



The Watchdog

MRC, THE ONLY FORCE FIGHTING LEFT-WING MEDIA BIAS 24/7

The Great Collapse: America Stops Believing the Media

Gallup's new survey just delivered a thunderclap.

Only **8 percent** of Americans say they have a *great deal* of trust in national media, and only **20 percent** say they have even a *fair amount*. Everyone else? They're done.

You already knew confidence was low. You probably didn't know *how* low — or how far the media have fallen.

When the Media Research Center launched in 1987, **nearly three out of four (75 percent!)** Americans trusted the news they watched or read. Journalists were seen as referees, not players. The country counted on them to keep score honestly, to call the fouls when power crossed a line, and to protect the public from manipulation. Their authority rested on fairness. Once they chose sides, they forfeited the trust that came with it.

Today, the press polls below nearly... well... everything. The media once topped the list of trusted institutions. Now it's scraping the bottom. Only Congress fares worse.

Think about that: an industry built entirely on credibility now ranks below Congress in public trust.

How did it happen? Not overnight. Headline by headline. Scandal by scandal. Smear by smear.

The collapse of trust began the moment journalists stopped describing events and started defining them. The shift was subtle at first — adjectives replacing facts, framing overtaking reporting. By the 1990s, newsroom objectivity had given way to storytelling with an agenda.

Selective editing turned into selective reality. The so-called "mainstream media" began guarding one side of the political field and biting only at the other. Every institution they disfavored — faith, family, law enforcement, capitalism — was treated as suspect. Every progressive cause, no matter how extreme, was cast as a moral duty.

And then came the era of character assassination. Honest disagreement wasn't debated, it was delegitimized. Conservatives weren't just wrong; we were dangerous. When "fact-checkers" became the final arbiters of truth, dissent was reclassified as *misinformation*.

They called it journalism. The country called it propaganda.

Outrage became the business model. Conflict was no longer a byproduct of news; it was the news. That's when trust began to crater.

Every sensational chyron, every anonymous leak, every political hit piece widened the gap between the press and the people it claimed to serve. Americans have learned to expect the distortion — and eventually, to ignore it.

But here's what the media won't admit: **you did this.**

Your support for the Media Research Center made it possible to hold the press accountable, clip by clip, study by study, year after year. You gave the country proof. You gave the movement receipts. You helped millions of Americans see the patterns for themselves.

The watchdog barked — and America heard us loud and clear.

For decades, the media operated like an untouchable class, confident they could frame every story to fit their agenda. Then came the MRC — and our supporters — who refused to let them get away with it.

Now, the mask is off. The public sees the press for what it is: a political machine pretending to be journalism. The collapse in media trust is confirmation for us at MRC.

Americans are hungry for honest storytelling, real reporting, and information that treats them like adults. The market for truth is wide open, and MRC is ready to meet it.

Our team is expanding across every platform to make sure no narrative goes unchecked. We're not waiting for legacy media to fail; we're building what comes after it.

Everything we've built — the monitoring, the data, the discipline of proof — now defines the standard for credibility that the national press abandoned. The public no longer takes their word for it; they come looking for evidence. And we have it.

Our job now is simple: Keep producing the receipts, keep expanding the reach, and keep reminding the country the media cannot be trusted.

David Bozell,
MRC President



CHARLIE KIRK: Free Speech Warrior

Charlie Kirk was a lot of things — leader of young people to faith and family, outstanding organizer, policy entrepreneur and talented debater. But he also was a tremendous advocate for free speech, and MRC Free Speech America produced a short report that explains it all.

“7 Times Charlie Kirk Spoke His Mind on Free Speech” provides a comprehensive and, sadly, prophetic view of how Kirk valued freedom of speech. Here are the seven:

- ★ “When people stop talking, that’s when you get violence,” said Kirk in an interview with Megyn Kelly that was pulled from the MRC archives. “... Marriages break apart when you stop talking. Churches fall apart. And I think what makes this country on the verge of going to a place we don’t want it to go right now is we’re afraid to go places like this and have these conversations.”
- ★ Kirk made the argument for allowing even so-called hate speech. “As soon as you shut up ‘hate speech,’ those people only get more powerful,” Kirk said on a podcast with Donald Trump Jr.
- ★ Kirk believed that “hate speech” is and should be protected. “Every day people say, you know, ‘Well someone should go kill Charlie Kirk,’ he said. “I don’t like it, but that’s protected speech. In America, we care about what you do, not about what you say.”
- ★ Kirk said “Elon Musk liberating Twitter will go down as one of the greatest free speech victories in the history of



Charlie Kirk — 1993-2025

In your 31 years, you moved mountains — a bold visionary whose courage, Christian faith, and unyielding commitment to America’s founding principles inspired a generation. Your legacy of truth, unity, and liberty shines brightly in those you awakened. We will carry the torch forward. God bless you, forever in our hearts and prayers.

Western Civilization. One of the reasons why the powerful are getting nervous is because we can finally speak again online.”

- ★ In another, he took on an issue in the UK where a woman was on the verge of being sentenced to 2 ½ years in prison for a tweet about a migrant hotel that she apologized for and deleted. Kirk again said hate speech is free speech. “You should be allowed to say outrageous things,” Kirk said. “You should be allowed to say contrarian things. Free speech is a birthright that you gave us and you guys decided not to codify it and now it’s poof — it’s basically gone.”
- ★ Kirk suggested a pathway forward. “My wish for the left is that you’ll become liberal again, and no longer leftist,” he said. “Free speech is a liberal value. It is not a left-wing value.”
- ★ He also pointed out the problem with restricting speech in a country where voters select their leaders. When the other party takes over, as the Reform Party may be poised to do in the UK, “do you want Nigel Farage, prime minister, to be able to lock you up if you criticize his government? If your answer is no, then you have a moral obligation to make sure that your prime minister and the MPs advocate for a values-neutral free speech policy. So regardless of who is in power in this country, you guys can challenge and you guys can speak openly. That is the bedrock of a liberal democracy.”

Thank you, Charlie. Rest in peace.

MRC IS EVERYWHERE



DAVID BOZELL

President, Media Research Center

On *USA Today's* "Connecting America" podcast, MRC President David Bozell stood his ground against the confrontational trio and delivered sharp, fact-based, and effective rebuttals that dismantled their arguments, framing Jimmy Kimmel's indefinite suspension as an attack on free speech.



On *The First's No Spin News with Bill O'Reilly*, NewsBusters Executive Editor Tim Graham discussed the leftist media's hateful reaction to the assassination of Charlie Kirk.



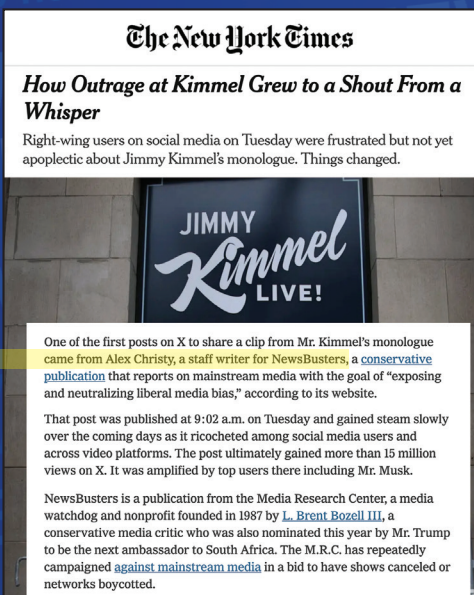
NATIONAL REPORT

SEN. CRUZ SPARS W/ COLLINS OVER SHOOTER MOTIVE

NewsBusters Executive Editor Tim Graham and Managing Editor Curtis Houck on Newsmax's *National Report* discuss ABC reporter Matt Gutman's attempts to romanticize Charlie Kirk's assassin and transgender boyfriend.



MRC Free Speech America VP Dan Schneider was on Newsmax2 for a "Charlie Kirk Remembrance," discussing how Kirk was open to debate, encouraged free speech, and served as an advisor for MRC's 130-member Free Speech Alliance.



The New York Times

How Outrage at Kimmel Grew to a Shout From a Whisper

Right-wing users on social media on Tuesday were frustrated but not yet apologetic about Jimmy Kimmel's monologue. Things changed.

One of the first posts on X to share a clip from Mr. Kimmel's monologue came from Alex Christy, a staff writer for NewsBusters, a conservative publication that reports on mainstream media with the goal of "exposing and neutralizing liberal media bias," according to its website.

That post was published at 9:02 a.m. on Tuesday and gained steam slowly over the coming days as it ricocheted among social media users and across video platforms. The post ultimately gained more than 15 million views on X. It was amplified by top users there including Mr. Musk.

NewsBusters is a publication from the Media Research Center, a media watchdog and nonprofit founded in 1987 by L. Brent Bozell III, a conservative media critic who was also nominated this year by Mr. Trump to be the next ambassador to South Africa. The M.R.C. has repeatedly campaigned against mainstream media in a bid to have shows canceled or networks boycotted.



JUSTINE BROOKE MURRAY | "WOKE OF THE WEAK" HOST
FUTURE OF GEN Z CONSERVATIVE MOVEMENT

The *New York Times* credited MRC's Alex Christy for Jimmy Kimmel's "indefinite suspension" after Christy's video post of Kimmel's insensitive and deceitful remark about Charlie Kirk racked up 15 million views online, including a comment from Elon Musk: "Jimmy Kimmel is disgusting."

In addition! The *New York Post* devoted another portion of its cover and two-pages inside to highlight MRC's study on *Jimmy Kimmel Live!*, which found that the far-left host directed 92% of his political jabs at Trump and the GOP.

MRCTV's "Woke of the Weak" host Justine Brooke Murray joined *Fox & Friends First* in studio to discuss why young men are abandoning the Left in droves and finding a new home on the Right.



ASK DR. DREW CURTIS HOUCK
MANAGING EDITOR, NEWSBUSTERS • X.COM/CURTISHOUCK

MRC NewsBusters Managing Editor Curtis Houck joined Dr. Drew to discuss the media's coverage of Kirk's assassin and the need for people with mental health issues to get help.

MRC senior news analyst Bill D'Agostino highlighted various instances where the leftist media claimed ignorance about the motive of the Charlie Kirk shooter, despite it being clear — even Montel Williams attempted to mislead.



NEWSMAX2 MONTEL WILLIAMS: KIRK ASSASSIN WAS MOTIVATED BY EMOTIONS

MRC President David Bozell's Fox News op-ed explained how Jimmy Kimmel's suspension wasn't cancel culture or a free speech issue, "The Constitution protects Kimmel's right to be wrong... But free speech does not guarantee a primetime television contract."



Holding ABC's Jimmy Kimmel accountable isn't 'cancel culture' — it's basic fairness

Jimmy Kimmel used his network's platform to tell millions of viewers that Charlie Kirk was shot by a supporter, a claim that is completely untrue

By David Bozell | OP-ED | Fox News | Published September 19, 2023 4:20pm EDT



MRC's Tim Graham Calls Out the Media's Questionable Motives

Jimmy Kimmel got suspended indefinitely for saying that the man who shot Charlie Kirk was obviously “one of them” — referring to conservatives — when abundant evidence had emerged that the shooter was a radicalized leftist. But as MRC NewsBusters executive editor Tim Graham pointed out at the time, he was far from the only one to blame the right for what obviously was done by the left.

Graham pointed to Jonathan Lemire, who said on MSNBC that we knew little of the motives of the shooter (although we knew quite a lot) and that whatever they were, “they almost shouldn’t matter because what happened here, it’s a culture, a society where we’ve had this rise in political violence. We are awash in guns.”

John Dickerson, who said on CBS *Evening News Plus* that “five days after Charlie Kirk’s murder, the shooter’s motive remains elusive. No writings left behind. Vague secondhand testimony.” Graham wrote that when Dickerson said this, we knew the suspect was a leftist; we knew about the bullet casings with messages including “Hey fascist Catch.”

Also on MSNBC, a former FBI agent, Chris O’Leary, claimed the shooter had a “salad bar ideology.” Only if the salad bar were hate-fueled radical leftist ideology.



MSNBC co-host Jonathan Lemire, like many of his left-wing contemporaries, feigned ignorance of the motives of Charlie Kirk’s shooter, a virulent leftist and Kirk hater.



Even five days after Kirk’s assassination, CBS’s John Dickerson claimed the shooter’s motives were “elusive.”



Intercom CEO Eoghan McCabe pledged \$500k and Elon Musk’s pledged a million dollars to fund the murals in remembrance of murdered Ukrainian refugee Iryna Zarutka.

Whoopi: ‘Stop Politicizing This.’ But Yesterday Trump ...

Once the facts were in on the murder of Iryna Zarutka on a Charlotte light rail train, the media went into damage control. There was no denying that leftist crime policies and leftist social policy had contributed to the crime.

The media’s first choice — to ignore the story, which they did for nearly two weeks — no longer was viable. So we got *The View*, where Whoopi Goldberg helpfully advised that we “stop trying to place blood on people’s hands.”

She said: “You know, look, a young woman is dead. Let’s take that into consideration. And yes, a man who should have been behind bars was loose and out.” She went on to point out that “he was a schizophrenic man. His mother begged them to take him and put him away. So stop politicizing this.”

Then, in the next sentence, she proceeded to politicize it. “This is not political,” Goldberg said. “This has to do with how we take care of our sick Americans when they are in need.” She and Joy Behar then went on to blame President Trump for cutting research funding which had nothing to do with this case.



On *The View*, Whoopi and the panel found a way to blame Trump for the death of Ukrainian immigrant Iryna Zarutka, who was killed by a homeless vagrant who should have been in jail.



(Not-So) Notable Quotables

The monthly round-up of the worst, cringiest, most absurd, outrageously woke, and often unintentionally humorous quotes from leftist media.

Curated by Geoff Dickens
MRC Director of News Analysis



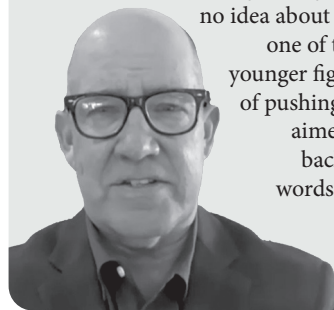
Pushing Propaganda Is Never Funny



"We hit some new lows over the weekend with the MAGA gang desperately trying to characterize this kid who murdered Charlie Kirk as anything other than one of them."

JIMMY KIMMEL
Kimmel "joke" that got him
"indefinitely suspended"
by ABC

Words That Get You Fired



"We don't know the full details of this. We don't know if this was a supporter shooting their gun off in celebration or – so, we have no idea about this. But ... [Charlie Kirk] has been one of the most divisive, especially divisive younger figures in this who has constantly sort of pushing this sort of hate speech and sort of aimed at certain groups, and I always go back to hateful thoughts lead to hateful words which then lead to hateful actions."

MATTHEW DOWD
Delivering the remarks that
got him fired from MSNBC

Former FBI Agent Misses Some Huge Clues



"A salad bar ideology ... nothing identifiable ... It's certainly a motive, but is it necessarily clearly an ideology and part of a broader, you know, movement and political violence or terrorism? It probably wouldn't get us there."

CHRIS O'LEARY
Former FBI Agent on MSNBC
Deadline: Whitehouse

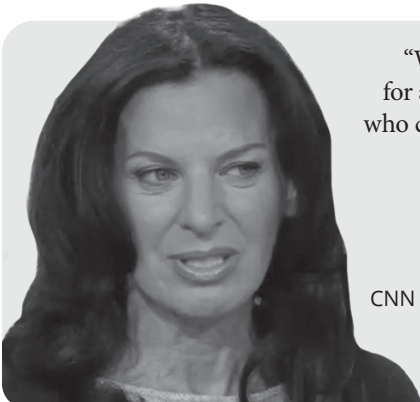
Covering for Kimmel and the Leftist Press



"[Jimmy Kimmel] was merely 'expressing what we've heard some other liberals say in recent days ... that the motives are unclear and that maybe the suspect in this case was a Republican or was some sort of far-right fringe figure. Of course there has been a lot of discussion about that in recent days. There's a lot of evidence pointing in other directions about the suspect, but Kimmel was on the air talking about this, making a very serious commentary amid his jokes."

BRIAN STELTER
on CNN's *The Lead*

When All The Possible Narratives are Bad



"We should 'stop looking for a motive ... The point is who cares? A man was killed, and you have to at least say political violence is bad. Period."

JULIETTE KAYYEM
CNN National Security Analyst
on *Table for Five*

Why Ever Would This Man Harm Charlie Kirk?

"Investigators were still working to identify a motive in the death of Mr. Kirk, a prominent conservative activist who was shot last week in Utah. The republican governor of Utah, Spencer Cox, has said that the suspect had a 'leftist ideology' and that he acted alone. But Mr. Trump and his top allies suggested that the suspect was part of a coordinated movement that was fomenting violence against conservatives, without presenting evidence that such a network existed."

KATIE ROGERS AND ZOLAN KANNO-YOUNGS
White House Correspondents for the *New York Times*

MRC Calls Out Another Disgusting Take on Kirk's Assassin

ABC News *Special Report* gave Matt Gutman the responsibility for combing through the text messages between the man who killed Charlie Kirk and his live-in transitioning lover — and as MRC reported the results were ... on the bizarre side.

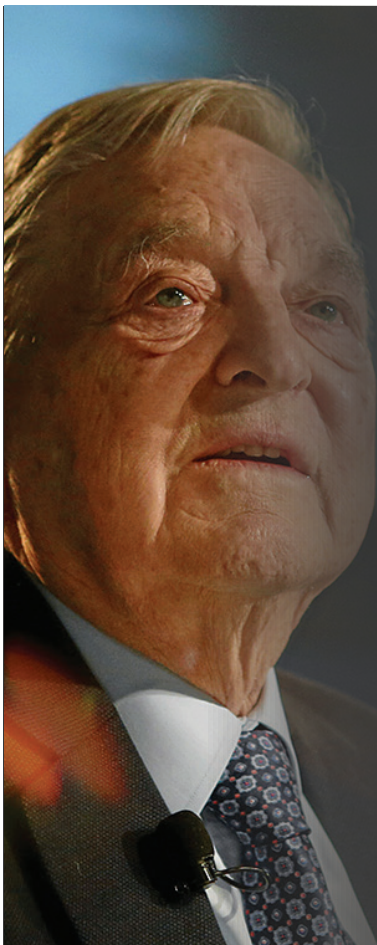
“I don’t know if we have seen an alleged murder with such specific text messages about the alleged murder weapon — where it was hidden, how it was placed, what was on it, but also it was very touching in a way that I think many of us didn’t expect,” Gutman began.

“A very intimate portrait into this relationship between the suspect’s roommate and the suspect himself, with him repeatedly calling his roommate, who is transitioning, calling my ‘my love’ and ‘I want to protect you, my love.’”

But that wasn’t all. Gutman waxed poetic about the contrasting imagery of assassination and love. “So it was the duality of someone who the attorney said not only jeopardized the life of Charlie Kirk and the crowd but was doing it in front of children, which is one of the aggravating circumstances of this case. And then, on the other hand, he was, you know, speaking so lovingly about his partner. So, a very interesting and, as Pierre [Thomas] said, riveting press conference.”



After MRC reported on ABC News's Matt Gutman romanticizing a letter between Charlie Kirk's assassin and live-in transitioning boyfriend, numerous conservative media outlets and social media content creators picked up the story, including *The Daily Wire*.



Welcome to the Soros-Exposing Party, CRC

In September, the Capital Research Center released a report that showed George Soros and his family and organization had donated more than \$80 million to groups tied to terrorism or extremist violence.

Recipients of Soros's largesse included groups that helped train activists in property destruction and sabotage during the 2020 Black Lives Matter riots and the Sunrise Movement, a climate-obsessed group that endorsed the Antifa-linked Stop Cop City campaign, which has led to more than 40 domestic terrorism charges and 60 racketeering indictments.

CRC's Ryan Mauro connected the Soros family to not only US-based terrorism but to terrorism in the Middle East as well. Mauro found that Soros funneled more than \$2.3 million to Al-Haq, a non-governmental organization based in the West Bank and long accused of ties to the Popular Front for the Liberation of Palestine, which both the US and EU designate as a terrorist organization.

If any of this sounds familiar, it should. MRC has been documenting and reporting on Soros's dirty dealings for years. Shortly after the Oct. 7, 2023, attacks in Israel, MRC exposed how the Middle East connections of Soros-funded groups openly celebrated the massacre of hundreds of Israeli citizens. MRC Founder and then-President Brent Bozell co-wrote a letter demanding the Soros family expose its ties to pro-Hamas groups, publicly disavow them and terminate all funding.

As MRC VP Dan Schneider said on One America News in 2023, the Soros family has “taken over the evil empire ... have defined the enemy and the enemy is Israel. They have, in word and deed, consistently supported Hamas and Hezbollah against the Jewish state.”

MRC documents and combats the falsehoods and censorship of the news media, entertainment media and Big Tech to defend and preserve America's founding principles and Judeo-Christian values.

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