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23

# Reaching New Heights

MRC ANNUAL REPORT





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### Worst Quotes of the Year

Throughout the annual report, you will find the most outrageous comments from the Left in 2023.



### Scan codes for bonus MRC stories & videos

#### How to Scan QR Codes

1. Open the camera app on your phone.
2. Center the QR code you want to scan on the screen and hold your phone steady for a couple of seconds.
3. Tap the notification that pops up to open the link. (You will need to be connected to the internet to do this.)

## A LETTER FROM THE PRESIDENT



Dear Friend of the MRC,

Call me a glutton for punishment, but I caught a recent rant on MSNBC's *Morning Joe*. On set was the author of a book called, "White Rural Rage," which is nothing more than just the latest effort by the media to demean small-town America. Mika and her MSNBC crew were happy to oblige him.

Predictably, the author declared white rural voters to be the most racist, xenophobic, anti-immigrant, anti-gay of any voter demographic, filled with the most conspiracy theorists, election deniers, and COVID skeptics. He also spewed that white rural voters don't believe in independent journalism or free speech, and not only are they white nationalists (insert eye-roll here), they are white Christian nationalists to boot.

This guy made Hillary's "basket of deplorables" sound kind by comparison. Not surprisingly, Mika nodded and laughed, lapping up her guest's every word.

Just two days after my morbid curiosity compelled me to watch "Morning Joe," there was a memorial service attended by hundreds, if not thousands, for Laken Riley, the 22-year-old nursing student abducted and killed while jogging around the University of Georgia campus.

Redacted from almost every initial mainstream press report was the fact that the suspected murderer was an illegal immigrant. This heinous act never should have happened but for Joe Biden's token-free turnstile at the southern border.

Her friends say Laken "put a smile on everyone's face ... defined by selflessness, grace, and determination." Now she's gone, a bright light extinguished because of the left's lust for power, control, and hatred of this nation.

Of course, once the media had to admit the inconvenient truth regarding the immigration status of Laken's alleged killer, they spent the week wringing their hands about the resulting "backlash" against illegal aliens and scoffing at Republicans for "seizing" on this tragedy — simply for calling for policy changes that could have prevented it.

Of course, there was no wall-to-wall media coverage of Laken's funeral. No delegation of Biden administration officials to pay their respects. Nothing.

But here's something quite remarkable: Laken's mother, Allyson, one of those small-town white Christians our nationally-televised author on MSNBC was complaining about, called her daughter's death (rightly) "an avoidable tragedy." But did she lash out with hate and vitriol? Did she call on the masses to march through the streets and destroy everything in their path to avenge her daughter's death (a la George Floyd)?

No, instead, she turned to a kindly figure detested by the Left, saying, "I would like to thank my Lord and Savior, Jesus Christ, for being with me and my family during this heartbreaking time. I encourage everyone to have a personal relationship with Jesus. I give Him all the glory for getting us through this."

Friends, there are two distinct Americas in our country: one embodied by those like the MSNBC crowd who despise America, its heritage, and Judeo-Christian values, and the other by people like Laken Riley and her community in Woodstock, Georgia, who are dedicated, resilient, and forgiving.

At the Media Research Center, we combat the Left at every turn. We fight those who want to disparage us, ridicule us, try to bully us into submission, and destroy this nation from within. Throughout this annual report, you'll find example after example of how we do this every day, our victories and triumphs battling for that "shining city upon a hill."

The America Laken Riley deserved to grow up in.

Sincerely,

L. Brent Bozell III  
Founder & President

# TELL THE TRUTH! 2024

You live, and you learn. MRC has been around for 36 years, and we understand how the left and its media operatives work. They are no longer journalists—maybe not since Edward R. Murrow. They “identify” as journalists, but they are no more than leftist party hacks with a pen.

In 2020, media and Big Tech colluded to oust Donald Trump by any means necessary, including suppressing the Hunter Biden laptop story from the voting public. Our research at the time proved Trump would have won if not for this interference.

This year, MRC, experts in countering the left’s tactics, launched the “Tell the Truth! 2024” campaign. This two-year initiative centered on three critical areas identified by MRC as the greatest threats to America’s well-being and success, as well as representing the left’s strategy for achieving a one-party state:

## PRIORITY ONE

### Election Interference

Negate actions by media and Big Tech companies to meddle in U.S. elections.

## PRIORITY TWO

### Censorship

Fight to end the silencing of conservatives by social media platforms, leftist entities, and the Biden administration.

## PRIORITY THREE

### Anti-Americanism

Combat attempts by media and the cultural elites to tear down America’s history, heritage, traditions, and free enterprise system.

### Exercise Your First Amendment Right to Petition

MRC calls on its hundreds of thousands of grassroots activists to help our cause by signing petitions to insist media and Big Tech “TELL THE TRUTH”

Scan QR code to sign petitions and donate.



### MRC Exposes CNN for Spinning ‘Bidenomics’ as Sunshine and Rainbows

To Americans who see inflation going up and the economy going down, “Bidenomics” is a pejorative. However, an MRC review of CNN’s programming from June 17 to Aug. 7 found that 79% of the cable network’s “Bidenomics” coverage was positive. It used phrases such as “a lot to be proud of” and “a very, very strong job market” to spin Joe Biden’s disastrous economic policies positively.

### Wikipedia Caught ‘Stealth Editing’ on Hunter Biden Entry

MRC broke the news nationally on Soros-funded Wikipedia’s role in protecting Joe Biden by blocking Americans from accessing politically damaging information tied to his son, Hunter. Wikipedia, the 7th most visited website in the U.S., allowed special consultants “hired” by Hunter Biden to manipulate the “Hunter Biden” page with “stealth edits.” Wikipedia stood idly by as entries tying Hunter to Joe’s bribery scandals were edited without attribution.

### MRC Reveals How Media Props Up Biden When He Falls

As the leftist media leave clips of Biden’s gaffes and stumbles on the cutting room floor, MRC steps in to reveal the truth. Following his departure from Air Force One, an MRC compilation video highlighted a seemingly disoriented Joe Biden, his failure to salute military personnel, and his dependence on handlers for guidance. This video garnered one million views.

### Networks Refuse to Link Biden and Inflation

In February, MRC released a nine-month study showing that the networks only discussed inflation for a paltry 542 minutes over that entire time and didn’t mention Joe Biden or his policies as the cause 84% of the time. Discussing the study on Fox News, Brent Bozell said, “When the nets do mention Biden, half the time it’s to praise him for trying to end inflation. It’s beyond shameful.”

**i** MRC published **664** stories related to Election Interference, generating **79.8 million** impressions and **36.8 million** video views.



Fox & Friends First highlighted an MRC study on the broadcast networks’ overwhelmingly negative coverage of the GOP presidential candidates.



MRC’s Curtis Houck appeared on Fox News to discuss MRC’s research on the media hiding Biden scandals, gaffes, and policy failures.



MRC research found that when searching “presidential campaign websites,” GOP sites were buried on page two, where only 1% of users go.

## PRIORITY ONE

# Combatting Election Interference by the Media



Conservative media heavily covered the five studies MRC released on the 42 Biden scandals ignored by the media. Kayleigh McEnany listed 11 of the scandals on her Outnumbered show.

### Bidenomics: Six Charts the Media Don’t Want You To See

Considering the importance of the economy to voters, remember Carville’s quote, “It’s the economy, stupid,” the media spun “Bidenomics” as a success. MRC’s Craig Bannister debunked this narrative with hard data and graphics each month. In December, he summarized Biden’s 34-month tenure: gas prices (+42%), real median weekly wages (-\$365), inflation (+ 5.7%), mortgage rates (+154%), savings rates (-70%), and prices (+17.2%). The monthly reports were some of MRC’s most-read articles.

### MRC Catches Google Up to Its Old Election Meddling Tricks Again

Before each GOP debate, MRC searched “presidential campaign websites” on Google, but the search engine did not display a Republican candidate on its first page of results. Unsurprisingly, Joe Biden’s campaign website was always near the top of page one. On the studies, Sen. Ted Cruz posted: “This is ABSURD. Blatant election interference.” As a result of MRC’s efforts, the National Legal and Policy Center, a shareholder of Google’s parent company Alphabet, requested an audit of Google for its censorship practices.



“Trump will imprison, he will execute whoever he is allowed to imprison, execute, drive from the country.”

**JOE SCARBOROUGH**  
November 2023



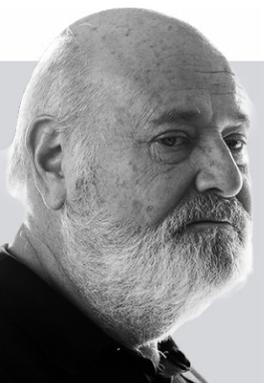
# Fighting the Online Censorship of Conservatives

## Google Tops MRC's List for Censor of the Year

At year's end, MRC bestowed its Worst Censor of the Year Award on Google for manipulating search engine results to bury GOP campaign websites. Runner-up went to CCP-tied TikTok for its "pro-Palestinian" censorship spree during the Israel-Hamas conflict, followed by Twitter (later fixed) for silencing trans critics, and Instagram and Facebook for targeting critics of the left's global warming agenda.

## MRC Exposes NewsGuard for Leftist Bias

In our third annual study of NewsGuard, MRC found that the media ratings service provided a stellar average "credibility" rating of 91/100 for "left" and "lean left" outlets (e.g., *The New York Times*, *The Washington Post*, *TIME*, etc.) but gave "right" and "lean right" outlets like Fox News and the *New York Post*, and *The Daily Wire* an abysmal average score of 65/100 -- a 26-point disparity. "NewsGuard is just another leftist group trying to censor conservatives," said MRC President Brent Bozell on Fox Business Network. "We have the proof."



"If you vote for anyone but Joe Biden, you are voting to destroy American democracy."

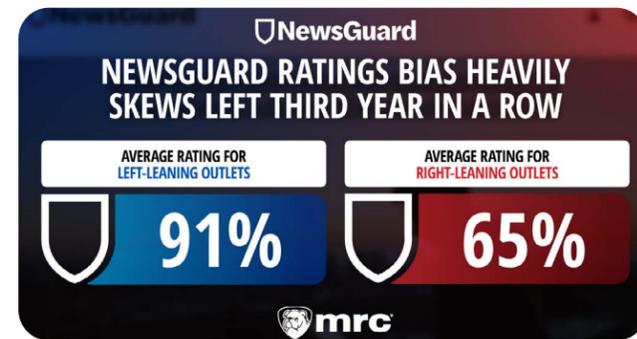
ROB REINER  
November 2023

## Censorship and Election Interference Go Hand In Hand

On Nov. 29, MRC released a groundbreaking study through Fox News, "Alarming Election Interference! Big Tech Censors Biden Opponents 162 Times." The study revealed that the social media companies censored all the 2024 candidates at least once. Vivek Ramaswamy was censored the most, primarily on the left's golden calf, climate change. MRC's Dan Schneider and Brent Bozell were interviewed about the study on OAN and Fox Business, respectively, with Bozell saying "91% of the censorship came from Google/YouTube - same company."

## MRC Helps Ben Shapiro Remonetize his YouTube Channel

MRC helped score a victory for *The Daily Wire* and freedom of speech. *Daily Wire* Editor Emeritus Ben Shapiro credited MRC Free Speech America with successfully pressuring YouTube to restore monetization of a video from Shapiro's new "Facts" series that cited MRC's study on the leftist NewsGuard media ratings firm. Ben personally thanked MRC on his national podcast.



MRC released its third NewsGuard study, revealing the far-left news ratings service's efforts to silence conservative outlets by cutting their ad revenue.



Brent Bozell's exclusive Nov. 9 interview with "Twitter Files" author Matt Taibbi, who admits Big Tech is "policing speech," was viewed more than 685,000 times.

## Newsmax Thanks MRC For Lending a Helping Hand

MRC released an extensive report detailing the blatant leftist political biases of AT&T Chairman William Kennard and his deep connection to DirecTV's original de-platforming of both Newsmax and One America News from its streaming service. The report was so effective in helping Newsmax return to DirecTV that Newsmax CEO Christopher Ruddy contacted MRC to thank us for our reporting.

## Congress Cites MRC Research to Go After Big Tech

In February, at a congressional hearing with former Twitter executives on censoring the Hunter Biden laptop story before the 2020 election, Rep. Pat Fallon pointed out that "The Media Research Center polled Democrat voters in 2020 swing states and found that 17% would have changed their vote if they had known the contents of the *New York Post* story." Donald Trump also referenced the MRC poll during his Aug. 23 interview with Tucker Carlson.



Ben Shapiro of *The Daily Wire*, which exclusively launched two MRC free speech studies, thanked MRC for its help in remonetizing his YouTube "Facts" video.

MRC published **607** stories, studies, and videos related to Censorship, generating **41 million** impressions and **11.4 million** video views.

## CensorTrack

At MRC, we have an evidence locker. It's called CensorTrack, and it contains documented cases of Big Tech's censorship of conservatives, principally by Google, Facebook, Instagram, YouTube, and TikTok.

CensorTrack supports MRC free speech studies and serves as a valuable resource for conservative lawmakers, leaders, and organizations in their efforts to combat Big Tech.

Despite the CEOs of these Silicon Valley companies denying bias against conservatives, in October, MRC recorded its 6,000th case to the contrary when Instagram slapped a so-called "fact check" on a satirical video meme by the Atlas Society about Joe Biden's porous border.

Notably, on July 4, a federal judge issued an injunction in *Missouri v. Biden* that cites CensorTrack data on censorship of posts critical of Biden and temporarily barred the government from colluding with Big Tech to censor content. After a stay, the case is pending before the Supreme Court.

In 2023, MRC's research on censorship was so influential that four CensorTrack studies were entered into the *Congressional Record*.



As of Dec. 31, CensorTrack had collected its 6,294th case of online censorship.



GOP presidential hopeful Vivek Ramaswamy reposted a CensorTrack study showing he was censored by Big Tech 18 times.



Scan QR code to learn more about CensorTrack

## Investigating Media-Government Collusion to Silence Conservatives

In April 2023, MRC launched our Censorship Investigation Project (CIP) to document evidence that the Biden administration was collaborating with Big Tech, media and leftist entities to silence its political foes, specifically conservative Americans.

To tackle such a critical project, MRC assembled a team with a wealth of legal heft, including MRC's Dan Schneider and Mike Morris, both lawyers, Tim Kilcullen, a legal fellow from the Antonin Scalia School of Law, two former U.S. attorneys general, and several former state attorneys general.

Using an array of investigative tools such as FOIA and state open records requests, forensic examinations, undercover operations, and on-the-record interviews, on May 26, the CIP team hit paydirt with the release of its first report, "How Biden's DHS Is Weaponizing an Anti-Terror Program Against Conservatives, Christians and The GOP."



To learn more about the CIP please use the above QR code.

Released through a Fox News exclusive, the report documented how the Department of Homeland Security's \$40 million "Targeted Violence and Terrorism Prevention" (TVTP) grant program linked groups such as CBN, Breitbart, The Heritage Foundation, Fox News, PragerU, and the RNC with neo-Nazi militants, targeting them for harassment.

MRC sent the report to Congress and met directly with members of the Weaponization Committee and the DHS Appropriation Subcommittee to discuss our findings. Thanks to our work, the Biden administration has been stymied in its efforts to silence conservatives, even NBC News reported that we "have been overwhelmingly successful."

In September, MRC released the first part of our second major CIP report on Ad Fontes, the creators of a "Media Bias Chart" that assesses the "reliability" and "bias" of news and information media entities. Yet, despite its claims of impartiality, Ad Fontes rates left-leaning outlets as twice as reliable as right-leaning outlets.

The Media Bias Chart is being used to indoctrinate students into trusting leftist media and drive critical ad dollars away from conservative organizations. With over 350 FOIA submissions, this is just the tip of the iceberg. Stay tuned.



"I would tell you this, the President is the best communicator that we have in the White House."

KARINE JEAN-PIERRE  
February 2023



1 Citing our reporting, Rep. Harriet Hageman demanded of DHS Sec. Mayorkas: "Do conservative or Christian beliefs make someone a Nazi or a domestic terrorist?!"



2 MRC's Homeland Security study received coverage on Fox News, FBN, Newsmax, National Review, Turning Point USA, The Federalist, Washington Examiner, and the New York Post, among others.



3 Sen. Ted Cruz posted an MRC blog that quotes the senator himself, criticizing the TVTP program for going after conservatives instead of "Antifa, Jihadists, Al Qaeda or Klansmen."

### PRIORITY THREE

## Exposing Anti-Americanism



Taxpayer-supported PBS is required to be "objective," but an MRC study revealed its flagship PBS NewsHour leans far left.

### Media Protect Anti-Semitic 'Squad'

The group of far-left lawmakers known as 'The Squad' (e.g., Tlaib, Omar, Bush, etc.) seem to hate Israel just as much as America, and the networks are fine with it. MRC conducted a three-week study after Hamas terrorists attacked Israeli innocents on Oct. 7, 2023, and found that the Big Three networks, in 525 minutes of war coverage, gave radical pro-Hamas statements by Squad members precisely zero minutes.

### MRC Videos Expose Pro-Palestinian Protesters and Media

MRC has had its cameras present at multiple Pro-Palestinian marches, questioning the participants and exposing them for their anti-Semitism and hate of Israel. From putting the 'Queer Jews For Palestine' on the spot to exposing the pro-Palestinian bias of the media, MRC has produced multiple videos and blogs that have attracted the attention of social media. MRC videos following the pro-Hamas media and marches garnered over 3 million views on social media alone.

### Media Omit "Illegal" and "Democrat"

To bias a story, the media adeptly redact words that upset the leftist narrative. MRC found that in 114 minutes of airtime dedicated to Danelo Cavlante, who murdered his girlfriend in front of her children, the network newscasts never mentioned that Cavlante was an illegal alien. Also, in an eight-month study, MRC found that between 88.4% and 97.9% of the time, the networks failed to mention that Trump prosecutors were Democrats or appointed by Democrats.

## AP Compromised on its Climate Change Coverage

MRC analyzed the Associated Press's environmental reporting following news that the AP was awarded an \$8 million grant from left-leaning foundations to cover environmental issues. MRC looked at 64 AP stories and found many woke climate terms repeatedly used to drum up fear-mongering on the left's climate narratives. The Washington Examiner and Fox News Channel's Media Buzz picked up the story, emphasizing how special interests now tainted the AP's climate journalism.

### Anti-Americanism is Infesting Investing

MRC broke the story that ESG giants were linked to the train disaster in East Palestine, Ohio. Mark Levin read the report live on his Feb. 16 show and praised our work. "I hadn't known all this, and that's why we love our friends at MRC." ESG standards harm America's free market system by prioritizing green companies with "diverse" boardrooms over profits. MRC produced 96 stories and two explanatory videos on this subject, collecting 6.8 million social media impressions.

### The Left Rewriting Reality for Kids

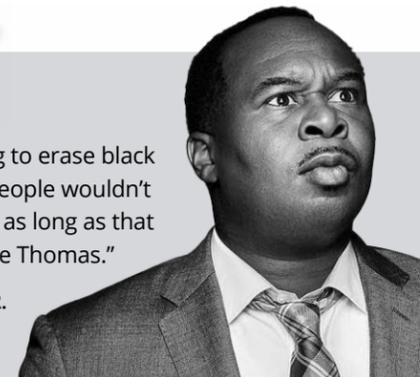
MRC covered the effort of woke censors to rewrite some of Roald Dahl's classic children's literature, reporting that the publisher of the beloved "Goosebumps" series made woke edits without consulting the author and that another publisher assigned "sensitivity readers" to flag "problematic" language in "Snow White" and "Cinderella." MRC also reported on Disney's live-action "Peter Pan" reboot, which replaced some of Neverland's Lost Boys with girls and bombed at the box office.

**i** MRC published **1,073** stories, studies, and videos related to anti-Americanism, generating **320 million** impressions and **161 million** video views.



"[Anti-CRT Policies] are trying to erase black people, and a lot of black people wouldn't mind some of that erasure, as long as that black person is Clarence Thomas."

ROY WOOD JR.  
April 2023





In 2023, on social media alone, MRC's promotion of the Soros series generated an eye-popping 6,625,978 impressions.

Scan QR code to read FOX News article.

## Soros Project

If it's about defunding the police, soft-on-crime DAs, open borders — anything damaging to America's heritage, culture, economy — you can bet George Soros is behind it. For more than 12 years, MRC's "Soros Project" has exposed the true and evil intentions of this man and now his even more radical son, Alex.

Our latest report, part three of our comprehensive study entitled "Propaganda Czar," revealed George Soros' connections to 250 global media organizations, including NPR, ProPublica and Wikipedia, and his ties — through board appointments and other means — to Lester Holt, Christiane Amanpour, Bloomberg News co-founder Matt Winkler, PolitiFact Editor-in-Chief Angie Drobnic Holan and others.

Media took notice. "A new report from the Media Research Center has exposed connections between billionaire liberal financier George Soros and 54 prominent media figures," the *New York Post's* story began.

Fox News brought on Brent Bozell to discuss the story. Anchor Trace Gallagher thanked MRC for "breaking the story about George Soros having his fingerprints on media organizations around the world."

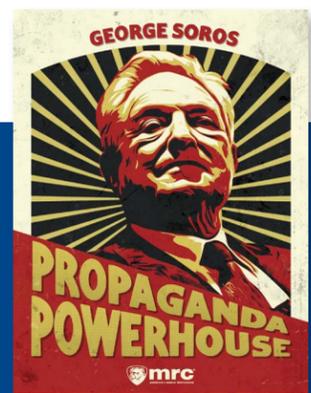
The good news, in theory, is that George Soros retired at age 93. The bad news is he turned over everything to his 37-year-old son, Alex, who says he is "more political" than his father and perhaps even more dedicated to funding leftist causes.

In April, MRC released the exclusive report "In His Own Words," which tracked radical statements made by Alex Soros on issues such as *Roe v. Wade*, Republicans, Donald Trump, the Biden administration's chaotic withdrawal from Afghanistan, and court rulings against Big Tech censorship.

A later report, "Meet the New Boss," released through Fox News, explored the politicians and organizations Alex Soros supported before he took over for his father. He oversaw the Democracy PAC, through which the Soros' provided \$32 million to help leftist candidates in the 2022 midterms, sat on boards of radical leftist organizations that seek to overhaul global academia, and gave millions of his own money to leftist fringe groups, such as Global Witness.

Alex Soros is also well-known to world leaders. According to our research, he has met 43 of them and made more than 20 trips to the White House.

If they're taking him this seriously, so must we. Count on MRC to keep you informed on this next generation of Soros leftist advocacy.



Scan QR code to read "Propaganda Powerhouse"



Scan QR code to read "Meet The New Boss"

### MRC ONLINE IMPACT 2023

## By The Numbers

The MRC reaches millions of people every day through traditional and social media. Appearances by MRC experts on national TV and at major news talk radio outlets, as well as the resharing of MRC stories and research by major news networks, websites, and social media influencers contributed significantly to the broad reach of the MRC.

935,000  
Hours of Network & Cable News Stored

478,246,667  
Total MRC Video Views

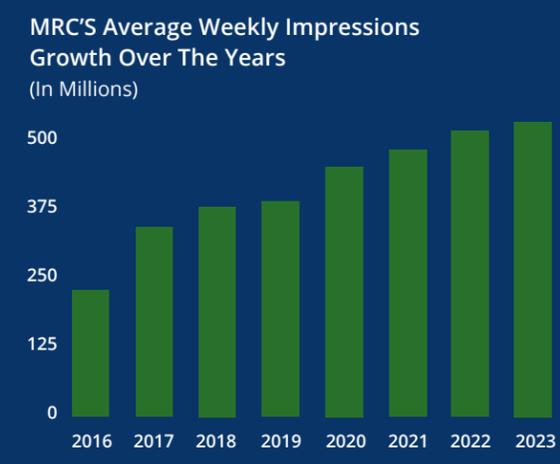
29,878,503  
Average Monthly Website Page Views

14,343,802  
Followers & Subscribers

# 515 MILLION

## Average Weekly Impressions

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



### 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:



### MRC Social Media Value (2023 YTD)\*

# \$8,696,232

\*Value calculated by combining stats from Facebook, X, Instagram and YouTube.

### What is Social Media Value?

Social Media Value estimates the cost of purchasing advertising to attain the same audience reach achieved through social media posts.

# MRC is Everywhere, spreading the message far and wide.

MRC produces an immense amount of content daily, including studies, investigative reports, blogs, stories, and videos. With a proven track record of accurate and reliable news and information over our 36-year history, our unique expertise is sought after by the top conservative outlets in the nation.

In 2023, MRC staff made **346 appearances on national TV news networks** and **1,183 on local and nationally syndicated radio**, and our content was picked up or reprinted by TV, print and digital news outlets, all of which expands our reach.

For example, when Brent Bozell appears on Fox News, MRC is exposed to a large audience. Fox News has been the No. 1 cable news network for 23 years in a row, averaging roughly 2.8 million viewers daily. It's like a free commercial for the MRC!



NETWORK	COVERAGE
ABC	0 MINUTES
NBC	0 MINUTES
CBS	0 MINUTES
CNN	0 MINUTES
MSNBC	0 MINUTES

- 97.9% STORIES DIDN'T MENTION JACK SMITH WAS APPOINTED BY GARLAND
- 93.3% STORIES DIDN'T IDENTIFY DA WILLIS AS A DEMOCRAT
- 88.4% STORIES DIDN'T IDENTIFY DA BRAGG AS A DEMOCRAT

# Leading the Conservative Movement

Since 1987, MRC's proactive approach to combating leftist media bias has established it as a leader in the conservative movement, bringing issues such as media bias, Big Tech censorship, election interference, and media/government collusion into the national spotlight.



Under the guidance of VP Dan Schneider and External Affairs Manager Daisy Judge, MRC strategically connects with conservative leaders, lawmakers, and organizations and leads the 130-member Free Speech Alliance to ensure a significant and far-reaching impact.

In May, MRC President Brent Bozell and Dan Schneider met with Reps. Dan Bishop, Mark Green, and Andy Biggs of the Weaponization Committee, as well as with members of the Committee on Homeland Security and the DHS Appropriations Subcommittee, as a follow-up to MRC's investigative report on the DHS weaponizing an anti-terror program against conservatives and Christians.

MRC helped Mike Johnson and others prepare to interrogate DHS Secretary Alejandro Mayorkas about the anti-terror program at a House Judiciary Committee hearing

where Mayorkas was knocked on his heels. MRC's efforts led the House to vote to defund the program.

Additionally, MRC shared an investigative report on news rating service Ad Fontes and its ties to a State Department and DHS scheme to indoctrinate students to be leftist activists with Reps. Harriet Hageman and Mark Green.

As part of an MRC initiative to expose PBS for its left-wing bias, meetings were held with the Parents Television Council and Rep. Doug Lamborn, who introduced legislation to defund PBS.

MRC was a major player at the Conservative Political Action Conference in D.C., where Brent Bozell spoke on the main stage alongside Larry O'Connor, Chaya Raichik, and Kurt Schlichter about media bias. Dan Schneider led a panel with Florida AG Ashley Moody, Sen. Mike Braun, and Truth



Brent Bozell and Rep. James Comer discuss strategies to hold media to account for election interference, such as ignoring Joe Biden's influence peddling.



After his CPAC panel discussion, "Don Lemon Is Past His Prime," Brent Bozell joined WMAL's Larry O'Connor to discuss "Marxist" media because "liberal" no longer applies.

Social CEO Devin Nunes to discuss Big Tech censorship.

MRC also helped organize conservative support for Israel, which included a call from Brent Bozell to the Israeli Embassy and a letter to corporations in Chicago urging them to reject Black Lives Matter and its antisemitic statements.

At the State Policy Network Conference, MRC joined state-based groups, exchanging legislative ideas to tackle tech censorship.

Our leadership role also means top players in the movement eagerly accepted our invitations to take part in video chats with Brent Bozell, who interviewed Gov. Ron DeSantis, Twitter Files author Matt Taibbi, Vivek Ramaswamy, Sen. Marsha Blackburn, investigative reporter Peter Schweizer and TV host Mark Levin on topics ranging from ESG to online censorship. The videos averaged 500,000 views each.

Dan Schneider launched a new video show, "MRC UnCensored," on Big Tech matters, interviewing Babylon Bee's Seth Dillon, Libs of TikTok's Chaya Raichik, *New York Post's* Miranda Devine, and Breitbart's Emma-Jo Morris.

*"It is stunning, and we are so appreciative of the great work that you do at Media Research Center, and you're going to be invaluable as you always are, but especially in this election cycle."*

— LARRY O'CONNOR, "O'CONNOR & CO." RADIO SHOW

As part of the James P. Jimirro Media Impact Series, Dan Schneider participated in a program titled "Social Media and the Public Square: Balanced or Biased" at the Paley Center in New York on Oct. 3. Engaging in a lively debate, Dan took on representatives from Newsweek, CNN, and Facebook.

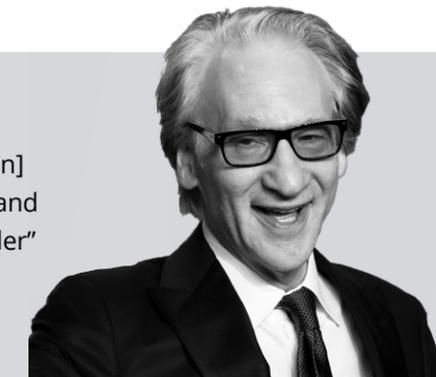


On Oct. 3 at the Paley Center in New York, Dan Schneider took on left-of-center panelists in a program titled "Social Media and the Public Square: Balanced or Biased."



*"[Speaker Mike Johnson] sounds like Bin Laden and Trump sounds like Hitler"*

BILL MAHER  
November 2023



Founded by MRC in 2018, the Free Speech Alliance (Page 14) expanded to 130 groups with the additions of the Galen Institute, Capital Research Center, Tusk, and Hungary's Center for Fundamental Rights.

MRC, which represents the Alliance on Capitol Hill, facilitates monthly meetings on free speech and censorship issues ranging from Section 230 to Artificial Intelligence. The Federalist, the Conservative Partnership Institute, Facebook, Meta, the Capital Research Center, Donors Trust, Young America's Foundation and Google attended, among others.

MRC's meeting with the Facebook Oversight Board led to Facebook's decision to reverse its censorship of certain pro-life content.

In December, the Alliance organized a letter to Senate Minority Leader Mitch McConnell and House Speaker Mike Johnson urging support for a measure to prevent the Defense Department from spending money on leftist content-rating agencies, such as NewsGuard and the Global Disinformation Index. Brent Bozell also met with McCormick, who later thanked us online, to address the issue.



Sen. Marsha Blackburn and Brent Bozell discuss media and Big Tech's anti-Israel bias in one of Brent's viral video chats, later shared on the senator's Instagram account.



Scan QR code to learn more about the Free Speech Alliance, its mission, and successes.

In 2018, MRC was the first to recognize and address the online censorship of conservatives, founding the Free Speech Alliance and building a global coalition of allies to battle the Big Tech companies through a united and worldwide front. The Free Speech Alliance protects the free speech of conservatives online, fighting for transparency on social media and demanding equal footing for conservatives on Facebook, Google, TikTok, and the other platforms. We defend the incredible and revolutionary ideal of free speech in which American democracy is rooted.

Here are some of the 130 groups that stand with MRC for free speech.



20 additional groups are private.

# Defending the People of Israel

On Oct. 7, Hamas terrorists brutally massacred innocent Israeli citizens who were enjoying a music festival.

Despite the brutality, it didn't take long for the media to take sides. MRC's Curtis Houck wrote, "CNN Tries to Equivocate Hamas Slaughter, Blames Israel for No Gaza," and MRC's Geoff Dickens blogged, "AWFUL! Nine Times Media Sympathized with Hamas Terrorists."

But this is nothing new from the anti-Israel, anti-American press. MRC's Bill D'Agostino, utilizing MRC's world's largest TV news archive, compiled a composite video dating to 2014, "Worst of the Media's Decades-Long, Antisemitic Hamas PR Campaign," viewed over 881,000 times.

MRC also pointed out how some in the leftist media avoided calling Hamas "terrorists," favoring "militants" so as to not offend. In November, an MRC study showed in the first 30 days of the war, the networks used Hamas spokesman or Hamas-controlled entities as source material in at least 66% of their stories, including the false allegation that IDF missiles targeted a Gaza hospital.

MRC broke the news nationally that George Soros contributed \$550,000 to a pro-Hamas organization, Al-Shabaka. MRC also unearthed a long-forgotten 2007 Soros op-ed, "America and Israel Must Open the Door to Hamas." MRC's reporting prompted investigations by *The New York Post* and *Washington Examiner* into Soros' ties with pro-Hamas groups.

MRC wholeheartedly supports Israel and its right to self-defense. Israeli flags adorn our social media posts and websites, while appeals from Brent Bozell and Julie Strauss Levin urged MRC supporters to contribute to Israeli causes.

From Oct. 7 to Dec. 31, MRC's Israel-Hamas stories posted on social media resulted in 24,090,851 impressions and 15,508,924 views.



On Oct. 25, Maria Bartiromo interviewed Rep. Warren Davidson about "This new study from the Media Research Center that finds the network evening newscasts ignored your colleagues, the Squad's, attacks on Israel."



Scan QR code to watch clip.



On Oct. 16, in a video chat viewed 1.5 million times, Mark Levin told Brent Bozell, "Liberal media and the Democrat party have always worked hand-in-hand against America, which is why they sympathize with Hamas."



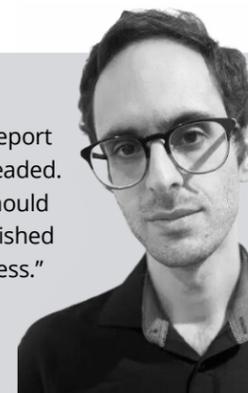
Scan QR code to watch the interview.

MRC continues to show support to Israel on all our social media platforms, including X and Facebook.



"Last night, I asserted that this report indicated that babies were beheaded. This was an overstatement. I should have said that the report established that babies were found headless."

ERIC LEVITZ  
October 2023



# Reaching Young Audiences

With American universities functioning as brainwashing factories, complete with, as MRC revealed, government-funded programs designed to turn K-12 students into left-wing activists, MRC must counteract their influence by reaching Gen-Z and Millennials with conservative messages.

Videos have become the go-to medium for the younger generation, making the success of our video content vital for engaging wider audiences.

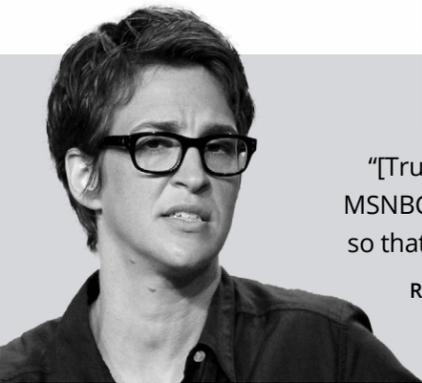
MRC strategically reaches the 18-34 group through popular social media platforms like Facebook, Rumble, Instagram, YouTube, and Twitter/X, to which 53% of the audience belongs. Videos have a 95% message retention rate, surpassing text, and are 12 times more likely to be shared (go viral), expanding MRC's reach.

Topping the charts in 2023 with the under-34 group was "Delta Employee Gives Perfect Response To Pronoun Warrior" (6 million views), followed by "Bus Won't Stop For Just Stop Oil Protestors" and "Deranged TikTok Assaults Sleeping Man," both with 3 million views.

In an election meddling scheme, the media play hide and seek with Joe Biden's blunders and controversies, so MRC fills the gaps. A video montage of Biden's gaffes, spills, and meandering moments generated 1 million views online.

While cultural Marxists force a pro-LGBTQ/trans agenda on Americans, MRC counters by highlighting the absurdity of it. MRC's "Woke of the Weak" video show on May 9, "The Adult 'Gay Baby,' A Trans Kitty Cat & The Loud Shrieking Of The Left!" picked up 711,000 views, and a video titled "The End of Single Sex Bathrooms! Woke Moves from the Loudoun County Schools" garnered 1.2 million.

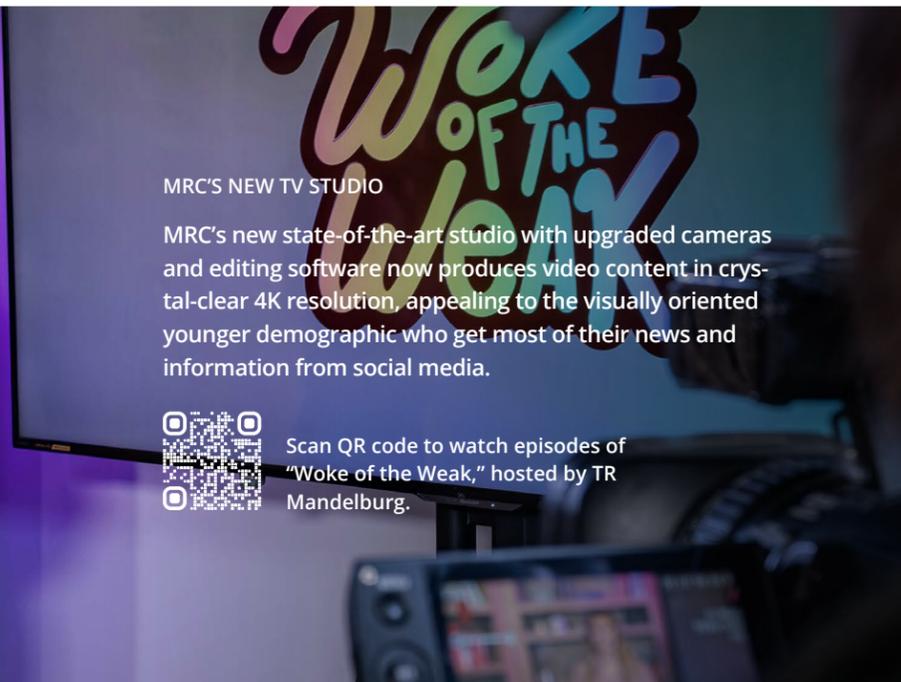
Sports-related videos proved very popular on Instagram, particularly among the 13-24 age group, with "Aaron Rodgers Hilariously Claps Back at Keith Olbermann" and "Moderna's 'Shot of The Day' Goes to Famously Unvaxxed Tennis Star Novak Djokovic" collectively amassing 2.3 million views.



"[Trump] wants to put MSNBC on trial for treason so that he can execute us."

RACHEL MADDOW  
October 2023

**i** MRC videos were viewed an eye-popping **478 million** times in 2023, **doubling viewership** from 2022. MRC videos feature a combination of original commentaries, man-on-the-street interviews, news clips, and satire.



### MRC'S NEW TV STUDIO

MRC's new state-of-the-art studio with upgraded cameras and editing software now produces video content in crystal-clear 4K resolution, appealing to the visually oriented younger demographic who get most of their news and information from social media.



Scan QR code to watch episodes of "Woke of the Weak," hosted by TR Mandelburg.

# Training Tomorrow's Leaders

Since 1992, MRC's Internship Program has educated and trained more than 500 college students to recognize media bias, practice balanced journalism, and enter professional media and public policy positions in the conservative movement.

In 2023, MRC's national reputation for excellence brought 27 young interns from around the country to receive mentorship from our experts in journalism, graphic design, media analysis, research, social media, marketing, and fundraising. Together, they wrote 583 articles, which generated over 428,000 website views.

The MRC internship program is a gateway to the conservative movement. In 2023, graduating interns secured full-time positions at the Heritage Foundation, *The Daily Wire*, *The Dallas Express*, Independent Women's Forum, FBN, Leadership Institute, and MRC. Notably, 40% of our staff are intern alums.

### Highlights

- Intern Milani Gladson completed a research project on Google altering search results to hide the Hunter Biden laptop scandal.
- *The Daily Wire*, Devin Nunes, Michael Knowles, *RedState*, and more picked up and shared work from the MRC interns.
- Intern Erin Schniederjan led a research project uncovering evidence of the U.S. intelligence community's impact on Big Tech censorship.
- The interns toured the Library of Congress and the U.S. Capitol, where they observed the Senate gallery in session.
- Intern Spencer Fairfield interviewed Mississippi AG Lynn Fitch, who played a key role in the historic decision to overturn *Roe v. Wade*.
- Journalism fellow Evan Poellinger examined federal funding of CRT and DEI in public schools, focusing on the promotion of pro-LGBTQ and transgender ideology.
- MRC interns attended seminars at allied organizations, including Hillsdale College, the Leadership Institute, *The Federalist*, the *Washington Free Beacon*, and more.



At the 2023 Annual Intern Alumni Event, Rep. Byron Donalds (R-FL) spoke about the importance of MRC's work.



The 2023 MRC Summer Internship class.



Our fall intern class visited Fox News headquarters in D.C. for a tour.



MRC interns had the opportunity to attend CPAC in National Harbor, MD. They wrote blogs on select speeches, assisted with the MRC booth and networked with fellow conservative activists.



**mrc**  
2023 BULLDOG  
AWARD WINNERS

In a bygone era, the AP's Joe Rosenthal received a Pulitzer for his capture of the Marines hoisting the American flag on Mount Suribachi in Iwo Jima. Sadly, today's media would deem the photograph too "nationalistic" to be recognized. Instead, they look to honor journalism rife with anti-American sentiment or some left-wing "(fill-in-the-blank) justice" cause. Since the media tilt left, so do the accolades they bestow upon themselves.

To counter the skewed nature of the Pulitzers, MRC established the Bulldog Awards to honor true journalists who richly deserve accolades yet will never receive them from the leftist media establishment. On May 9th, the 2nd annual Bulldog Awards were announced, with MRC President Brent Bozell saying,

"The Bulldog Award winners are trusted truth-tellers, unlike left-wing operatives who win Pulitzers. These are courageous individuals dedicated to informing Americans about stories the leftist media ignore. **Congratulations to all!**"



**Brit Hume**  
for Lifetime  
Achievement



**Chris Plante**  
The Chris Plante Show  
for Outstanding Radio  
Talk Show Host



**Chaya Raichik**  
Libs of TikTok  
for Outstanding Social  
Media Personality



**Matt Walsh**  
The Matt Walsh Show  
for Outstanding  
Podcast



**Mary Margaret Olohan**  
The Daily Signal  
for Outstanding  
Blogger



**Karol Markowicz**  
New York Post  
for Outstanding  
Columnist



**Andrew Kerr**  
Washington Free Beacon  
for Outstanding  
Investigative Journalism



**LIFETIME ACHIEVEMENT AWARD**  
**BRIT HUME HONORED BY MEDIA RESEARCH CENTER**  
On receiving his MRC Lifetime Achievement Award live on Fox News, Brit Hume quipped: "Thank you. It's very generous of MRC, and it's recognition that I'm at least still alive!"



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# Why Your Legacy Matters

Joining the MRC Legacy Society symbolizes your commitment to America's foundational principles and traditional values. Your planned gift plays a vital role in providing the MRC with the necessary resources to champion conservative speech, unveil left-wing bias in the media, confront online censorship, and safeguard America's cultural fabric and character both now and in the future.

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*"MRC is keeping the press's feet to the fire."*

— DON COOPER AND TERRY WALTER  
Co-Chairs, MRC Legacy Society

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*Seven Anonymous donors*



DONOR TESTIMONIAL

## Building a legacy one book at a time

INGRID ROSE  
Washington D.C.

Ingrid Rose doesn't suffer fools gladly, especially those of the progressive persuasion. "Anything coming from the left ... it's not worth a second thought. They are degrading this country into mediocrity."

Born in Germany during World War II, she has come to recognize totalitarianism when she sees it – and she is seeing it. "National socialists had control over the individual," she said of her childhood experiences. "How is that different from today in the U.S.?"

That's why Rose supports the Media Research Center and other conservative organizations and is among the growing number of patriotic Americans who leave bequests to the MRC. They know every generation must preserve freedom, and it is up to her and others of her generation to recognize the dangers and provide for a future free of authoritarian government.

### Ingrid Rose supports the MRC today and with a future bequest, which includes her valuable rare book collection.

Rose arrived in Michigan as an exchange student in 1958. For the next 20 years, she worked for the European Community, a precursor to the EU. When her husband's job prompted a relocation to Poland in 1978, she made it her business to become a U.S. citizen before she left.

So she knows what it was like behind the Iron Curtain and speaks with authority of the parallels between Joe Biden and Neville Chamberlain. "Megalomaniacs in countries like Russia, China, and Iran lie in wait for a weak U.S. leader" and make their move, she said.

When she returned to the U.S. in 1981, she witnessed Morning in America. Ronald Reagan's optimistic vision and pro-business principles ignited an American resurgence, inspiring her to become a Republican, start her own business as a "paper conservator" – restoring old books,

lithographs, and such – and chase the American dream.

She says, "President Reagan instilled hope in America... and the fall of the Berlin Wall followed."

Today, she states, "I'm an American citizen living, working, and functioning by the Constitution and the Ten Commandments" who supports MRC because it is "part of the constitutional conservative entities fighting for what's right, a civil society."

She says, "Government and the tech sector are inseparable, now determining what we can and cannot say," and applauds what she calls the critical role that MRC plays in protecting free speech from Big Tech censorship.

Ingrid enjoys art, music, and swimming, but her true passion is her rare book collection "43 intense years in the making," a portion of which she is donating to MRC in memory of her late husband, Milton Rose.

Her advice to the younger generation, "Try putting down your smartphones and picking up a few good books!"

Ingrid has witnessed the dark past of totalitarianism and the bright future of Reagan's shining city on a hill. She knows better than most the importance of preserving freedom for future generations.

## Thank you for a great 2023!

MRC's patriotic supporters are the organization's lifeblood, giving us the strength to fight the good fight.



27,113

Donors



58,766

Donations

### JOIN THE MRC LEGACY SOCIETY

Plan today for a better America tomorrow. Learn how to designate the MRC as a beneficiary of your estate or financial plans. Please contact **Michael Ward** at [mward@mrc.org](mailto:mward@mrc.org) or **(571) 267-3452**.

MRC STAFF

# Meet The MRC Team



**L. Brent Bozell III**  
Founder & President



**David Martin**  
Executive Vice President



**Ed Molchany**  
Sr. Vice President of Programs & Chief Marketing Officer



**Brent Baker**  
Steven PJ Wood Senior Fellow; VP for Research & Publications, MRC NewsBusters



**Kurt Etheridge**  
Senior Writer of Development Communications



**Joshua Jones**  
Senior Web Developer, IT



**Bill D'Agostino**  
Media Editor/Senior Research Analyst MRC NewsBusters



**Corwin Parks**  
Senior Video Editor, MRCTV



**Miguel Leal**  
Senior Network Engineer, IT



**Melissa Lopez**  
Executive Assistant to the Founder & President



**Eric Pairel**  
Vice President & Chief Technology Officer



**Dan Schneider**  
Vice President, MRC Free Speech America & MRC Business



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Vice President for Growth and Development



**Meghan Lee**  
Chief of Staff



**Eric Scheiner**  
Director, MRCTV & MRC Culture



**Tim Graham**  
Executive Editor, MRC NewsBusters



**Marilyn Leach**  
Administrative Assistant to the Executive Vice President



**Nick Fondacaro**  
Associate Editor, MRC NewsBusters



**Joseph Vazquez**  
Associate Editor, MRC Free Speech America & MRC Business



**Jorge Bonilla**  
News Analyst, MRC NewsBusters



**Alex Christy**  
News Analyst, MRC NewsBusters



**Luis Cornelio**  
Assistant Editor, MRC Free Speech America and MRC Business



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Communications Director, Marketing



**Cheryl Michener**  
Director of Financial Operations



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**Kirk Henderson**  
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**Brandon Patterson**  
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Staff Writer, MRC Free Speech America and MRC Business



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Videographer & Editor, MRCTV



**Ben Graham**  
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Donor Relations and Events Coordinator



**Austin Reeder**  
Marketing Assistant, Marketing



**Dontá Smith**  
Web Developer, Development



**Emily Froman**  
Donor Relations Coordinator, Development



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Video Host & Blogger  
Anderlik Fellow In Culture & Media



**Jackson "Mac" Geis**  
Web Developer, IT



**Daisy Judge**  
External Affairs Manager



**Brittany Hughes**  
Managing Editor, MRCTV



**Curtis Houck**  
Managing Editor, MRC NewsBusters



**Megan Marzacco**  
Marketing Manager, Marketing



**Brian McNicoll**  
Manager of Strategic Partnerships, Investor Relations



**Nick Kangadis**  
Assistant Managing Editor, MRCTV & MRC Culture



# Financial Report

## STATEMENT OF ACTIVITIES\*

For the Year Ended Dec. 31, 2023

REVENUE AND SUPPORT	TOTAL 2023
Contributions	\$12,389,365
Advertising Income	\$146,163
Other Revenue	\$145,219
<b>Sub-Total</b>	<b>\$12,680,747</b>
Investment Interest	\$208,990
Unrealized Gain/Loss	\$990,167
<b>Total Revenue and Support</b>	<b>\$13,879,904</b>
<b>PROGRAM SERVICES EXPENSES</b>	
NewsBusters	\$3,528,481
CNSNews	\$846,818
MRC Business	\$807,120
MRC Free Speech America	\$3,053,448
MRCTV & MRC Culture	\$2,263,310
MRC Action/Digital Communication	\$1,668,617
Youth Education & Internship Program	\$299,894
<b>Total Program Services</b>	<b>\$12,467,688</b>
<b>SUPPORT SERVICES</b>	
Resource Development	\$1,327,647
General and Administrative	\$1,230,331
<b>Total Support Services</b>	<b>\$2,557,978</b>
<b>TOTAL EXPENSES</b>	<b>\$15,025,666</b>
Change in Net Assets	\$(1,145,762)
Net Assets – January 1, 2023	\$7,413,714
Net Assets – December 31, 2023	\$6,267,952

## STATEMENT OF FINANCIAL POSITION\*

Dec. 31, 2023

ASSETS	TOTAL 2023
Cash	\$1,444,306
Pledges Receivable	\$712,649
Deposit	\$213,460
Prepaid Expense/Other	\$424,186
<b>Total Current Assets</b>	<b>\$2,794,601</b>
Investments	\$4,133,885
Investment – Deferred Compensation	\$1,856,017
Property and Equipment – Net	\$570,881
<b>Total Assets</b>	<b>\$9,355,384</b>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts Payable	\$924,248
Accrued Expenses	\$450,578
Loan	\$133,234
Deferred Compensation	\$1,177,237
Deferred Annuity Revenue	\$402,135
<b>Total Liabilities</b>	<b>\$3,087,432</b>
<b>Net Assets Unrestricted</b>	<b>\$6,267,952</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$9,355,384</b>

\*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.



## Testimonials



**PRESIDENT DONALD TRUMP**  
 "According to Media Research Center, 89% of the media's coverage of our administration has been negative and purposely negative."



**MARK LEVIN**  
*National TV & Radio Host*  
 "This is a fantastic organization. These guys produce every day. I don't know what we would do without MRC."



**GOV. RON DESANTIS**  
 "There is no question that the media have an agenda, and MRC has pointed this out, I think, very appropriately for a number of years."



**SEN. TED CRUZ**  
 "Thanks to the truth-tellers at MRC NewsBusters, liberal journalists no longer have a stranglehold on information."



**RUSH LIMBAUGH**  
 "Brent Bozell and the MRC provide a most precious commodity — a quest for the truth. I can't possibly expose every example of bias and error that emanates from the national mainstream media, but Bozell and his group come as close as anyone can. MRC is a vital national interest."



**SEAN HANNITY**  
*Fox News host*  
 "The MRC has played a key role in our culture, not just documenting and exposing liberal bias but also helping to pave the way for the growth of alternative media."



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



**TOM FITTON**  
*President, Judicial Watch*  
 "The MRC is an essential resource. Liberals have argued that media bias is in the eyes of the beholder, and the MRC supplies conservatives with the information to show that's not true. Media bias is factual and can be documented."



**SEN. MIKE LEE**  
 "MRC has been holding the media accountable for Left-wing bias and selective reporting. They are an important resource for the country and are making a significant impact."



**FORMER GOV. MIKE HUCKABEE**  
 "I'm so grateful for the Media Research Center. We owe them a debt of gratitude."



**LAURA INGRAHAM**  
*Fox News Host*  
 "It takes a huge effort and phenomenal team to do what MRC does on a daily basis."

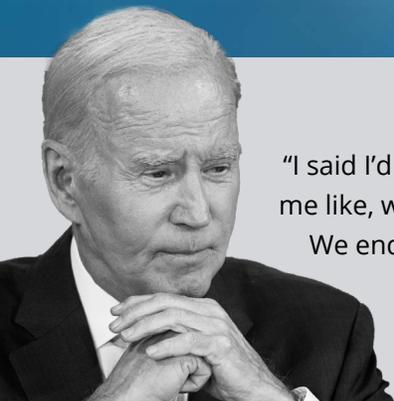


**DAN BONGINO**  
*National Radio Host*  
 "The Media Research Center, Brent Bozell's group - you guys are fantastic!"



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Suite 1000  
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[MRC.ORG](http://MRC.ORG) | [NEWSBUSTERS.ORG](http://NEWSBUSTERS.ORG) | [MRCTV.ORG](http://MRCTV.ORG)



"I said I'd cure cancer they looked at me like, why cancer? Because we can. We ended cancer as we know it."

**JOE BIDEN**  
July 2023

The Media Research Center documents and combats the falsehoods and censorship of the news media, entertainment media and Big Tech in order to defend and preserve America's founding principles and Judeo-Christian values. MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax-deductible to the maximum extent of the law. The MRC receives no government grants or contracts nor do we have an endowment. We raise our funds each year from individuals, foundations, and corporations.

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