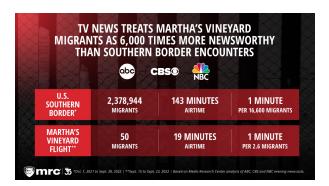
appalling lack of coverage. It then published another, which outed a key member of the leadership team as a George Soros acolyte and ultimately led to the program being dropped.

NewsBusters averages about 80,000 visitors a day, and its spokespeople appear in the media – TV, radio, or print – about three times per day. NewsBusters also has 2.7 million Facebook followers, and its research and stories are discussed regularly on the top shows – Mark Levin, Dan Bongino, and Larry O'Connor on the radio; Fox News, Newsmax, OAN, and elsewhere on TV. Bret Baier, Jesse Watters, Ben Shapiro, Martha McCallum, Peter Doocy, and Tom Fitton all shared NewsBusters content in 2022.



Top 2022 NewsBusters Highlights

- In a testament to the respect media figures have for its work, NewsBusters studies were cited nine times in a book by former White House Press Secretary Ari Fleischer. The book, Suppression, Deception, Snobbery, and Bias: Why The Press Gets So Much Wrong - and Just Doesn't Care, went as far back as 2014 for one study and as recent as 2021 for another.
- According to a well-regarded NewsBusters study, networks found governors sending illegal immigrants to sanctuary cities such as New York and Washington 6,000 times more newsworthy than the border crisis that caused these relocations. "The networks treat Martha's Vineyard migrants as 6,000 times more newsworthy than southern border encounters, which is just staggering," said Fox News @ Night's Trace Gallagher, citing the study.



NewsBusters exposed the free in-kind campaign contributions late-night comics made to their Democrat friends. In a study published shortly after the midterms, NewsBusters found that all 47 political guests from Labor Day to Election Day on late-night network TV were leftists. The study included Jimmy Kimmel, Seth Meyers, Jimmy Fallon, Stephen Colbert, James Corden and Trevor Noah.



HOT TOPIC

What do we do with all that video?

Sometime in the next couple of years, MRC will go over the 1 million mark in terms of hours of recordings of news and newsrelated programming. Our video news library, the largest in the world, dates back to 1987, has 890,000 hours, and is growing faster than ever. So, what do we do with all this video? We produce receipts.

Bill D'Agostino, video editor extraordinaire, takes full advantage. His cut of an exchange between White House Press Secretary Karine Jean-Pierre and Fox News correspondent Peter Doocy over immigration policy drew nearly 600,000 views.





Scan QR code to view Bill's cut of Jean-Pierre's and Doocy's encounter over immigration policy

When leftists tried to deny that two consecutive quarters of negative economic performance meant the country was slipping into recession, D'Agostino published a compilation of many of those same people saying previously that two quarters of negative economic growth meant we were entering a recession.

That compilation changed the nature of the debate, essentially forcing the left to abandon the argument and led the shows of Dan Bongino and Mark Levin, who said the video came from "our friends at NewsBusters."

Top 2022 NewsBusters Highlights (Continued)

Rich Noyes' study "The Dangerous Partisanship of TV's Midterm Coverage" showed that networks' coverage of the midterms was as hostile toward the GOP in 2022. when it was out of power, as in 2018, when it held the White House and Congress. The study, widely covered by conservative media, led Gutfeld! that night on Fox News with six graphics and three minutes of coverage.



- Networks tried to ignore the Hunter Biden laptop story, but NewsBusters wouldn't let them. A NewsBusters study that showed networks had not mentioned Hunter Biden for 259 days despite knowing of the corruption documented on his laptop was highlighted on four Fox News shows and four Newsmax shows on the day it appeared. "Operation Ignore Hunter is what they're calling it," said Fox News's Harris Faulkner.
- Soon after purchasing Twitter, Elon Musk released internal corporate communication he titled the "Twitter Files," which revealed that Twitter executives colluded with government agencies to squash conservative content, including hiding the Hunter Biden laptop story before the 2020 election. Leftist media was not interested in reporting on the Twitter Files, as a Newsbusters study revealed, but MRC covered the revelations extensively.



On Dec. 20, Newsmax's Wake Up America host Rob Finnerty said, "NewsBusters has been one of the only news organizations out there to be on top of the Twitter Files."

The 2022 Brian Stelter Memorial Award for "Best" worst quote of the year!

There are more idiotic quotes from leftist media than all the stars in the sky. So MRC President Brent Bozell and a team of NewsBusters editors had a challenging task going through the worst quotes from lefty hack hosts, anchors, reporters and pundits to find the worst of the worst.



(For the second year in a row), the winner is CNN's Don Lemon:

The CNN host won for his laugh-out-loud response to CBS Late Show host Stephen Colbert's inquiry that things were changing under new CNN CEO Chris Licht's leadership.

HOST STEPHEN COLBERT: "The word on the street is you guys aren't allowed to be liberal anymore? Is that the case?"

DON LEMON: "I don't think we ever were

COLBERT: "What?"

DON LEMON: "Yes, I don't think we ever were liberal."

— CBS's Late Show with Stephen Colbert,





Scan the OR code to view Don Lemon's interview on The Late Show with Stephen Colbert, where Lemon utters the year's most insufferable and oblivious quote.



The MRC logo features an animated bulldog, and for good reason. MRC's vice-like jaws clamp down on left-wing media and don't let go — holding them to account. In that spirit, MRC announced its first annual Bulldog Awards, celebrating those in conservative media adept at biting back at the left and doing so fairly, ferociously, and, typically, humorously.

On May 10, the day *after* the Pulitzer Prize awards, which recognize only "journalists" in the media *apparatchik*, MRC announced its awards. The winners were chosen by MRC senior staff, who assessed recommended submissions from NewsBusters readers.

"When you get a lifetime achievement award, the next step is the cemetery. I mean, I'm old enough in this business to remember when drag races meant cars."

CAL THOMAS

accepting his award with humor and wit.



Lifetime Achievement



MARK LEVIN
The Mark Levin Show
Outstanding Radio Talk
Show Host



DAN BONGINO
The Dan Bongino Show
Outstanding Podcast



MIRANDA DEVINE
New York Post
Outstanding
Columnist



LUKE ROSIAK
The Daily Wire
Outstanding
Investigative Journalist



DREW HOLDEN

Outstanding

Social Media

Personality



STEPHEN GUTOWSKI thereload.com Outstanding Blogger













HOT TOPIC

Keeping an 'eye on what we do'

The left-leaning Spanish-language networks know that MRC Latino is a vigilant and omnipresent "Media Watchdog," keeping tabs on their every move. So much so that the skittish networks may be getting a bit

On Feb. 10, during a prime-time newscast on CNN En Español, news anchor Juan Carlos Lopez begrudgingly acknowledged MRC Latino after sharing a less-than-stellar poll for Joe Biden:

"These aren't good numbers for the president ... figures that should please our friends at MRC, who always keep an eye on what we do."

JUAN CARLOS LOPEZ CNN En Español News Anchor

That's a candid admission and validation of what we do — and that it's working. Not only did CNN En Español "break the fourth wall" to mention us, but perhaps our watchful eye persuaded them to be honest about the news they were delivering, which is our goal.





Scan the QR code to watch CNN En Espaňol anchor Juan Carlos Lopez's stunning admission that MRC is always watching.



Since 2014, MRC Latino has kept a keen eye on the Spanishlanguage networks, including Telemundo, Univision, Estrella TV, and CNN En Español, who clamor like their mainstream media counterparts to infuse leftist narratives in their reporting.

MRC Latino's influence and national prominence was on display in 2022 as it broke big, impactful stories that drove media cycles and changed the course of events.

In June, MRC Latino alerted the nation that leftist billionaire George Soros had bought a chain of Spanish radio stations, including the iconic "anti-communism" Radio Mambi in Miami. Conservative media, including a Fox News interview with MRC Latino Director Jorge Bonilla, widely covered the breaking news story.

MRC Latino's video post of First Lady Jill Biden's keynote address at the Latinx IncluXion Conference, where she compared Hispanics to "breakfast tacos," garnered 3.1 million views, set off a round of media commentary, and forced an apology from the White House.





Scan the QR code to view MRC Latino's video post of First Lady Jill Biden's infamous "breakfast tacos" remark.

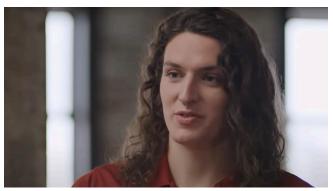
Soon after the Roe reversal, the media reported that a pregnant 10-year-old girl in Ohio was denied an abortion. MRC Latino introduced a new angle to the story that the man responsible for her being pregnant was her mom's live-in boyfriend, who was in the country illegally.

MRC Latino released other bombshells – Univision promoting swim classes for migrants attempting to cross the Rio Grande and a story on Spain's Minister of Equality saying "childrenx" could consent to sexual relations, which drew 550,000 views.



Television and film have significant power to persuade, and the left makes deft use of this to promote its corrupt ideology and moral deviancy. Fortunately, MRC Culture, the guardian of traditional American values, is there to expose it.

In 2022, that meant round-the-clock coverage of transgenderism – the left's latest effort to destroy nuclear families. It meant coverage of female ESPN reporter Mechelle Voepel's transitioning into a man, *USA Today* naming Asst. Secretary of Health Dr. Rachel Levine, a trans man, its "Woman of the Year," and a video on Ivy League trans swimmer Lia Thomas, which was viewed more than 250,000 times.





Scan the QR code to see MRC Culture's archive of stories about trans swimmer Lia Thomas

After the *Roe* reversal, MRC Culture produced more than 175 blogs and videos on abortion, along with The Moloch List of companies – Amazon, Citigroup, DoorDash, and Levi Strauss, among others – that offered to pay for employees to travel for abortions or "gender-affirming care."

The media ignored violent attacks on Catholic churches and pro-life pregnancy centers by radical leftist groups, but MRC didn't, producing dozens of stories on the incidents and authorities' indifference to them. MRC Culture also worked with MRCTV to report from the "Bans Off Our Bodies" rally in Washington.

MRC Culture's *On TV* blog, the only conservative monitoring of scripted TV, highlighted left-wing takes on issues such as race, sexuality, and religion, generating 40,000 views weekly. In November, MRC Culture and MRCTV debuted *Woke of the Weak*, a video series that features the most insane stories from the cancel culture left.

HOT TOPIC

To go woke or not to go woke

that is the question.

In 2022, MRC Culture learned that Hollywood hasn't fully grasped the "go woke, go broke" mantra. *Top Gun: Maverick*, a decidedly unwoke movie, made \$1.5 billion at the box office; but woke movies, such as the politically correct *Buzz Lightyear* and the gay rom-com *Bros*, bombed, and the \$90 million *Batgirl* got shelved after test audiences found it "irredeemably woke."

Declining profits were the focus of MRC Culture stories such as "Hollywoke Crumbling? April was a Disaster for Disney, Netflix & More" and "Subway in Major Decline" on how the fast food chain's sales dwindled after it hired anti-American soccer star Megan Rapinoe as its TV spokesperson.

MRC also wrote about the unwoke Yellowstone finally getting nominated for a SAG award, Spider-Man actor Andrew Garfield calling "woke casting" the death of acting, and how the comedy It's Always Sunny in Philadelphia mocked Hollywood wokeness.

MRC Culture also spotlighted surprising pro-life storylines in ABC's *The Good Doctor*, the CBS drama *FBI*, and the Netflix Comedy *Dead to Me*.

Woke Hollywood Bombed 2022 Movie Revenue

TOP GUN: MAVERICK

BUZZ LIGHTYEAR

\$1.5 BILLION

VS

\$90 MILLION



Scan the QR code to read MRC Culture's story "Woke Lightyear Bombs at Box Office."



MRC Business' mission is to defend free enterprise and promote accurate business reporting. In 2022, that meant spotlighting actions by the left that threatened our constitutional rights and our status as a free and prosperous country. From tracing George Soros's malign influence on politics, education and the media to highlighting the damage done by environmental, social and governance standards imposed by woke investors, MRC Business informed Americans about these genuine threats to their freedom. The Soros Project at MRC Business produced a three-part series on Soros's efforts to undermine American values and individual freedom.

Early in 2022, MRC Business reported on James Murdoch, estranged son of News Corp executive Rupert Murdoch, and his funding of leftist causes. When MRC was named

On his Fox TV Show *Life, Liberty & Levin*,
Mark Levin told Brent Bozell that the Soros
study by MRC Business Assistant Editor
Joseph Vazquez was "fantastic" and "a great
service to the nation."

to a "Toxic Ten" of conservative groups that disseminate global warming "misinformation," we exposed that the group that "honored" us is run by a socialist and funded by the Communist Chinese.

MRC Business also noted the work of free speech ally Elon Musk to expose government-ordered censorship that affected elections, COVID-19 policy and suppression of the Hunter Biden laptop story. Musk himself responded to an MRC Business tweet about an online feud he was having with leftist writer David Frum, causing interaction to skyrocket.

MRC Business took aim at investment firms that threatened to withhold capital from businesses unless they met woke

environmental, social and governance standards. MRC Business produced a video, viewed by a half-million, in which writer Jeff Clark explained the issue and how states are fighting back.

MRC Business stories were picked up or referenced by FoxNews.com, *The Washington Times*, *New York Post*, *The Mark Levin Show*, *The Daily Wire*, *The Daily Caller*, *The Bongino Report*, *The Epoch Times*, *Breitbart*, *The Daily Wire*, *LifeSiteNews* and more. Conservative influencers sharing or retweeting our stories included Sen. Ted Cruz, Dan Bongino, Sebastian Gorka, Adam Baldwin, Deneen Borelli, Steve Milloy, Lou Dobbs, Andrew Wilkow, Climate Depot Founder Marc Morano and others.



Top 2022 MRC Business Highlights

MRC Business forced the Department of Homeland Security to abandon its idea for a Disinformation Governance Board when it broke the story that a key leader of the board's leadership team, Jennifer Daskal, was connected to several George Soros organizations.



MRC Business exposed Rupert Murdoch's son, James, as a prominent financier of leftist politics and media. Our investigation led to six reports documenting cases such as James Murdoch giving \$2.5 million to Democracy Works, a far-left group that partnered with Google and Facebook to influence the 2020 elections.



New York Times columnist Paul Krugman predicted Joe Biden's inflation would be "transitory." But after MRC Business published several articles pointing out it was not transitory, Krugman finally admitted in a piece on July 23 that "I was wrong on inflation."



HOT TOPIC

Containing the Anti-American handiwork of **George Soros**

George Soros has gotten himself into a position to do significant damage to America, and MRC Business is sounding the alarm.

The Soros Project, which runs out of MRC Business, is our coordinated effort to make public what Soros does to undermine America and to expose those who work with him against America's interests.

The Soros Project exposed the Soros ties of Jennifer Daskal, who would have been one of the top two leaders at the Disinformation Governance Board, which led to the board's dissolution. In addition, it exposed how Soros-funded groups desperately tried to change the definition of "recession" just as the Biden administration was about to enter one.

In December, MRC Business released the first of three reports on Soros's efforts to control media and messaging worldwide. The report found Soros used his charities to bankroll 253 media organizations, including NPR, Wikipedia, ProPublica, and Project Syndicate, which syndicates opinion pieces to more than 400 newspapers and publishes columns by leftists, including the president of France and 116 by Soros himself.





Scan OR code to read MRC Business's Soros Report.



The mission of CNSNews is to cover the "other news" – the news Big Leftist Media want to leave out – to ask the questions they don't want asked and tell the stories they don't want told. Every news outlet in America should've warned us about the threat the Disinformation Governance Board, the Department of Homeland Security's ham-handed attempt to set up an office to censor conservatives on social media, posed to the First Amendment. But it was CNSNews that delivered not only the story but also a follow-up that a key member of its leadership team was a George Soros acolyte, which led to the program's demise.

Our first CNSNews Journalism Fellow, Micky Wootten, exposed a federally funded program at UCLA in which fetal tissue from aborted children was injected into mice.

CNSNews also exposed that the Environmental, Social, and Governance standards leftist

"And, I'm thinking: What article best sums up the catastrophe of this 8.3% inflation number? So, I find this gem by Craig Bannister at CNSNews – a great website."

DAN BONGINO

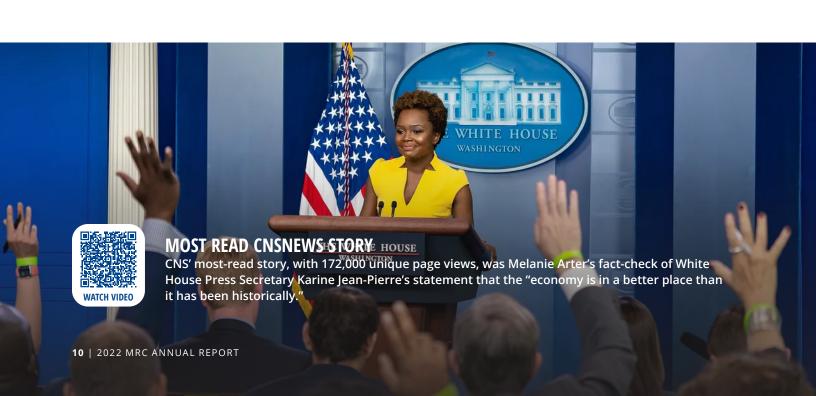
on his nationally syndicated radio show, Sept. 14, 2022

investors try to impose on businesses seeking capital are not the unalloyed positives media make them out to be. We covered the House GOP investigation into the possible antitrust violations of ESG requirements and Florida's decision to pull \$2 billion in assets out of the world's largest asset management fund because of the fund's ESG agenda. Other stories pointed out that last year solar panels accounted for less than 2% of the energy we got from fossil fuels, and Americans paid more in taxes than they did for food, clothing, and healthcare combined.

Also, CNSNews interns asked Nancy Pelosi, a Catholic, if she agreed abortion is murder, and Chuck Schumer, a gun control enthusiast, if the Second Amendment should be repealed.

Dozens of appearances on the *Drudge Report* and numerous pickups of its stories by Newsmax, OAN, Mark Levin, Chris

Plante, Dennis Prager, and Sean Hannity attest to the trust journalists place in CNSNews's work. Its thorough and impactful reporting has made CNSNews a defining voice on economic policy and taxes and a go-to spot for those looking for "news you can use."



Top 2022 CNSNews Highlights

CNSNews revealed that during the time Twitter banned former President Donald Trump, it allowed Iran's Ayatollah Ali Khamenei to tweet his messages of hatred and threats toward Israel through 11 accounts in multiple languages to his nearly 2 million followers.



CNSNews International Editor Patrick Goodenough disclosed that a Biden official in the Department of Health and Human Services testified to a UN committee that the administration was helping women get abortions in the wake of the Supreme Court overturning Roe v. Wade.



On Feb. 24, Mike Pence shared a CNSNews story with his 5.8 million followers that dealt with how the weakness shown by the Biden administration has led to problems in Ukraine and elsewhere.



HOT TOPIC

Why Terry Jeffrey loves Drudge hits

Terry Jeffrey, respected veteran member of the Washington press corps and editor-inchief of CNSNews, takes pride in how often its stories appear on the Drudge Report, and here's why.

Drudge draws 14 million readers per week by selecting stories that make key points about the real impact of public policy decisions. CNSNews stories appeared on Drudge 29 times in 2022, including a streak of 14 straight weeks at one point, dramatically increasing the reach of every story Drudge promoted. Notably, the stories draw new readers back to the CNSNews.com website, expanding its readership.

These stories expose many to information they'd otherwise never see and make a case for conservative policy they'd otherwise never encounter.

For instance, are Donald Trump's tax cuts to blame for exploding deficits in Washington, as the left now claims? No, CNSNews pointed out in one of its most-read stories of the year. The US made record tax collections in 2021, then topped that record by 11.8% the next year. Are terrorists storming across the border? Yes, CNSNews reported – at 22 times the rate they were under Trump.

Biden: 'Our Economy Is Strong as Hell' - 89% of Voters: No, It's Not



The CNSNews story by Susan Jones, "Biden: 'Our Economy Is Strong As Hell'; The Problem Lies in 'Other Countries'," was posted above the Drudge masthead on Oct. 17, 2022.



MRCTV Director Eric Scheiner says MRCTV's mission is to be "storytellers of the conservative movement, to use video on social media platforms to get the message out." That means packaging conservative messages into quick, compelling, and witty videos that appeal to a broad range of audiences, especially the younger set. Those videos were a big hit in 2022. MRCTV videos generated more than 4.3 million views per week – 645,000 from the key 18-34 demographic that leftists seek to claim and indoctrinate.



"So touching...it gave me a tear. No, wait, that's from laughter"

One of hundreds of YouTube posts complimenting MRCTV's comical "Goodbye CNN+" video.



MRCTV's state-of-the-art studio was used more than 450 times for MRC experts to appear live on media outlets such as Fox News and Newsmax and to produce social media videos and podcasts. MRCTV ended 2022 with 3.2 million Facebook followers and 137,000 YouTube subscribers. Its 144,000 Instagram followers exceeded the goal on that platform by 20%. Among the top videos – with a collective 2 million views - was one of a Ukrainian soccer star thanking fans for their support of his homeland, a Nevada mom concerned about pornographic material in her kids' homework, and a montage of Joe Biden's gaffes and tall tales.

MRCTV sent cameras to Capitol Hill after SCOTUS overturned Roe v. Wade to cover the protests, meltdowns, and marches,

and to interview and cover the pro-life side the media ignored. MRCTV also continued to focus on parents' rights to have a say in their children's education with a series of videos that exposed the woke agendas of area school boards.

When MRC celebrated its 35th anniversary with a "Night of The Unwoke" Gala, MRCTV brought it to life with videos of the "contestants" for the various Woke Dishonor Awards given out that night.

In 2022, MRCTV added two new original series, the *The Brittany Hughes Show* and *Woke of* the Weak with Tierin-Rose Mandelburg, and now produces eight series weekly. MRCTV's videos and blogs were picked up and distributed by many influential outlets, including One America News, The Daily Wire, The Blaze, Bongino Report, and Fox News.

MRCTV'S ORIGINAL DOCUMENTARY **GETS AWARDED**



The MRCTV mini-documentary Killing Keystone about Joe Biden's Day 1 decision to cancel the Keystone XL oil pipeline was viewed more than 3 million times online. The video, which we previewed for conservative legislators on Capitol Hill and at CPAC, won "Best Economic News Documentary" at the Media Content 2022 Awards.



Top 2022 MRCTV Highlights

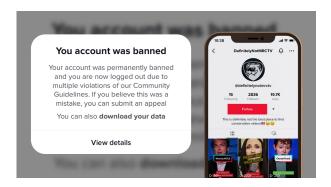
In February, MRCTV launched a weekly 30-minute video podcast, The Brittany Hughes Show, to "bring the unapologetic truth to political, cultural, and social issues." The show generated 6.6 million engagements, ranked in Apple's Top 200 political podcasts, and earned MRCTV its first-ever podcast sponsor, Share Healthcare.



When Joe Biden was diagnosed with COVID, the media criticized Donald Trump over it. MRCTV showcased the insanity in an episode of Eric Scheiner's Wacky MOLE, which drew more than 400,000 views.



When the Chinese Communist Party-backed social media app TikTok "permanently banned" MRCTV, disenfranchising MRCTV's 79,000 followers, MRCTV didn't just roll over. Instead, we returned under the @thisisthemrc banner and racked up thousands of new followers and video views.



HOT TOPIC CNN+ gets an F-

CNN, sometimes referred to as the Clinton or Communist News Network, certainly had a comeuppance in 2022, partly thanks to the work of MRCTV.

First, after CNN invested \$300 million into a 24-hour streaming service called CNN+, which lasted all of 30 days, MRCTV produced a series of videos mocking its brief lifespan, including "CNN+ Goodbye," which featured CNN "talent" waving goodbye to the closing song from *The Sound of Music*, generating many laughs and more than 1 million views.

In October, MRCTV also created a parody trailer of the film *The Purge*, which showed Chris Cuomo, John Harwood, and Brian Stelter getting "purged" from CNN's lineup.





Scan QR code to view MRCTV's video, "The Purge"

In 2022, an MRCTV video, seen more than 1.2 million times, showed Brian Stelter repeatedly claiming the Hunter Biden laptop story was "Russian disinformation." MRCTV also skewered Stelter in the Beatles' parody "Helter Stelter," seen more than 500,000 times.





Scan QR code to view MRCTV's video, Helter Stelter: Look Out Here Come

mrc External Affairs

MRC's External Affairs department cultivates and builds our network of allies within the conservative movement and leads the Free Speech Alliance, a coalition of 100+ organizations united to combat Big Tech abuse. External Affairs organizes high-level meetings and events with conservative leaders to mobilize and lead the movement against Big Media tyranny. For example, Brent Bozell and External Affairs staff began collaborating with House Minority Whip Steve Scalise and Rep. Cathy McMorris Rodgers on a legislative initiative to restore Americans' First Amendment rights.

In September, Brent Bozell and Free Speech America VP Dan Schneider met with Nick Clegg, president of global affairs at Facebook, to pressure the Big Tech platform to stop silencing conservative voices. In October, Brent interviewed Andrew Moore, creative director for

"I am so proud to join this effort, led by Brent Bozell and the Media Research Center, who has done so much for the cause of freedom in this country... I look forward to the victories we will win together."

KEVIN ROBERTS

President of The Heritage Foundation, on Heritage becoming the 96th member of MRC's Free Speech Alliance

SBA Pro-Life America, to discuss the *Dobbs* decision and the censorship of pro-life groups. In February, External Affairs set up a screening of the MRCTV-produced documentary *Killing Keystone* at CPAC Florida. The packed house enthusiastically applauded the award-winning film, and influential conservative filmmaker Phelim McAleer offered high praise. Speaking of films, Brent Bozell, Dr. Ben Carson, Vivek Ramaswamy, and other conservative luminaries were interviewed for the 2023 documentary, *Walt's Disenchanted Kingdom*, about Disney's woke political agenda. Additionally, External Affairs orchestrates video interviews for broadcast on the web. Brent Bozell's Facebook chats with Heritage Foundation President Kevin Roberts and Convention of the States President Mark Meckler generated 700,000 views.

External Affair also assists MRC's internship program in developing networking events, including "Third Thursday Happy Hours" in DC., where MRC interns meet with fellow interns from other conservative organizations such as Fox News, FreedomWorks, Hillsdale, and others.

To keep MRC top of mind with conservative influencers and tap into their massive audiences, External Affairs produces "Fight For America," a weekly email promoting MRC's top stories and initiatives. Notable readers include Ben Shapiro, Mark Meadows, Kellyanne Conway, Dan Bongino, Dennis Prager, Rachel Bovard, and 400 more.



Coordinating Behind the Scenes



Monthly Meetings

MRC conducts monthly meetings with Free Speech Alliance members to discuss ways of fighting Big Tech censorship.



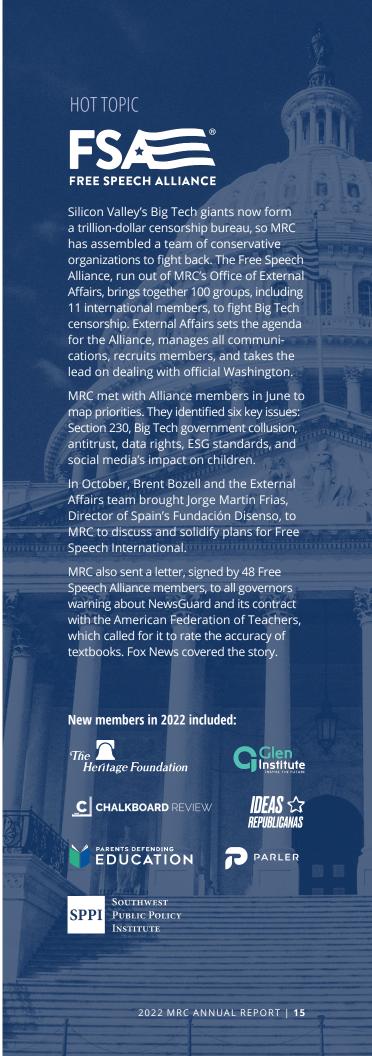
Working with Key Leaders

MRC leads strategy session with conservative leaders, such as Rep. Ken Buck, R-Colo., to prioritize objectives for the Free Speech Alliance.



The Daily Signal Podcast

In April, Brent Bozell joined *The Daily Signal Podcast* with Rob Bluey to chat about media bias, censorship of the Hunter Biden story, and Brent's book *Stops Along the Way*.





MRC Free Speech America fights for something that ought to be automatic – free speech, battling online censorship, Big Tech interference in elections, and the relentless anti-Americanism that emanates from Silicon Valley. That meant a busy 2022 for the Free Speech America team. Free Speech America took the lead in the daily war room at MRC with other departments formulating how to take down the Disinformation Governance Board, the Department of Homeland Security's Orwellian attempt to set up a bureaucracy to give censorship of conservatives the government's official seal of approval.

MRC published 50 stories on the threat posed by the board and finally broke the story that helped bring it down – an exclusive that showed a key member of the DGB's leadership team was a dedicated George Soros acolyte with numerous connections to his array of anti-

"Without MRC's Free Speech America project, Big Tech giants like Google would go virtually unchallenged as they tilt the scales in favor of their friends in the Big Abortion lobby."

MARJORIE DANNENFELSER

President, SBA Pro-Life America

American organizations. Then, when the American Federation of Teachers announced a partnership to assess the accuracy of textbooks with leftist website ratings firm NewsGuard, Free Speech America responded with a study that showed NewsGuard's ratings of news websites skewed sharply left, after which lawmakers sent letters to the CEOs of NewsGuard and the Teachers Union demanding answers.

President Trump warned us that TikTok should be banned. In September, Free Speech America published the first in-depth look into leftist censorship undertaken by the CCP-connected TikTok social media app and found that TikTok "permanently banned" at least 11 pro-free speech organizations, including The Babylon Bee, Prager U and MRCTV.

In another study exposing Big Tech's allegiance to America's geopolitical enemies, Free Speech America found that Facebook, Twitter (pre-Elon) and YouTube allowed Russian and Communist Chinese state-affiliated accounts free reign on their platforms to accumulate 902 million collective followers while banning a former U.S. President.

Broadening the reach of Free Speech America, social media influencers shared our stories online, including former President Donald Trump, Sen. Ted Cruz, Sen. Rand Paul, Greg Gutfeld, Dan Bongino, Stacy Washington, Mollie Hemingway, and others. Additionally, Free Speech America experts made 33 TV and 192 radio appearances.



Top 2022 Free Speech America Highlights

Research from Free Speech America helped the attorneys general of Missouri and Louisiana move forward with a case alleging Big Tech-government collusion to censor conservative speech online. Our findings on Big Tech's censorship on behalf of Joe Biden took up two pages in the report and helped the lawsuit move to the discovery phase.



After the U.S. Supreme Court abortion decision leaked, RuthSentUs, a radical pro-abortion group, posted Google maps of the homes of the six conservative justices and encouraged people to go and illegally protest. After Free Speech America demanded answers from Google about this, the search engine giant pulled down the maps, and Twitter suspended RuthSentUs for doxxing.



Donald Trump mentioned a Free Speech America story that pointed out that the man arrested for impregnating a pre-teen Ohio girl, setting off a controversy over her traveling to get an abortion, was an illegal immigrant and live-in boyfriend of the girl's mother. Trump wrote about the piece on his Truth Social platform.



HOT TOPIC

Google = Election interference

MRC Free Speech America published a series of studies on the midterm elections that documented how Google used the power of its search engine to interfere in the elections and tilt the balance in favor of Democrats.

Our first study found that of the 12 competitive Senate races, Google buried the Republican candidates' campaign websites and elevated the Democrat challenger. Google hid seven of 12 Senate GOP candidates' campaign websites from Page 1 search results.

Our second study found that Google did not bother treating Republican House candidates in the same manner when the House did not hang in the balance but rather focused on those who had been critical of Google's bias. Google censored the campaign websites of its critics 100% of the time.





Scan QR code to read the article "STILL AT IT! Google Buries Big Tech Critics' Campaign Websites Ahead of Midterms."

The third study showed Google buried Herschel Walker's campaign website from the first page of results in a neutral Georgia precinct where undecided voters likely reside, favoring his rival, Democrat Raphael Warnock.

MRC President Brent Bozell explained the findings on Fox News Channel's America Reports, FBN's The Evening Edit, and Newsmax's *Eric Bolling The Balance*.

#FreeSpeech CensorTrack

In September 2020, MRC acknowledged the need to not only qualify but quantify Big Tech censorship, so it created CensorTrack, a project of MRC Free Speech America, to document cases of online censorship against conservatives. CensorTrack focuses on Google, Facebook, Twitter, Instagram, YouTube, Reddit, Linkedin, and TikTok. As the only database of its kind, CensorTrack provides critical evidence for conservative lawmakers, leaders, and organizations to use in their fight against Big Tech censorship. To that end, Free Speech America held a "CensorTrack Congressional Education Event" at the Conservative Partnership Institute in D.C. in April. Congressional staffers from Sens. Marco Rubio's and Steve Daines's offices and many others were in attendance.

All documented censorship cases are posted on the CensorTrack.org website for easy access

"The Media Research Center's CensorTrack database reveals hundreds of high profile acts of censorship against conservative elected officials, thought leaders, and even reporters."

AMERICAN PRINCIPLES PROJECT

Big Tech vs. Democracy Report

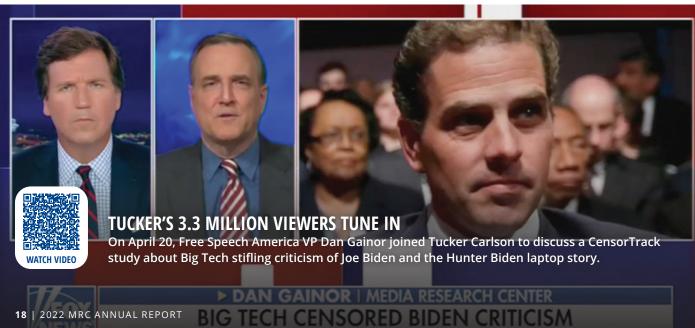
and use. Each posting lists the organization or person censored, the date on which the censorship occurred, which Big Tech company is responsible and the action that company took, such as locking the account, suspending the account, or deleting the content. Additionally, Free Speech America researchers write up a detailed description of each case.

Not surprisingly, in 2022, some of the topics most frequently silenced were elections, climate change, BLM, transgenderism, LGBTQ, COVID-19 vaccines, the Second Amendment, criticism of Joe Biden, and abortion.

CensorTrack with Paiten, our CensorTrack video series with new host Paiten Iselin, racked up an impressive 35,000 viewers per week. The series highlights the most egregious examples of censorship collected by CensorTrack.org and features

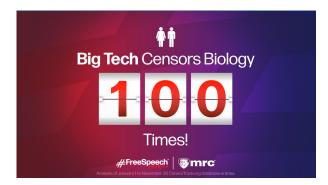
interviews with important figures in the free speech movement.

In June, CensorTrack reached a milestone with its 4,000th case of online censorship when TikTok temporarily banned Susan B. Anthony Pro-Life America for sharing a video celebrating the demise of Roe v. Wade. The CensorTrack database ballooned to 4,845 cases by year's end, with Project Veritas, Libs of TikTok, and Gays Against Groomers top targets of Big Tech's ire.



Top 2022 CensorTrack Highlights

- MRC Free Speech America released a massive study showing 808 cases documented on CensorTrack where Big Tech censored the skeptical "conservative view" of COVID-19 discussions online. The study received an exclusive in *The Daily Caller*, along with pickups by the Drudge Report and Bongino Report. National radio host Chris Plante cited "CensorTrack" by name.
- Free Speech America exposed Big Tech and the hypocrisy of their "follow-the-science" mantra with a report that revealed 100 entries in our CensorTrack database of Twitter, Facebook, YouTube, and LinkedIn silencing people for affirming the biological reality that there are only two genders.



MRC Free Speech America conducted a two-year CensorTrack study that found 646 examples of bans, deleted content, and other speech restrictions placed on those who criticized loe Biden on social media over the past two years. This included 140 cases of Big Tech censoring people over the New York Post's bombshell Hunter Biden story. Fox News's Tucker Carlson Tonight, The Five and Fox & Friends, and Fox Business's Varney & Co. and The Evening Edit covered the story.



HOT TOPIC

Secondhand Censorship

MRC Free Speech America broadened the fight against Big Tech censorship by measuring the downstream impact of silencing conservative views. We call it "secondhand censorship," and the numbers are staggering.

Secondhand censorship is defined as the number of times that users on social media had information kept from them when the person or organization they followed had a post censored. It is calculated by adding the number of followers each account had at the time each censorship case was recorded.

For example, on May 22, when TikTok censored *The Daily Wire's* Michael Knowles post criticizing Dr. Fauci's COVID-19 response, Knowles' 28,000 followers were added to the secondhand censorship tally.

Using the CensorTrack database, Free Speech America documented 517 cases of Big Tech censorship in 2022. That translated to 275 million times that Big Tech platforms kept information from social media users through secondhand censorship.

Fox News, Newsmax, Fox News Digital, the Federalist, Flipboard, Dan Bongino, Breitbart, The Blaze, Townhall, WorldNewsDaily, Free Republic, and many others covered the study.





Scan QR code to view all censorship cases on censortrack.org

MEDIA RESEARCH CENTER 35TH ANNIVERSARY GALA

As you may be aware, the perpetually offended and overly sensitive woke crowd has the collective sense of humor of a gout-swollen toe. Parody and mockery of their precious, pearl-clutching "beliefs" make them scramble to their safe spaces.

That was precisely the goal of MRC's "Night of the Unwoke" 35th Anniversary Gala.

In September, at the National Building Museum in D.C., more than 700 of MRC's friends, supporters, and conservative luminaries gathered for a black-tie affair to not only poke fun at the woke excesses of the left but to sing Happy 65th Birthday to Mark Levin and say a poignant goodbye to Rush Limbaugh.

The Washington Times raved about the Gala, calling it

"one of the smartest and most sparkling events of the year."

The rest of the night exemplified why so many call this the most fun night in Washington. We met leftists on their rhetorical ground and took measure of their craziness.

There were faux awards given for the most woke in five horror-themed categories: Exorcist 6: The Rant, The Screaming, Shallow Thoughts with AOC, Woke Witch Project, and Invasion of the Body Snatchers. As is tradition, the awards were accepted, in jest, by conservative honorees on behalf of the woke "winners."

The best "Rant" award went to a woman who blamed the \$98 tank of gas she'd just bought at Costco on ... wait for it ... the religious right. There was a special category for AOC – because there had to be – in which the video of her calling a manicure her "personal act of reclamation for me and my story" did not win.

On Rush, David Limbaugh said that for millions of Americans, his brother was "the best friend they'd never met." Then an emotional James Golden – aka EIB producer Bo Snerdley - said he'd "never met a better human being or one he's more proud to have worked with than Rush."



CHRIS PLANTE Host, Nationally **Syndicated Radio Host**



L. BRENT BOZELL III Presenter, MRC **President & Founder**



MARK MECKLER Presenter, President of COSA



LARRY O'CONNOR Presenter, WMAL Radio **Talk Show Host**



KEVIN ROBERTS Presenter, President of **The Heritage Foundation**



SEN. MARSHA BLACKBURN Honoree, U.S. Senator from Tennessee



JEREMY BOREING Honoree, Co-Founder & **Co-CEO of The Daily Wire**



HON. JIM DEMINT Honoree, former U.S. Senator & Chairman, Conservative Partnership Institute



SETH DILLON Honoree. CEO of The **Babylon Bee**



CAL THOMAS Honoree, Nationally Syndicated Columnist & **Fox News Analyst**



DAVID LIMBAUGH Special Guest, Nationally Syndicated Columnist, Political Commentator, and Author



IAMES GOLDEN Special Guest, Host of Bo Snerdley's Rush Hour, 77 WABC NY & Author, Rush on the Radio



David Limbaugh and James Golden paying tribute to Rush Limbaugh





























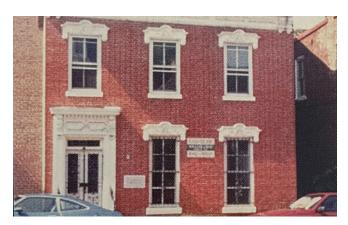




Celebrating 35 Years of the Media Research Center

When Brent Bozell, Brent Baker, and Larry Gourlay (MRC's "Founding Fathers") turned on the lights at MRC in 1987, it was the proverbial case of David vs. Goliath — the giant in this instance: national media.

More than 80% of Americans trusted every word from the multimillion-dollar leftist media industry. A small group of hearty patriots in an Alexandria, Virginia, townhouse with three VCRs and a TV did not seem likely to change that. But, like David, they had faith in the truth, in conservatism and in themselves.



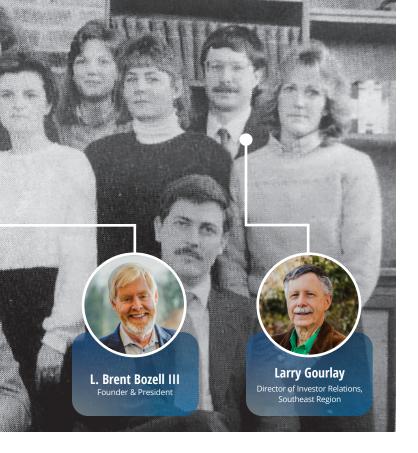
The MRC's first headquarters in Alexandria, Va.

Now 35 years later, 80% of Americans don't trust the media, and the progressive media's share of viewers and influence over our discourse decreases by the day. And MRC, with Bozell, Baker, and Gourlay still at it and 65 dedicated staffers on board, has emerged as America's pre-eminent media watchdog group.

Our NewsBusters blog is the most widely read coverage of the media today. Our CNSNews division is the best chance you have of seeing a leader face a tough question in Washington. Our world's-largest video library of news and news-associated programs, at 890,000 hours and counting, is an invaluable resource to MRC and networks, organizations, and other allies throughout the conservative movement.

MRC has adapted and innovated as the media landscape, and battleground shifted. It no longer simply identifies and exposes media lies and bias. We're now in a full-on war with global Big Tech conglomerates who use the power of social media and the Internet to shut down conservatives and amplify leftists.

In 2018, MRC established the Free Speech Alliance, now with 100 member organizations, to fight for freedom in the digital public square. Our Free Speech America identifies and quantifies censorship in action. Its Censor Track has documented nearly 5,000 cases of Big Tech censorship of conservatives, including almost 40 of MRC itself.



MRC also added platforms to reach emerging audiences. MRC Latino battles the overwhelming leftward bent of Spanish-language media. MRC Culture blows the whistle on the cultural elites and leftist Hollywood. MRCTV has developed nearly a dozen original series and achieved phenomenal growth. MRC Business has explored the damage done by George Soros and woke corporations.

Today, conservative media rely on our reporting, and leftist sources decry it. Our experts are on TV five times a week on average, our publications and productions reach tens of millions, and our engagement with younger audiences continues to grow exponentially. And we thank the amazing and talented individuals and supporters through the years who made it happen.

So where will things end? Remember, David did defeat Goliath after all.



35 Years In Review Timeline

The following timeline lists some of the many significant MRC moments in the years since its founding. The list offers insight into how MRC grew in size, scope, and influence over the past 35 years.



1988- Brent Bozell records MediaWatch Radio Reports — syndicated to more than 400 stations nationwide.



1992- President George Bush & conservative leaders, including MRC's Brent Bozell, discuss the future of the conservative movement.



2016- MRC's field organizers traveled the country with MRC signs, one of which made it on MSNBC's coverage of the DNC.



2020- President Trump displayed and cited findings from a NewsBusters study about Big Tech censorship.

35 YEARS OF THE MEDIA RESEARCH CENTER

1989 MRC begins monitoring **1991** Having outgrown its morning news shows and launches an Entertainment Division to analyze TV, movies, music, and celebrity activism.

1989 The American Feder-MRC opens its headquarters ation of Television & Radio in Alexandria, Va., with 1 TV, 3 Artists and SAG condemn VCRs, 10 staffers, and a mis- MRC for exposing left-leansion to expose the national ing TV programs.

1987 MRC begins to compile the world's largest news video archive by recording evening network newscasts and public affairs shows.

October 1,1987

media's liberal bias.

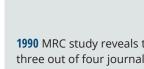




1988 Debut of Notable Quotables, a bi-weekly outrageous content.



1988 MediaWatch Radio Report, weekly commentary by MRC President Brent Bozell, airs on 400 stations nationwide.







The Media's "Fabricated Five"

1993 MRC's new Special

Reports programs investi-

gates how fabricated news

led to billion-dollar federal

programs.

1995 After President Clinton suggests conservative talk radio contributed to the Oklahoma City bombing, Brent Bozell agrees to donate \$100k if Clinton could ite one example.

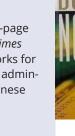


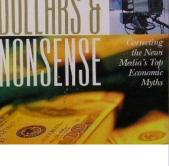
Bozell conducts a national

oress conference to release

the special report "The

1999 MRC runs a full-page ad in the New York Times slamming the networks for ignoring the Clinton administration's ties to Chinese





Nonsense: Correcting the News

Media's Top Economic Myths,

a compilation of essays by

America's best free market

economists.

2001 MRC releases *Dollars &* **2003** Brent Bozell writes

the nation's top 100

advertisers to request

they pull ads from the

fictionalized series, "The

Reagans," CBS removes the

program from its schedule.

Times Watch

2005 MRC launches its new NewsBusters' blog to instant raves from Rush Limbaugh ("NewsBusters rocks!" he proclaimed on its first day) and others.





vative talk show hosts from

attacks by Media Matters

and other leftist media



2009 MRC christens its new

2009 The video comedy show

NewsBusted, which MRC pro-

duces in Hollywood, attracts

weekly with its humorous and

conservative take on the news.

upwards of 250,000 views

TV studio with first "MRC

Live! With Brent Bozell"

program, which draws

thousands of viewers.

2011 CNSNews has its first million-visitor day when four articles are linked on The Drudge Report.

detailed report on George

Soros, which finds Soros

funded 180 leftist media

2011

2012

outlets across the US.



2013 "Stop the Censorship"

expose media's suppression

News Busters

campaign launched to

of stories.

2015 MRC exposes Brian Williams' lie about coming under fire in Iraq, leading to his dismissal from NBC.



2017 At a rally, Donald

Trump mentions MRC study

that found 89% of coverage

of his first 100 days was

2017 Rush Limbaugh head-

lines MRC's 30th Anniver-

sary Gala, saying: "Media

Research Center, and now

NewsBusters, are a funda-

prep every day."

mental element of my show

2017

2018



"Record 157,005,000 Employed; 19th Record of Trump

2021 MRC reporting on **2019** President Trump Loudoun County, Va., retweets two CNSNews articles that point out reschools' woke gender polcord employment achieved icies leads to explosion of during his term.

parents' rights groups. **2021** MRCTV produces "Killing Keystone," an award-winning documen-

tary that draws 2 million views in its first two weeks **FREE SPEECH ALLIANCE**





bias by omission after media ignore Bill Clinton's to bigger headquarters in policy failures.

Orange County Register, Santa Special Repor



Marty Ingels attend the launch event in Hollywood.

Family Hour: No Place for Your Kids." **1995** MRC establishes the Parents Television Council to counter increasingly unseemly TV programming. Co-chair Shirley Jones and husband



1997 MRC's focus on Clinon's email scandals forces networks to finally cover it.



The New York Times

2001 MRC holds mock funeral service in "Celebration of Administration," with "eulogies" by Jackie Mason, Pat Boone, and more.

2001

2002 CNSNews breaks a

story on NPR's slurs against

a pro-family organization,

which leads NPR to retract



2003



2005

INSIDETHE BLOGS

2005 Business magnate T

Boone Pickens grants MRC

\$1.5 million to cover media

bias related to taxes and

economic issues.

2007 At MRC's first Gala, Rush Limbaugh receives William F. Buckley, Jr. Award for Media Excellence.

2008 Eyeblast.tv, now known

as MRCTV, averages 30,000

unique viewers daily.



2009

2010



2013 NewsBusters becomes the first conservative blog to reach 1 million fans.

2013

2014



2015

2016

2016 An MRC Culture story

forces Lena Dunham to

apologize for saying she

abortion

was sorry she never had an

2015 MRC Latino holds a

summit of Spanish-lan-

guage communicators

to counter bias in 2016

2019 Free Speech Alliance grows to 60 conservative groups.

2019 2021 2022 2020

compilation of media's most



1990 MRC study reveals that **1992** MRC Youth & Educathree out of four journalists



Alexandria, Va.

How the left

gets a grip

By L. Brent Bozell III

on the media

1991 Brent Bozell launches

twice-weekly nationally

syndicated newspaper

992 The Free Enterprise and Media Institute, precursor of MRC Business, launches.



15,000 daily visitors. Prime Time Television."

MediaNomics Geraldo Rivera demands media
15 000 Crisolists Duck Clinton "we're sorry" **1996** MRC's first website MediaResearch.org draws

MEDIA RESEARCH CENTER

1996 MRC announces \$2.78

million "Tell The Truth"

initiative to fight leftist

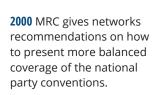
campaign disinformation.



1998 ABC's Nightline credits

the MRC with "breaking the

stranglehold of big media



Demand for Network News Stop Their Pro-Gore Bias

Where is the Balance?

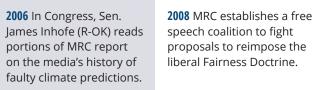






2006 The Cultural and Media Institute is launched to expose media opposition to traditional values.

> **2006** In Congress, Sen. portions of MRC report on the media's history of





NewsBusters

CBS Poll Finds Tough Numbers for Obama on Oil Leak, But Couric Hides Them

2010 MRC's reach surpasses the 100 million mark per week, and MRC Action's roster of activists reaches





2014 MRC Business releases "Soros Clones" report about Soros allies contributing billions to buy 88 media

2014 MRC Latino is launched











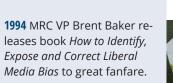


report. We would like ropelled MRC to national rominence as "America's Premier Media Watchdog. THANK YOU.







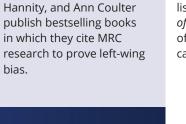








website chronicles biased reporting on the campaign



2002 Bernie Goldberg, Sean **2004** Brent Bozell publishes the book Weapons of Mass Distortion as part of MRC's "Tell The Truth"

10

















2016 On Fox News, Donald Trump references an MRC study that shows 91% of broadcast news stories about him are negative.

2018 NewsBusters' 150 lion page views in 18 days.

2018 MRC goes to war

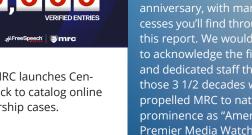
Free Speech Alliance.

against Big Tech with "Cen-

sored!" report, establishes

TechWatch and forms the

2020 MRC launches Cenposts on Brett Kavanaugh's sorTrack to catalog online confirmation attract 1 milcensorship cases.



MRC ONLINE IMPACT 2022

By The Numbers

he MRC reaches millions of people every day through traditional and social media. MRC studies, blogs, newsletters, videos, and social media posts generated 505.6 million weekly impressions per week in 2022, educating the public about media and Big Tech bias. Appearances on major television and radio outlets by MRC experts, radio advertising on The Mark Levin Show and News Talk WMAL as well as the re-sharing of MRC stories and research by major news networks, websites, and social media influencers, contributed significantly to the broad reach of the MRC.

505.6 MILLION

Average Weekly Impressions

Includes visits to MRC websites; mentions and appearances on TV, radio, and in print; mentions on other websites; Facebook reach; Twitter impressions; and email and grassroots messaging.

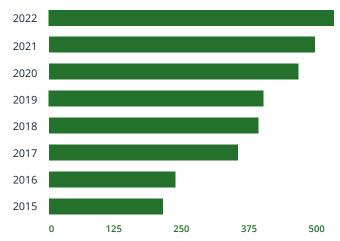
What is an Impression?



Impressions are the number of times your content is displayed, somewhere. It's an opportunity to be seen.

MRC'S Average Weekly Impressions **Growth Over The Years**

(In Millions)





890.000

Hours of Network and Cable News Digitally Stored

Established in 1987, MRC's news archive is the largest of its kind in the world. It enables MRC to instantly access news footage for use in demonstrating current or past leftist media bias and more.



227,495,654 Total MRC Video Views

NewsBusters videos and articles provide verbatim examples of leftist media bias and dishonest reporting, which are educational for the general public and ammunition for the movement and friends in alternative media who share the videos or info on their programs. MRCTV originals also enable MRC to report the truth the leftist media try to bury or distort.



4,640,360 **Average Monthly Website Page Views**



263,539 **Newsletter Email Subscribers**

Why is Social Media So Important?

MRC ONLINE IMPACT 2022



90%

of the world's population actively uses social media



48%

of adults report getting their news from social media "often" or "sometimes"



55%

of Twitter users get their news from the site regularly



47%

of Facebook users get their news from the site regularly



23%

of U.S. adults use Twitter



66%

of U.S. adults use Facebook

Pew Research Center, September 20, 2021

What are social media influencers?

A Social Media Influencer is a user on social media who has established credibility in a specific area. These content creators command a large audience and can share information to persuade others through their authenticity and reach.

For example,

MRC posts a study about media bias on Twitter, and Don Ir. sees it because he follows us. If he decides to retweet our post to his 9.6 million followers, MRC gets grand exposure from an "influencer" who is respected and admired by his audience.

A who's who of conservative influencers follow the MRC on social media

A high-powered mix of politicians, journalists, pundits, and celebrities, who represent MILLIONS of followers, are fans of the MRC and share our content:



Sen. Ted Cruz



Rep. Kevin **McCarthy**



Harris Faulkner



Greg Gutfeld



Steve **Forbes**



Sen. Marco Rubio



Snerdley



Bongino



Glenn **Beck**



Cain



Baio



Maria Bartiromo

MRC Facebook Account Numbers



Facebook Followers



8.4 Million Weekly Reach

MRC Twitter Account Numbers



965,526 Twitter Followers



6.3 Million Weekly Impressions

Number of Total MRC Followers or Subscribers on Other Social **Media Outlets:**

Parler	351,890
Instagram	144,045
YouTube	137,645
Gettr	355,191
TikTok	8,392
Rumble	15,517
MeWe	17,402

Follow us: mrcsocial.org

For more information about the Media Research Center, please visit MRC.org, NewsBusters.org, CNSNews.com, and MRCTV.org.



MRC Ranked No. 6

Total Interactions Among Conservative Accounts on Facebook (Sites 1-5: Fox News, Breitbart, Newsmax, Daily Wire, and ForAmerica)



The MRC **Legacy Society**

The MRC Legacy Society is a special community of individuals whose dedication to America's founding principles and traditional values inspired them to support the Media Research Center through planned giving. Their meaningful gifts ensure the MRC has the resources it needs — now and in the future — to defend conservative speech, expose left-wing bias in the media, fight online censorship, and preserve America's culture and character.

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DONOR TESTIMONIAL

Building a legacy one intern at a time

TOM & KIPP GUTSHALL

Los Altos Hills, California

MRC supporters Tom and Kipp Gutshall wanted to make the media great again. And they decided that the best path to reach that goal was by supporting conservative student journalists in the MRC Internship Program.

It started in 2012 when the Gutshalls' love of conservatism and a chance spotting of MRC President Brent Bozell on

"When I learned the full complement of

programs offered by the MRC, I decided

to support the internship program

because of the ongoing and lasting

impact of these young conservatives."

TOM GUTSHALL

television drew them to the MRC. "We saw Brent's face on TV and never forgot," Tom Gutshall said laughingly. It struck a chord. They believed the media always spun the news to help the liberal candidate. The Gutshalls were convinced the Media Research Center could make a difference, and they have

been trustees of the organization ever since.

At their core, the Gutshalls are conservatives with an unyielding respect for America, its founding, and traditional culture. Tom said that in his day, he was taught about American history in school, what the Constitution represented, and how the Bill of Rights set America apart from the rest of the world. And at home, he received civics lessons: "Our family were close confidantes with members of Congress, including Rep. Richard Simpson (R-Pa, 1937-60), and I learned a lot about how government worked and how folks from different parties would work things out over lunch."

The Gutshalls have concerns about the messaging that's bombarding young people today. Tom says that he and Kipp are "engaged in what the government does, and how our



Constitutional Republic works — we need to get these lessons back in schools. Some of what kids are hearing today in classrooms, on TV, and now on the Internet is wrong."

This led them to an epiphany of sorts in 2014. In addition to fighting to expose media bias, they thought the best way to level the playing field would be to support an influx

of fair-minded conservative

journalists. So, they started earmarking donations to the MRC Internship Program. Tom said, "because they (young people) were not getting the word in high school or college. So, it was our attempt to bring the truth out in the media to correct all of this."

The Gutshalls support the program and sponsor an individual intern for each session, 21 interns and counting to this point. Recently, the Gutshalls sponsored Bailey Duran, who interned for CNSNews. Mark Levin shared her blogs, and more than 600,000 viewed her articles. "We were so impressed with her remarkable depth of understanding of the political system." Tom raved about meeting Bailey. "And her passion for getting it right!"

Kipp and Tom were high school sweethearts who married and spent 63 years blissful years together. On August 10, 2022, the MRC lost a dear friend in Kipp — a beautiful soul with an unrivaled spirit for conservatism and her country. Kipp's legacy, like Tom's, will always be a part of everything we do and accomplish at MRC.

KIPP GUTSHALL, 1939-2022.

JOIN THE MRC LEGACY SOCIETY

Thanks to MRC's 501(c)(3) nonprofit status, there are many ways to give while also receiving in return. Whether that is in the form of tax deductions or generating a steady stream of income with a Charitable Gift Annuity, for example, MRC can meet your charitable giving needs.

Learn how to designate the MRC as a beneficiary of your estate or financial plans. Please contact **Coley Jackson** at cjackson@mrc.org or (571) 267-3500.

mrc Internship Program



MRC's Youth & Education Internship Program has graduated more than 480 interns since its inception in 1993. Many, including Liz Harrington, now President Trump's spokesperson, have gone on to significant roles in the conservative movement, including at MRC. MRC provides its interns opportunities in journalism, media analysis, blogging, fundraising, social media, marketing, video editing, and more.

This year's three intern classes covered Capitol Hill and media bias, heard from speakers such as Mollie Hemingway, Michael Knowles, and Gov. Scott Walker, and produced nearly 1,000 articles that garnered 2 million online impressions. Their stories were picked up by Ben Shapiro, Rep. Jim Jordan, Sen. Rand Paul, and others.

MRC awarded its first-ever Investigative Journalism Fellowship to Micky Wootten, becoming a full-fledged reporter for CNSNews, writing on such topics as the National Defense Authorization Act, rail strike, and Ukraine aid.

In June, MRC held its 3rd Annual Alumni Event, where current and former interns networked, and MRC President Brent Bozell, Hon. Jim DeMint, and Speaker Newt Gingrich delivered remarks.

The new Book Club Series brought conservative professors/authors to MRC, including Dr. Paul Kengor of Grove City College, who wrote: *Reagan The*

Crusader, Princeton's Bradford P. Wilson, who discussed his "Political Writings of Alexander Hamilton" and Dr. C. Bradley Thompson from Clemson who penned, *A Moral History of the American Revolution*.

Top conservatives, such as free-market economist Dan Mitchell, and elections expert Henry Olsen, also addressed the interns. Interns visited landmark political and media institutions, as well, including Mount Vernon, the U.S. Capitol, The Heritage Foundation, Young America's Foundation, and The Leadership Institute.

"MRC gave me the opportunity to hit the ground running as a young journalist. The first week of my internship, I was sent to Capitol Hill to question congressmen and report and publish stories on breaking news."

LAUREN SHANK

CNSNews Intern, Fall 2022



2022 Intern Highlights



JANEY OLOHAN | CNSNews Intern

At Nancy Pelosi's weekly press conference, Janey asked the Speaker if she agreed with Pope Francis and St. John Paul II that "abortion is murder."



AIDAN MOOREHOUSE | NewsBusters Intern

Aidan garnered the most page views, with 73,096. Leading media outlets, including Town-Hall and LifeNews picked up his reports.



MICHAEL IPPOLITO | MRC Culture Intern

Michael wrote nearly 100 articles. His most read, with 7,833 views, was "Creepy Hawaiian Teacher Arrested For Distributing Child Pornography."



PEYTON HOLLIDAY | CNSNews Intern

As a "credentialed" Capitol Hill reporter, Peyton interviewed U.S. Senators from both sides of the aisle, including Lindsey Graham, Jon Ossoff, Tommy Tuberville, Ron Johnson, Rick Scott, and others.



STEPHANIE SAMSEL | CNSNews Intern

At Chuck Schumer's weekly press conference, Stephanie asked the Senate Majority Leader if he believed in the people's constitutional right to keep and bear arms.



MRC interns attended the March For Life in D.C., where CNSNews intern Emily Robertson interviewed pro-life activist Abby Johnson.



The Federalist's Mollie Hemingway discussed honest journalism and current events with the spring intern class.



Hon. Newt Gingrich spoke at the MRC Intern Alumni Event held at the Conservative Partnership Institute.

mrc Fellowship Program

Micky Wootten, a graduate of Davidson University, served as MRC's first Investigative Journalism Fellow in 2022. In addition to regular news reporting, MRC's fellow produces one news-making investigative piece per year.

On Nov. 1, Micky published his first investigative report on CNSNews. com about a federally funded "Humanized Mouse Core" program at UCLA, revealing that the university created "humanized mice" by transplanting human fetal tissue into the mice.



Meet Your Media Watchdogs

MRC'S TEAMS NewsBusters MRC Latino Free Speech America & MRC Business CNSNews External Affairs MRCTV & MRC Culture IT Marketing Development Administration



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Videographer & Editor, MRCTV



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CORWIN PARKS Video & Graphics Specialist, MRCTV



TIERIN-ROSE MANDELBURG Video Host & Blogger Anderlik Fellow In Culture & Media



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JACKSON "MAC" GEIS Web Developer, IT



JOSHUA JONES Sr. Web Developer, IT



MIGUEL LEAL Senior Network Engineer, IT



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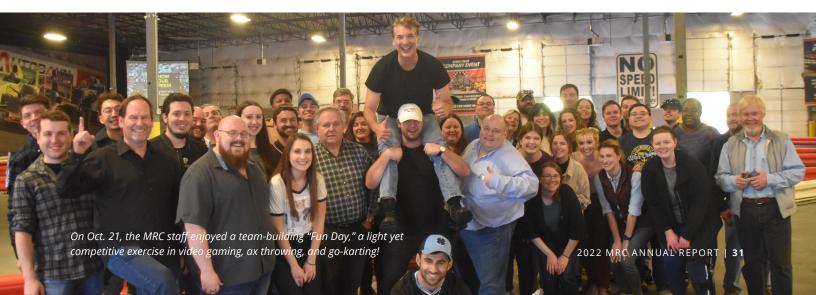
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Meet Your Investor Relations Team

MRC's Investor Relations Team serves as a liaison to our top supporters. Our team works to ensure our donors meet their philanthropic goals. The team is available to answer questions, provide information about the MRC, arrange meetings with MRC program staff, and discuss the benefits of investing in the Media Research Center.

"Firmly established as America's premier media watchdog and a bona fide leader in the conservative movement, MRC owes its legacy of success to outstanding and dedicated staff, a critical mission, and, most importantly, the unyielding support of our philanthropic and patriotic donors." **COLEY JACKSON**

Please feel free to call us at (800) 672-1423 or (571) 267-3500



COLEY JACKSON Vice President of Development

Coley is a 30-year veteran of the free-market movement, where he has dedicated himself to helping public policy organizations, including Americans for Prosperity, the NRA, and The Mercatus Center, to effectively advance liberty. A native of Nashville, Coley enjoys shooting sports, playing guitar, and tinkering around in his garage workshop.



MARTY WADDELL Senior Director of Investor Relations

Marty joined MRC in 2000 as a gift officer for the Parents Television Council and moved to the Investor Relations department in 2012. A former teacher and Realtor, Marty also served as campaign manager for West Virginia State Sen. Kelly Given. Marty calls Florida home, where she enjoys reading, baking, knitting, and playing the piano.



LARRY GOURLAY Director of Investor Relations, Southeast Region

One of MRC's "Founding Fathers" - he's worked side-by-side with Brent Bozell since MRC was born in 1987 – Larry, who previously worked for the National Conservative Foundation, enjoys gardening and rooting for the Washington Nationals.



DANIELLE GENTRY Director of Investor Relations, Midwest Region

In 2021, Danielle joined MRC after working in fundraising for The Goldwater Institute, Young America's Foundation, and the Franklin News Foundation. A former legislative correspondent for Sen. Jeff Sessions, she is a member of the Mt. Vernon Society and a proud Reagan Republican.



AMY COPPE Manager of Institutional Giving

Amy, a graduate of Rollins College who came to MRC in 2017, has worked for 30 years for various conservative policy organizations, including The Heritage Foundation and the Institute for Justice. Amy also is a volunteer vestry member at Shepherd's Heart Anglican Church, Fairfax.



JASON QUICK Director of Investor Relations, Western Region

Jason, who works out of California, came to MRC in 2020 after 16 years at the National Rifle Association, where he received myriad honors, including the prestigious "NRA Executive Vice President Award." Married and a father of two, Jason is an avid sportsman who enjoys sharing his passion with his children.

2022 MEDIA RESEARCH CENTER

Financial Report

STATEMENT OF ACTIVITIES*

For the Year Ended Dec. 31, 2022

REVENUE AND SUPPORT	TOTAL 2022
Contributions	\$11,118,198
Advertising Income	\$289,922
Other Revenue	\$73,991
Interest/Investment	\$(2,382,754)
Total Revenue and Support	\$9,099,357
PROGRAM SERVICES EXPENSES	
News Analysis Division	\$3,649,842
CNSNews	\$2,241,541
MRC Business	\$876,927
MRC Free Speech America	\$2,678,531
MRCTV & MRC Culture	\$1,798,794
MRC Action/Digital Communication	\$1,963,876
Youth Education & Internship Program	\$270,104
Total Program Services	\$13,479,615
SUPPORT SERVICES	
Resource Development	\$1,874,386
General and Administrative	\$1,273,428
Total Support Services	\$3,147,814

TOTAL EXPENSES	\$16,627,429
Change in Net Assets	\$(7,528,072)
Net Assets – January 1, 2022	\$14,983,482
Net Assets - December 31, 2022	\$7,455,410

STATEMENT OF FINANCIAL POSITION*

Dec. 31, 2022

TOTAL LIABILITIES AND NET ASSETS	\$13,025,203
Net Assets Unrestricted	\$7,455,410
Total Liabilities	\$5,569,793
Annuity Payment Liability	\$353,137
Deferred Compensation Liability	\$1,171,564
Deferred Rent Liability	\$90,994
Loan	\$147,336
Line of Credit	\$2,500,000
Accrued Expenses	\$491,685
Accounts Payable	\$815,077
LIABILITIES AND NET ASSETS	
Total Assets	\$13,025,203
Property and Equipment – Net	\$220,832
Investment – Deferred Compensation	\$1,613,704
Investments	\$10,336,239
Total Current Assets	\$854,428
Prepaid Expense/Other	\$255,723
Contributions Receivable	\$370,476
Cash and Cash Equivalents	\$228,229
ASSETS	TOTAL 2022

^{*}These are unaudited interim financial statements. To receive a copy of the MRC's audited financial statements, please contact the MRC Accounting Department at (571) 267-3500.

