

The legacy media is extremely left-biased

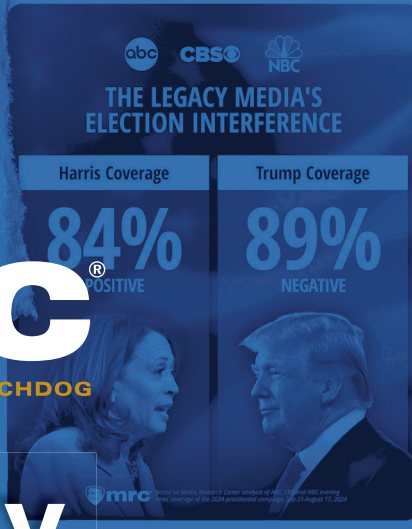
100%! ABC DEBATE MODERATOR DAVID MUIR HOSTS MOST PRO-HARRIS, LEFT-WING NEWSCAST

A new study by the Media Research Center finds that, of the Big Three evening newscasts, ABC's World News Tonight — run by debate moderator David Muir — has been the most positive towards Harris and the most hostile to Trump.

September 9 | Rich Noyes



mrc
AMERICA'S MEDIA WATCHDOG



MEDIA RESEARCH CENTER: GOOGLE INTERFERED
41 TIMES IN MAJOR U.S. ELECTIONS FROM 2008-20

THE FAULKNER FOCUS

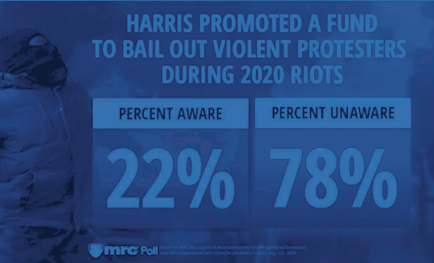


“Absolutely Indispensable”

—LARRY O'CONNOR, NEWS TALK WMAL, WASHINGTON, D.C.



STUDY: NETWORKS DELIVER KAMALA A MEDIA HONEYMOON



JUST THE NEWS: NO NOISE

Solomon & Amanda Head
SOLIMON & AMANDA HEAD
HARVEY WEINSTEIN TO REMAIN

2024

ANNUAL REPORT



FIGHT THE LEFTWING MEDIA!

mrc mrc.org

GOOGLE CONTINUES ELECT
INTERFERENCE: STILL BURIES
OTHER BIDEN OPPONENT

November 8 | Gabriela Pariseau





MRC Founder and President Brent Bozell proudly stands beside a mural chronicling the legacy of the organization he has led since 1987.

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A LETTER FROM

The President

DEAR FRIEND OF THE MRC,

In 2024, the Media Research Center didn't just fight — we won. Our mission was clear: arm Americans with the unfiltered truth they needed to see through the leftist elite's schemes and make their voices heard at the ballot box. We knew the 2020 election was stolen — not by ballots alone, but by censorship, election meddling, and the relentless anti-American propaganda churned out by Big Tech and their media lapdogs. We vowed it wouldn't happen again. And it didn't.

Donald Trump's victory in November was no accident. It came despite the most lopsided media disinformation campaign we've ever documented — 78% favorable coverage for Harris, just 15% for Trump, a staggering 63-point gap, per MRC's numbers. The press didn't just lean left; it waged war on Trump. Yet he won. Why? Because this time, Americans knew. And they knew because MRC delivered in spades.

We peeled back their deception with methodical work and firm conviction. Using tools that cut through Big Tech's algorithmic sludge, we proved Google had meddled in elections over 40 times since 2008, with Meta and Facebook

hot on their heels — including 2024. Trump took our findings, ran with them on the campaign trail, and vowed to take legal action against Google from the Oval Office. The American people heard him loud and clear.

Before the presidential debate even kicked off, MRC revealed the moderators as Washington's most rabidly anti-Trump journalists. Trump wielded our research like a sledgehammer — calling it out on the debate stage and hammering it home afterwards in the spin room. The whole circus lost its credibility before the first commercial break.

Then there was Kamala Harris's "honeymoon" — the media's nauseating love-fest, showering her with praise while wielding a protective shield of bias by omission. They fawned over her, but MRC ripped the mask off: It was a mirage. Our polling laid bare that three-quarters of Democrat voters had no clue about her radical agenda — supported reparations, dismantling ICE, defunding the police, open borders, and a government takeover of health insurance. Once the truth hit, the honeymoon was over. Done.

And crime? Americans already felt the chaos in our cities, but MRC connected the dots: George Soros was bankrolling soft-on-crime prosecutors, demanding they bow to his far-left playbook. We named names and shone a spotlight. Result? Seven of those DAs went down in flames on Election Day — Los Angeles, Oakland, and even the Georgia prosecutor too cowardly to seek justice for Laken Riley.

By year's end, Trump was bound for the White House, while the talking heads who'd spent years spewing venom — Joy Reid, Katie Phang, Jim Acosta, Norah O'Donnell, and a dozen others — were out on the street. Good riddance.

This wasn't luck. It was you — your belief in MRC and your support — who made it happen. We gave Americans the facts: media bias, moderator bias, search engine bias, Big Tech's dirty tricks. They knew because we refused to let the elites bury the truth.

In 2024, MRC didn't just report the war — we won it. Together.

SINCERELY,

L. Brent Bozell III
Founder & President

Leading the Movement

Building the world's most formidable organization to expose the lies, bias, and censorship peddled by the media, Big Tech, and, far too often, the government itself is a monumental achievement. Seeing it spark real change, landing in the hands of decision-makers who turn it into tangible victories for Americans? That's the MRC magic — and 2024 was our year to prove it.

MRC took on the Department of Defense's funding of leftist media-rating outfits like NewsGuard, which smear conservative voices under the guise of objectivity. With relentless pressure, MRC rallied heavy hitters — Speaker Mike Johnson, Sen. Roger Wicker, Rep. Harriet Hageman, and Rep. Rich McCormick — to our cause. MRC's efforts bore fruit: an amendment to the National Defense Authorization Act prohibiting the Pentagon's partnerships with these far-left firms.

MRC's Censorship Investigation Project blew the lid off of a DHS anti-terrorism grant program, exposing a scheme to push censorship and leftist propaganda into America's classrooms. Working with Sen. Josh Hawley, who, with MRC research in hand, sponsored the "Ending DHS Funding for



MRC President Brent Bozell and VP Dan Schneider briefed GOP leaders, including Speaker Mike Johnson, on Google and Facebook censorship studies.

Liberal Propaganda Act," targeting the program. MRC boosted the effort through strategic joint letters from Brent Bozell and the Free Speech Alliance to House and Senate leaders.

Speaking of the Alliance, MRC, as its leader, swelled its ranks to 132 members in 2024, welcoming powerhouses like the Center for Fundamental Rights and Digital Privacy Institute.

MRC championed the Free Speech Alliance on Capitol Hill, forging tight bonds with House leaders and committee chairs. Regular meetings tackled the big fights — Section 230 reform, kids' online safety, antitrust enforcement, data privacy, ESG overreach, government collusion, and AI.

MRC's scope went global, too. MRC partnered with the Israeli Embassy to counter skewed media narratives on the Gaza conflict, cementing our international clout.

Back home, MRC led the charge against anti-American billionaire George Soros's bid to purchase Audacy, America's second-largest radio company. Urgent letters to the FCC, penned by MRC President Brent Bozell, spotlighted the free-speech risks, and when the approval slipped through, MRC appealed. Incoming FCC Chair Brendan Carr, an MRC ally, dropped hints of revisiting the sale, suggesting a reversal might be in play.

MRC also played a pivotal role in ensuring children's online safety. It strongly opposed censorship provisions in the flawed Senate version of the Kids Online Safety Act and, in collaboration with Speaker Mike Johnson and House leaders, passed out of committee a House version that opposed censorship while ensuring child safety online.

MRC made strides in its push to defund the Corporation for



MRC organized a young professionals event with Sen. Bill Hagerty, including friends from The Heritage Foundation, Republican National Committee, Supreme Court, DonorsTrust, House Judiciary, and more.



MRC's striking billboard at the Republican National Convention in Milwaukee, part of a robust campaign with mobile displays and six-story projections, targeted influencers and media.

Public Broadcasting, sparing taxpayers from funding left-leaning news. After an NPR news editor's essay exposed their "liberal" slant, MRC seized the moment, urging the House Energy and Commerce Committee to hold a hearing. MRC NewsBusters Executive Editor Tim Graham testified, presenting years of research on NPR's (and PBS's) bias.

MRC tirelessly turned its CensorTrack database into "campaign central" for censorship, reaching out to over 1,000 campaign offices across all political parties, plus 50 Big Tech CEOs, warning of swift pushback if candidates were silenced. Separately, the MRC pushed telecommunications CEOs to pledge not to censor via throttling internet service — a pledge they made and honored, protecting our

elections from this egregious form of censorship.

At the RNC in Milwaukee, not only did MRC dot the landscape with "FIGHT THE LEFTWING MEDIA!" billboards, but the External Affairs department set up 13 interviews for Brent Bozell live from the convention floor on Fox News, iHeart Radio, Breitbart, Daily Signal, and more.

In 2024, MRC didn't just ride the conservative wave — it led it, torch blazing, uniting organizations, influencers, and lawmakers — tackling media bias head-on, amplifying conservative voices, defending free speech, and shaping legislation that matters. That's your investment at work, delivering victories for America.



MRC President Brent Bozell made the rounds at the Republican National Convention, giving live interviews from the convention floor to networks ranging from Fox News to NTD News.



MRC's long-standing ties with Vivek Ramaswamy, a free speech ally, shines as MRC President Brent Bozell interviews him for The Brent Bozell Show.

Elon Musk, X Chairman, posted MRC content **12 times** on X in 2024, reaching his **220 million** followers.



MRC Is Everywhere

MRC delivers a wealth of daily content — studies, investigations, blogs, stories, and videos — backed by 37 years of trusted, accurate reporting. Our unique and unrivaled expertise drives demand from top conservative outlets nationwide.

In 2024, MRC staff shattered records, achieving our highest-ever number of appearances on national TV news networks, which featured the popular weekly "Fake News Friday" segment on Newsmax with Tim Graham and Curtis Houck, plus hundreds of interviews on local and nationally syndicated radio programs.

Our work reverberated across TV, print, and digital, including dozens of exclusive releases and op-eds published by the *New York Post*, Breitbart, Fox News Digital, and *The Daily Wire*. Our 13 million followers, alongside conservative and influential figures, amplified our blogs and studies on social media, broadening MRC's reach across all demographics and political lines.



524

Appearances on national TV news networks

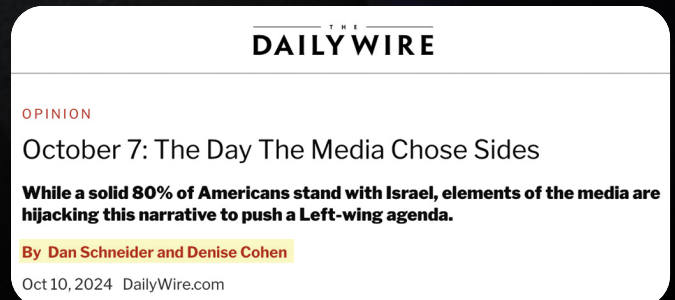
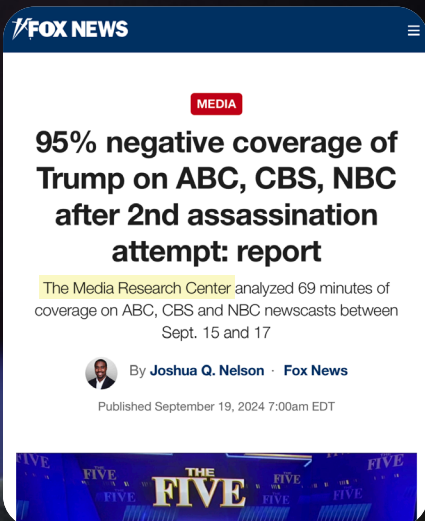
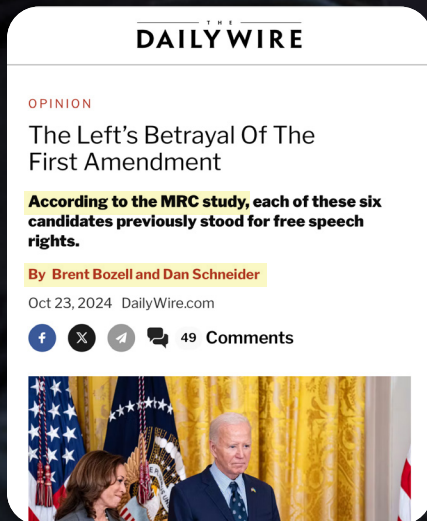
520

Interviews on local and nationally syndicated radio programs

MRC TV Appearances



MRC Exclusive Releases & Op-Eds

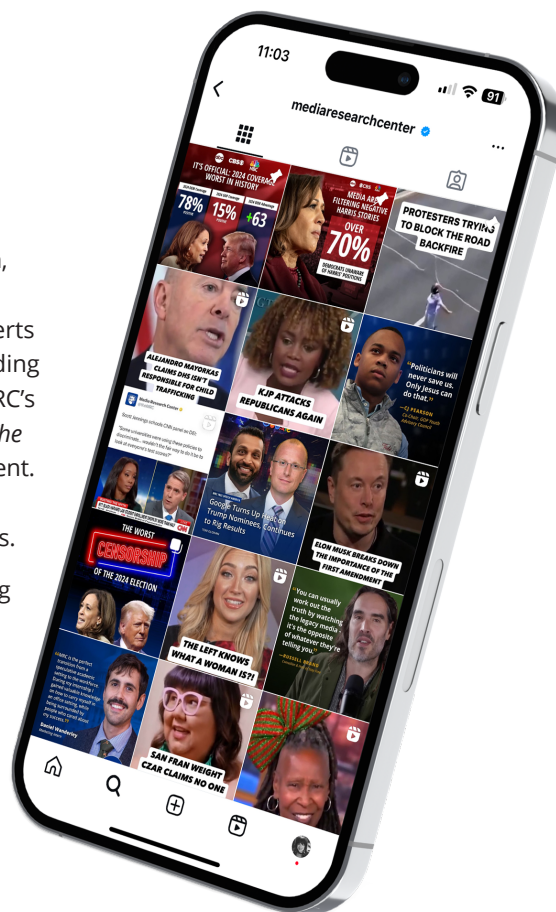


Inside the Numbers

MRC Impact

By every metric, MRC had a banner year in 2024, achieving historic gains in reach, video views, and overall impressions. The organization impacts millions daily through both traditional and social media. MRC's media and free speech experts regularly appear on national TV and major news talk radio stations, while leading news networks, websites, and influencers — including Elon Musk — amplify MRC's stories and research. Exclusive releases of MRC content through Fox News and *The Daily Wire* further enhance its reach, allowing for a broader audience engagement. Combined with strategic marketing efforts, these collaborative initiatives and partnerships significantly bolster MRC's influence across a variety of platforms.

Marking another milestone, MRC has also amassed impressive figures relating to intern graduations and the expansion of the TV news archive.



1.8 Billion

2024 Reach/Impressions

885.5 Million

Total MRC video views in 2024

14 Million

Subscribers and Followers

2.2 Million

Average monthly website page views

985,000+

Hours of news programming archived by MRC since 1987

540

Graduates from the MRC Internship program

38

In 2025, MRC celebrates 38 years neutralizing media bias

Top Influencers Who Rely on MRC

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



Donald Trump



Elon Musk



JD Vance



Mark Levin



Dan Bongino



Speaker Mike Johnson



Sen. Ted Cruz



Vivek Ramaswamy



Ben Shapiro



Mollie Hemingway



Megyn Kelly



Scott Jennings

MRC Social Media Value*

\$11,694,447

*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 Work Was Featured By



WSJ



The Washington Post



The New York Times

Forbes





Before the presidential debate, Sean Hannity discussed MRC's ABC News bias study with Eric Trump, Donald Trump's son, stating, "This Media Research Center study shows positive spin for Harris, your dad, 93 percent negative — like a campaign ad!"

Combating Election Interference

In 2024, MRC confronted the media's unprecedented election interference head-on, and by every metric, we succeeded. MRC uncovered the media's blatant bias, hiding Joe Biden's mental decline while lavishing Kamala Harris with glowing coverage and relentlessly vilifying Donald Trump. This created the worst disparity in campaign coverage in modern history. Our research armed voters with facts, not leftist spin. Flashback to 2020: Our widely covered poll showed the media-suppressed Hunter Biden laptop story swayed the election. This time, MRC ensured the media couldn't steal another. On Nov. 5th, a seismic shift occurred — the media's grip and credibility were shattered. Fox News's Sean Hannity declared, "The liberal media is dead." With your support, MRC will keep it that way.



1,057

Related Stories, Studies, & Videos

249.2

Million Impressions Online

104.8

Million Video Views

ABC Debate Moderator David Muir Hosts 100% Pro-Harris Newscast

An MRC study found ABC's *World News Tonight*, anchored by David Muir — who moderated the presidential debate — was the most pro-Kamala Harris among major evening newscasts, with 100% positive statements about Harris from July 21 to Sept. 6. In contrast, 93% of statements about Trump were negative. Cited on 20+ cable shows, including by Donald Trump in the post-debate spin room, Fox News Channel's Joe Concha called it "Pyongyang ... Moscow 1984 ... Soviet Union," saying even Saddam Hussein likely didn't get 100% positive propaganda coverage.



SECOND ASSASSINATION ATTEMPT: LEGACY MEDIA STILL POUNDING TRUMP

Trump Coverage

95%
NEGATIVE



mrc

Source: Media Research Center analysis of all campaign news on ABC, CBS & NBC evening newscasts, September 15-17, 2024.

MRC's study on the networks' negative Trump coverage post-2nd assassination attempt was featured by Fox News, Breitbart, Outkick, and Newsmax, where host Carl Higbie exclaimed, "Folks, you don't hate the legacy media enough."



VP Debate Host CBS Is Wildly Slanted In Favor of Harris-Walz

With CBS's Norah O'Donnell and Margaret Brennan hosting the VP debate, MRC analyzed 346 minutes of *CBS Evening News* and *CBS Weekend News* campaign coverage (161 stories) from July 21 to Sept. 27. MRC found that Kamala Harris received 84% positive coverage and Donald Trump 79% negative. Tim Walz scored 89% positive coverage, and JD Vance 89% negative, exposing CBS's lopsided bias.

TV's 2024 Campaign Coverage Most Biased in Modern History

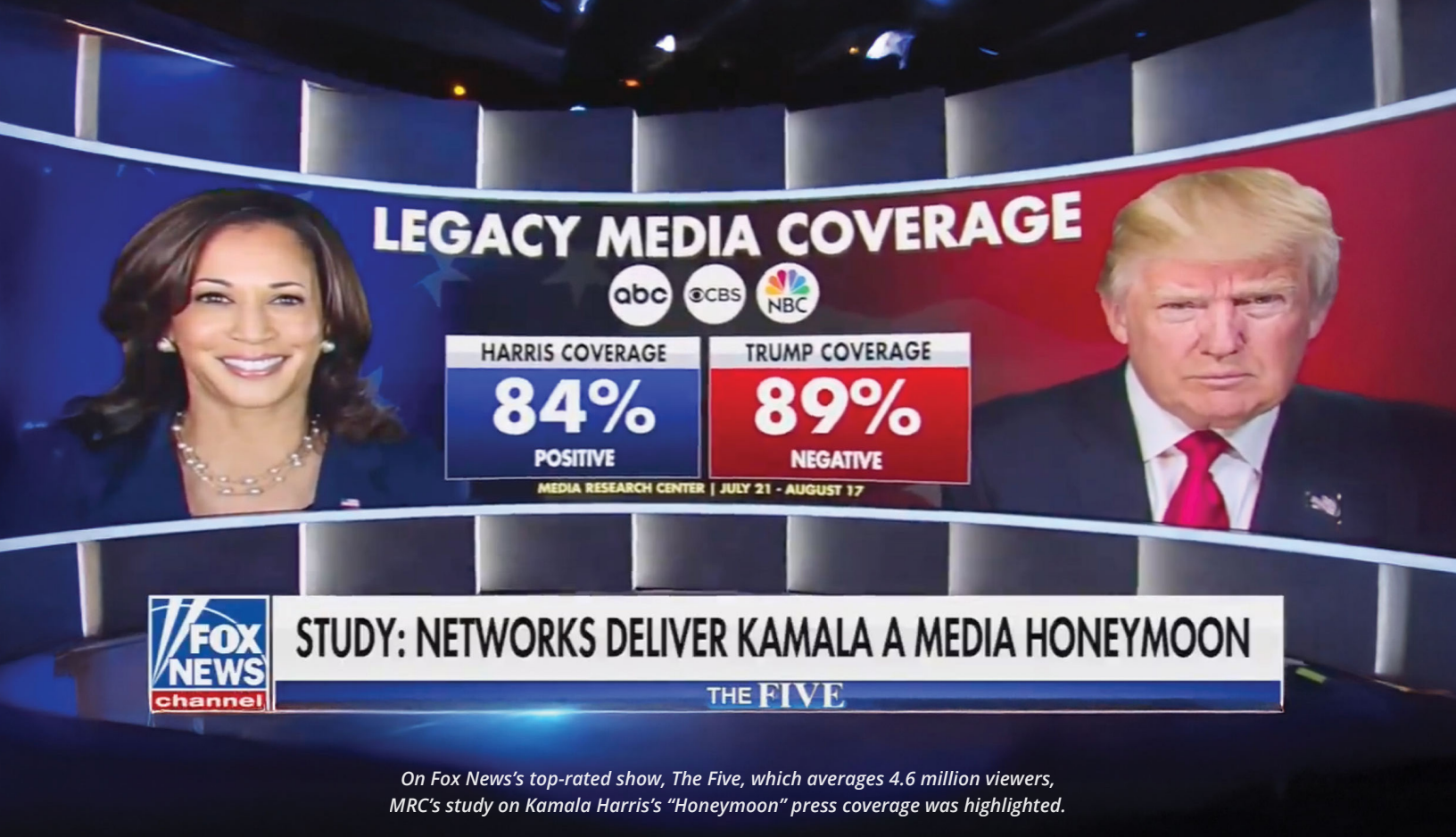
MRC's study of broadcast evening newscasts (July 21 - Oct. 25) analyzed 660 campaign stories, revealing that Kamala Harris received 78% positive coverage, while Donald Trump only received a paltry 15% — a massive 63-percentage-point difference in favorable coverage for Harris. Fox Business's Maria Bartiromo called MRC's findings "incredible." Featured eight times on FNC and four on Newsmax, it racked up 118 million social media impressions. Elon Musk shared the study graphic on X, captioned, "Legacy media election interference."

Despite Shooting, the Networks Blast Trump with 95% Bad Press

MRC's study of the networks' coverage in the 72 hours after the second assassination attempt found 95% negative stories on Donald Trump, such as ABC's Perry Russom on Sunday's *World News Tonight* calling Trump's remarks about Haitians during the debate, "a baseless claim." MRC President Brent Bozell said, "The legacy media can't stop demonizing Trump, regardless of the cost."

MRC Video Busts Media's Harris 'Border Czar/Not Border Czar' Flip

The media gaslit Americans on Kamala Harris's failed border czar stint, flipping from "border czar" to "never was" once she became the Democratic nominee. MRC's compilation video — old media clips vs. new denials — hit 8.8 million views. Charlie Kirk ("made by MRC, amazing organization"), Ben Shapiro ("unbelievable cut by NewsBusters"), and Dan Bongino ("hat tip to NewsBusters") praised it alongside Steven Miller, Don Jr., Larry Elder, and Piers Morgan.



Combating Election Interference (CONTINUED)

No Joke: 98% of Late-Night Political Punchlines Aimed at Trump

An MRC study found (Sept. 3 - Oct. 25) that the late-night comedy show hosts told 1,428 “jokes” slamming Donald Trump, a mere 35 poking Kamala Harris. That’s a 98% to 2% skew. MRC analyst Alex Christy’s work was highlighted on Fox News Channel’s *The Five*. Greg Gutfeld noted, “The Media Research Center crunching the data.” *Jesse Watters Primetime*, and the popular syndicated show *Inside Edition* also showcased the study.

Networks Deliver Massive Media Honeymoon to Kamala Harris

After Kamala Harris joined the presidential race, an MRC analysis of the first month revealed swooning network coverage. Harris netted 66% more airtime than Donald Trump, with 84% positive spin, while Trump’s was 89% negative. The study aired on 15 Fox News and Newsmax shows. Mark Levin declared, “The statistics are in from our friends at MRC; they do these great studies.” Elon Musk posted the study on X with a “Wow!”

EXCLUSIVE MRC POLL: Democrats in Dark Over Harris’ Radical Agenda

To Americans who saw inflation going up and the economy going down, “Bidenomics” was 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.

MRC Out's Media’s Double Standard: Biden ‘Exonerated,’ Trump Not So Lucky

After media dubbed Joe Biden “exonerated” on classified documents, MRC’s Bill D’Agostino created a contrast video showing the press claiming the 2019 Mueller Report didn’t exonerate Donald Trump. It aired on Newsmax’s *The National Report*, with Shaun Kraisman saying, “The MRC knocking this one out of the park.” Mark Levin said on his radio show, “Our friends from NewsBusters are on top of their game as usual.”

The Soros Project

George Soros has been many things to the leftist movement — source of its funding, organizer of its censorship, and enabler of its corruption. But on Nov. 5, 2024, he became an electoral liability.

That day, three prominent DAs Soros had supported, George Gascon of Los Angeles County, Pamela Price of Alameda County, and Deborah Gonzalez of Athens, Ga., were trounced in their re-election bids. Gonzalez, who refused to seek the death penalty in the Laken Riley case, lost by 75 points. Price lost her recall election by 30.

In August, MRC released “Law & Dis-Order,” a 48-page report revealing that 30% of Americans lived under Soros-funded prosecutors. Our investigation found that these prosecutors agreed to support radical leftist stances on key issues like election integrity, capital punishment, illegal immigration, and property crime in return for Soros’s financial backing.

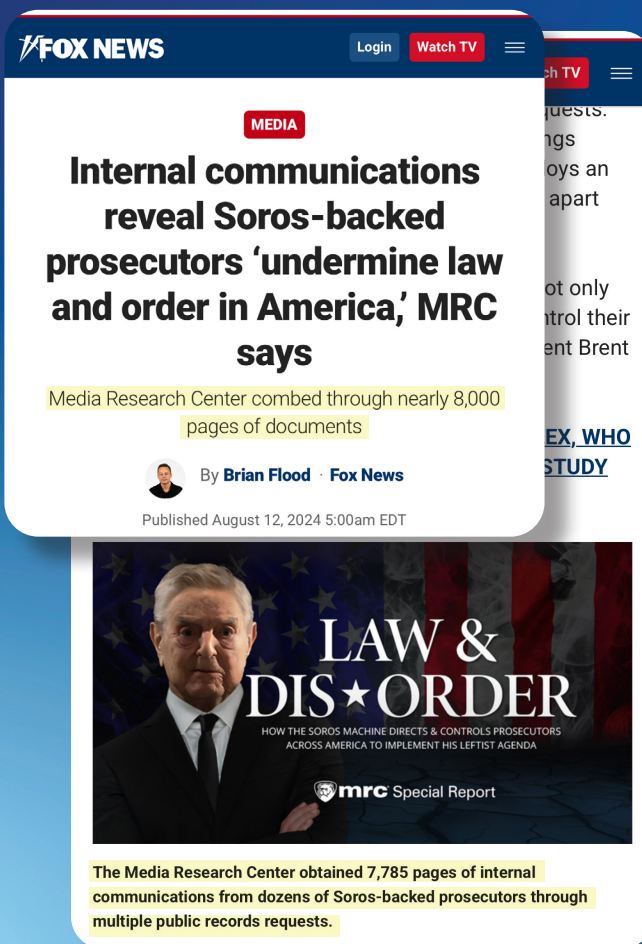
First released as a Fox News exclusive, MRC’s influential report played a pivotal role in reshaping Americans’ perspectives on crime and safety, paving the way for nationwide triumphs in the process.

George Soros also viewed MRC as a serious obstacle to his election influence schemes. As MRC issued stern warnings to Big Tech firms against censoring conservative voices before the 2024 election, Soros poured millions into efforts to promote those very censorship tactics.

MRC investigated *Free Press*, a Soros-funded media group that pushed tech giants like Discord, Google, Meta, Instagram, Reddit, and TikTok to escalate censorship before the election. *Free Press* sent a letter to these platforms, signed by over 200 anti-free speech groups — 45 tied to \$80 million from Soros — demanding stricter online content controls.

MRC President Brent Bozell shared these findings on Fox Business’s *Varney & Co.*, sparking broad coverage on many news and radio outlets. MRC’s explainer video on the subject amassed 300,000 social media views. As it turns out, Big Tech censored far less in 2024 than in the 2020 election, proving they feared MRC’s scrutiny more than Soros’s cash.

Beyond the U.S., MRC’s report exposing Soros-funded media in Hungary seeking to undermine Prime Minister Viktor Orban led to an invitation for MRC VP Dan Schneider to present our findings on Hungarian national TV. Americans and beyond are rejecting Soros’s schemes, and MRC’s truth-telling deserves the lion’s share of credit.





Fighting Censorship

The left craved a 2020 replay in 2024, but it wasn't happening. The left would have been happy for Google to continue burying search results of Republican candidates and boosting those of Democrats, AI chatbots veering to the left, and significant leftist bias and censorship in media. But MRC wouldn't let them do it. MRC exposed the level of bias in Google's search engines, causing a retreat, a protest, and a threat of legal action by the new president if they didn't reform. MRC flipped the conversation on censorship from "what can we get away with?" to "we better stop." And it's all thanks to your support of our work.



506

Related Stories,
Studies, & Videos

84

Million Impressions
Online

11.3

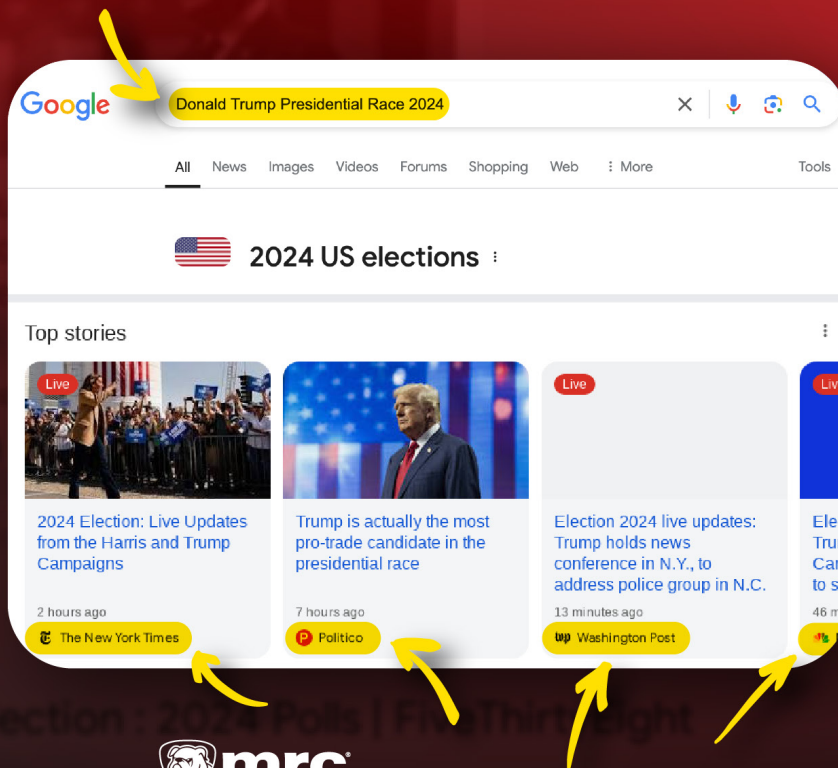
Million Video Views

Trump Vows Legal Action After MRC Uncovers Google Election Interference

MRC discovered last fall that if you typed "Kamala Harris presidential race 2024" or "Donald Trump presidential race 2024" into Google's search engine, you got basically the same response – favorable stories about Harris. Google had either illegally coordinated with the campaign or failed to file disclosure reports, wrote MRC's Dan Schneider in the *New York Post*. Donald Trump threatened legal action after reading it. Even liberal outlets, including *The Washington Post*, *The New York Times*, *USA Today*, and *Rolling Stone*, acknowledged that the MRC study pushed Trump to act.

Google

Guess What You Get When Googling 'Donald Trump Presidential Race 2024'



Source: Media Research Center | September 17, 2024

After Donald Trump reviewed our study on Google censoring right-wing outlets, he posted on Truth Social, vowing prosecution "at the maximum levels ... when I become President."

Dorsey's Shadow Lingers: X Favors Left-Leaning Media Over Right

MRC research showed Elon Musk still has work to do to make X the bastion of free speech he wants. MRC used Musk's AI chatbot, Grok, to look at the X algorithm, and it found left-wing accounts boosted and right-leaning accounts deboosted or restricted. The story received five million impressions, and Musk read it and vowed to fix the algorithm.

Big Tech Meddled in Elections 80 Times

MRC made big news with studies showing that Google interfered in elections 41 times and Facebook 39 times since 2008 – Google by favoring leftists and all but blotting out conservatives in its search engine algorithm; Facebook by censoring criticism of Democrat candidates and rejecting ads from Republicans. Both studies made national headlines, and the Google study drew 67 million impressions.

Google Up To Its Old Tricks Again

MRC showed not only that Google has been interfering in elections since 2008 but that it was an ongoing project. In all, 19 MRC studies found Google used its search engine dominance to hide positive results for Republicans and amplify Democrat candidates and policies. Google responded that MRC's study focused on "a rare search term on a single day several weeks ago." However, the data and MRC research showed otherwise.

CensorTrack Surpasses 7,000 Cases

MRC's CensorTrack.org database of documented cases of Big Tech censorship recorded its 7,000th case on Aug. 5 when Young Americans for Liberty was censored by Facebook for a joke that challenged the global warming narrative. The database includes nearly 700 cases of Big Tech censoring content on behalf of the government because it was critical of President Biden.

THE SEVEN GOVERNMENT CENSORS



MRC's Dan Schneider, quoted by Fox News, said, "Biden's lawyers claim a First Amendment right to censor citizens," highlighting an MRC study revealing seven government agencies were weaponized to silence Americans.

Fighting Censorship (CONTINUED)

MRC Exposes the Seven Agencies That Censored the Most

Censorship was common across the Biden administration, but an MRC report in June showed that seven departments — Homeland Security, State, Justice, Defense, HHS, Treasury, and the National Science Foundation — led the way. What was worse, MRC's Dan Schneider argued, was that the Biden administration justified the censorship by claiming the government had a First Amendment right to censor citizens.

Rep. Jim Jordan Targets Censorship Agencies After MRC Report

MRC's May 2nd report revealed never-before-seen emails showing left-wing outlets like *The Washington Post*, ABC News, and *The Guardian* boosting the disgraced Election Integrity Partnership. Created at the federal government's request, EIP drove widespread censorship before the 2020 election. Following MRC's exposé, House Judiciary Chairman Jim Jordan renewed his urgent call for legislation to defund the censorship agencies fueling EIP's efforts.

MRC Pushes Google AI Chatbot to Tell the Truth About Israel

Google ceased promoting pro-Hamas talking points about Oct. 7 sexual violence against Israeli citizens, but only after MRC forced its hand. On March 6, MRC Free Speech America found Google's AI chatbot, Gemini, had shifted its stance on whether Hamas terrorists had raped civilians. Initially, it cited "competing narratives," urging consideration of all sides. After MRC pressed Google, a spokesperson admitted the error, promising a swift fix, which it delivered the next day.

MRC Uncovers Abuse of Anti-Terrorism Program

MRC released a two-part project that exposed how the Biden administration repurposed an anti-terrorism program to attempt to "inoculate" — their words — kids against conservative ideas and to use taxpayer dollars to promote censorship tools in schools, even paying for anti-Trump blog posts. The House voted to defund the program, and Sen. Josh Hawley made sure it couldn't be purchased for military schools.

facebook

39 TIMES FACEBOOK HAS INTERFERED IN ELECTIONS SINCE 2008

 **mrc** Special Report

MRC's study revealing Facebook's election meddling since 2008 debuted as a Fox News exclusive and was featured on Newsmax, Real America's Voice, Outkick, Breitbart, and other outlets.

CensorTrack Database



7,651+

Verified cases of
online censorship
archived by MRC's
CensorTrack.org

MRC's CensorTrack database documents Big Tech's censorship of conservatives, including 204 cases against Donald Trump. Notable examples: On Oct. 28, days before the election, YouTube hindered searches for Trump's *Joe Rogan Experience* podcast episode. On Sept. 16, Google's Gemini AI chatbot blocked responses about the second assassination attempt on Trump. CensorTrack fueled MRC Free Speech America studies, six of which entered the congressional record during a March hearing. MRC made CensorTrack "campaign central" for censorship, briefing over 1,000 campaign offices across all parties on its findings. Fifty Big Tech CEOs were warned against silencing candidates or face MRC's wrath. **Below are three of the hot topics most censored in the MRC CensorTrack database in 2024:**

Election/Campaigns

219 Cases

Facebook censored a post slamming Biden-Harris's botched broadband rollout and axed Dan Bongino's clip of Harris pushing censorship incentives. Google buried right-leaning election news, while TikTok deleted comments on fraud and a user noting the Democratic candidate didn't win any primaries.

Immigration

51 Cases

Instagram nixed a comment on Muslim immigration tied to a UK attack video. YouTube censored a CPAC Hungary "Great Replacement" speech. Facebook nixed Armstrong Williams's Haitian migrant post, and Reddit deleted a critique of illegal immigration's economic toll.

Second Amendment

21 Cases

Facebook slapped a fact-check on Young Americans for Liberty's post of a Texas 2nd Amendment plaque, suspended Smith & Wesson's page before Black Friday, and restricted Smokin Gun Worx, an Illinois range. Instagram disabled Sig Sauer's shooting community page.



MASSIVE TV COVERAGE OF TRUMP TRIAL WAS ONE-SIDED

Coverage Time

640

Minutes



ABC, CBS, NBC morning, evening, and Sunday roundtable shows the morning of April 15, 2024 through the evening of May 29, 2024.

In six weeks, ABC, CBS, and NBC obsessed over the Trump Trial with 640 minutes of coverage, tagging him "criminal" 111 times, peddling "guilty until proven innocent."

Exposing Anti-Americanism

The left, through media and tech, systematically erodes America's values, traditions, and sovereignty. From PBS labeling pro-Hamas radicals as "pro-Palestinian" while ignoring their rank anti-Semitism to Google's search engine bias against the March for Life to CNN smearing a veteran who was rescuing women from war-torn Afghanistan, 2024 was an all-out assault on all we hold dear. George Soros amplifies this, funding prosecutors who favor protecting illegals — as seen in cases like Laken Riley's — over public safety. The media obscure this subversion, prioritizing narrative over truth. MRC counters this assault — our studies and viral videos amass millions of views, exposing their anti-American tactics. Your support sustains this vital mission.



583

Related Stories,
Studies, & Videos

726.2

Million Impressions
Online

480.6

Million Video Views

MRC Unveils Media's Trump Trial Obsession

A May 30 study, "TV's Negative Coverage of Trump's Trial," found that 97% of the 640 minutes of network coverage portrayed Donald Trump negatively. Fox News and *The Washington Times* covered the study. MRC President Brent Bozell joined Mark Levin's and Larry O'Connor's radio shows, where O'Connor praised, "Well done. Your team of researchers and your ability to encapsulate it is absolutely incomparable."



**PBS
NEWS
HOUR**

PBS IDENTIFIES CAMPUS PROTESTERS AS “PRO-HAMAS”

0 TIMES



MRC analysis of PBS News Hour/News Weekend, April 18 through May 23, 2024

A study by MRC on the taxpayer-funded PBS News Hour, which covered 36 days of student protests regarding Israel, found that they labeled the protests “pro-Palestinian” versus “pro-Hamas” 29 to 0.

Pro-Hamas Protests? PBS Says “Pro-Palestinian” Instead

MRC probed taxpayer-funded PBS’s coverage of the springtime campus protests, where pro-Hamas radicals were referred to as “pro-Palestinian.” The 36-day study of *News Hour/News Weekend* found PBS used “pro-Palestinian” 29 times, “pro-Hamas” zero — soft-pedaling the radicals’ virulent anti-Jewish stance. Only two of 28 reports cited the October 7 massacres, just one noted the “From the River to the Sea” chant pushing Jewish expulsion, and none tackled “intifada” calls for violence against Israel.

NewsGuard Under Fire: MRC Research Sparks Funding Ban

MRC studies continued to challenge NewsGuard, a leftist news ratings firm. In the book *The Death of Truth*, NewsGuard Co-CEO Steven Brill attributes congressional hearings on the firm’s bias against conservative media to MRC’s work. Additionally, MRC’s research, highlighted in a July hearing with Ben Shapiro, helped prompt House Republicans to bar Pentagon and State Department funding for media ratings firms like NewsGuard and Ad Fontes.

Censoring Conservative Values: Google Buries Pro-Life Outlets

MRC caught Google red-handed for its bias against pro-life conservatives. In January, MRC analyzed search results for “march for life” on the day of D.C.’s annual March for Life event and found Google buried results from pro-life outlets such as Catholic News Agency while promoting leftist sources such as AP and *The Washington Post*. Google also elevated Planned Parenthood in search results for the term “pregnancy” just before the march.

MRC Unmasks CNN’s Anti-American Spin, Hannity Agrees

MRC’s Nick Fondacaro exposed CNN’s defamation of U.S. Navy veteran Zachary Young. CNN’s Alex Marquardt falsely labeled Young a “black market” profiteer for rescuing Americans after President Biden’s Afghanistan withdrawal. Fondacaro’s reporting and exclusive interviews with Young’s legal team, following Young’s lawsuit against CNN, earned 3.5 million social media impressions. On June 21, Fox News’s Sean Hannity featured Fondacaro’s post.

POLITIFACT HAS A TILT ON FALSEHOODS



Exposing Anti-Americanism (CONTINUED)

Mainstream Media Ignore Trial of Student Killed by Illegal Alien

On Nov. 22, Fox News's *Hannity* highlighted two NewsBusters studies exposing the media for overlooking the murder trial of Laken Riley, a Georgia student killed by an illegal alien. Curtis Houck's analysis revealed ABC, CBS, and NBC devoted nearly four times more airtime to the Trump comedian "Garbage-Gate" story than to Riley's case. Bill D'Agostino's study showed MSNBC ignored the trial, while CNN gave it just 21 prime-time minutes.

Networks Hide Prosecutors' Partisan Ties in Trump Lawfare Trial

An MRC NewsBusters study (Jan. 2023 – April 2024), featured in a Fox News exclusive, revealed ABC, CBS, and NBC evening news buried the party affiliation of prosecutors targeting former President Donald Trump in the Trump Trial. Manhattan DA Alvin Bragg, NY AG Letitia James, and Fulton DA Fani Willis, with a left-leaning DOJ, drove un-American lawfare. Of 417 stories, 90% omitted their party, mentioning "Democrat" just 34 times.

Brittany Hughes Exposes Gen-Z's Leftist Culture Crisis

A viral Instagram video of a heavily tattooed and pierced Gen Z'er, confused why she didn't get TJ Maxx job, exposed the fallout of pervasive leftist culture from Hollywood, media, and academia. MRCTV Editor Brittany Hughes dissected this indoctrinated mindset in sharp video commentary, spotlighting how it leaves youth lost and ill-equipped. After actor Tyrese Gibson shared the video with Hughes's commentary, it garnered 33.4 million views online.

Trump vs. Biden: MRC Uncovers PolitiFact's Double Standard

A first quarter MRC study exposed PolitiFact's left-leaning "fact-checking" despite its "nonpartisan" claim. Of 63 Republican fact-checks, only 12.7% were True or Mostly True, compared to 56.4% for Democrats. Donald Trump faced 18 fact checks, none True, with four Pants on Fire ratings; Joe Biden's 12 fact checks yielded six Half True and zero Pants on Fire. Historically, Trump has 187 Pants on Fire ratings; Biden, seven.

Defunding PBS & NPR

Ending the Tyranny of Taxpayer Funding for Public Broadcasting

Thomas Jefferson said: “To compel a man to furnish contributions of money for the propagation of opinions which he disbelieves and abhors is sinful and tyrannical.” But since 1969, when Congress created the Corporation for Public Broadcasting, and NPR, PBS, and other properties took the airwaves, conservative Americans have been required to do precisely that.

In 2024, American taxpayers chipped in \$535 million to support the CPB.

Since its founding in 1987, the Media Research Center has reminded Americans of this rank injustice. In 2024, our efforts reached a decisive turning point. An NPR editor raised the same concerns about leftist bias that MRC has been raising. This led to a congressional hearing at which MRC’s Tim Graham testified about MRC’s work documenting bias on PBS and NPR.

The election provided fertile ground for measuring bias, and MRC took advantage. One study found *PBS News Hour* used the term “far right” 27 times as much as it used the term “far left.” Another found *News Hour* dubbed Donald Trump a “fascist” 17 times but referred to Kamala Harris as a “communist” only three – and two of those were to deny it. Still another found that 88% of PBS’s coverage of the Democratic National Convention was positive, but 72% of its coverage of the Republican convention was negative.

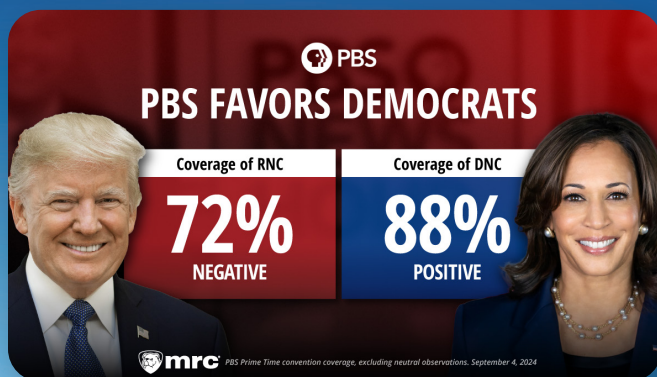
DOGE head Elon Musk shared MRC’s *PBS News Hour* “label bias” study with his 220 million X followers.



On May 8, NewsBusters Executive Editor Tim Graham testified in a congressional hearing examining accusations of NPR bias.

At the same time, MRC and the Free Speech Alliance, a 130-member First Amendment advocacy group led by MRC, are working to eliminate taxpayer funding for PBS and NPR. MRC is assembling a coalition to mount a persuasion campaign on Capitol Hill and across the country, identify members of Congress to champion the legislation, and, hopefully, bring about the end of Americans being forced to propagate opinions they disbelieve and abhor.

In 2024, MRC produced 359 stories and studies highlighting the persistent left-wing bias at PBS and NPR, along with 18 national TV and radio appearances by MRC experts on this issue.



PBS saved its harshest criticism for the Republican convention such as claiming Trump predicted a “bloodbath” if he lost.



In a six-month study, MRC found PBS News Hour used negatively charged “far right” labels 27 times as often as “far left.”



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2024 BULLDOG AWARD WINNERS

The leftist lovefest known as The Pulitzers recognizes the “best” in journalism, but anyone who bucks the progressive narrative goes home empty-handed. Predictably, this year’s winners were chock full of archetype ideologues, like *The New York Times*, *The Washington Post*, and *LA Times*.

On May 7, MRC presented our 3rd annual Bulldog Awards to honor and celebrate the exceptional work of those in conservative media who the Pulitzers shamefully ignore. MRC President Brent Bozell, “If you want to win a Pulitzer, write about ‘climate change’ or ‘systemic racism’ or promote ‘Russian collusion.’ If you want to win a Bulldog Award, tell the truth. This year’s winners are great American truth-tellers ”



Victor Davis Hanson

*for Lifetime
Achievement*



Ben Shapiro

*The Ben Shapiro Show
for Outstanding
Podcast*



Seth Dillon

*The Babylon Bee
for Outstanding
Social Media Personality*



Salena Zito

*Washington Examiner
for Outstanding
Columnist*



Peter Schweizer

*Government
Accountability Institute
for Outstanding
Investigative Journalism*



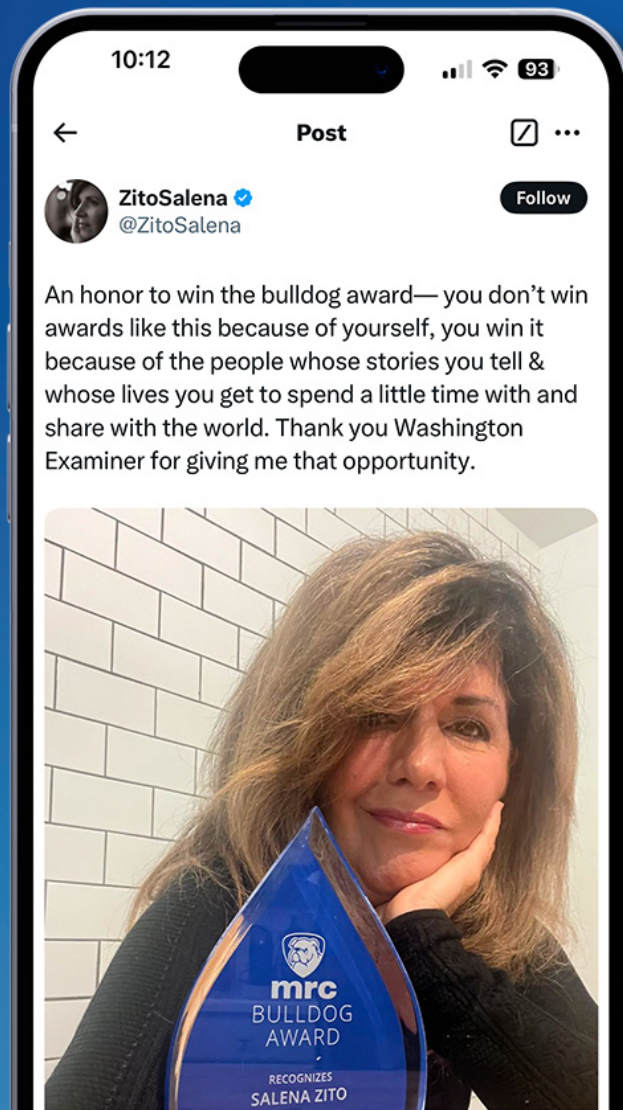
Kassy Akiva

*The Daily Wire
for Outstanding
Blogger*



Dennis Prager

*The Dennis Prager Show
for Outstanding
Radio Talk Show Host*





mrc

2024 FREE SPEECH AWARD WINNERS

Benjamin Franklin warned, "Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech." In 2024, MRC research revealed that the Biden administration and Big Tech walked this seditious path — suppressing free speech for political gain. As defenders of the First Amendment, MRC led the fight against censorship through our Free Speech America division and by spearheading the Free Speech Alliance. Additionally, MRC shared our findings with advocates in the movement and on Capitol Hill.

MRC honored allies who joined us in standing firm in defense of this constitutional right with our first annual Free Speech Awards.



MRC Free Speech America's Dan Schneider and Daisy Judge present an MRC Free Speech Award to Rep. Jim Jordan for his tireless support in fighting censorship.

U.S. House Winners

Speaker Mike Johnson, LA
Rep. Jim Jordan, OH
Rep. Tom Cole, OK
Rep. Harriet Hageman, WY
Rep. Jim Banks, IN
Rep. Dan Bishop, NC
Rep. Darrell Issa, CA
Rep. Ben Cline, VA
Rep. Jay Obernolte, CA
Rep. Rich McCormick, GA

U.S. Senate Winners

Sen. Mike Lee, UT
Sen. Ted Cruz, TX
Sen. Roger Marshall, KS
Sen. Eric Schmitt, MO
Sen. Rand Paul, KY

Public Officials Winners

Gov. Ron DeSantis, FL
Gov. Greg Abbott, TX
Gov. Jeff Landry, LA
Brendan Carr, FCC Commissioner
A.G. Ashley Moody, FL
A.G. Andrew Bailey, MO
A.G. Dave Yost, OH
A.G. Ken Paxton, TX
State Assemblyman Paul Kanitra, NJ
State Senator Bryan Hughes, TX

Top Thought Leaders Winners

Elon Musk, X
Kara Frederick, The Heritage Foundation
Seth Dillon, The Babylon Bee
Jonathan Turley, George Washington University
Mike Davis, Internet Accountability Project
Terry Schilling, American Principles Project
Diana Davis Spencer Foundation
Rachel Bovard, Conservative Partnership Institute
Michael Shellenberger
Matt Taibbi, Racket News



Texas Gov. Greg Abbott



CPI's Rachel Bovard



NJ State Assemblyman Paul Kanitra

(Not-So) Notable Quotables



Every year, our esteemed panel of MRC editors faces the daunting task of choosing the Worst Media Quotes of the Year. With countless absurd, mentally disturbed, anti-American, and nonsensical remarks from the left-leaning hosts, reporters, and journalists, finding the most offensive is like seeking a specific grain of sand in the vast Sahara.

In an election year, the media heightened the discourse, making quote selection feel like a turbo-charged Whac-

A-Mole game. It was challenging to pick “winners” from such a copious pool, yet we now present, with a drumroll, the crème of the cringe – the “best” of the worst media quotes of 2024.

And for the worst of them all? **Joe Scarborough** — for the second year in a row. Congrats, Joe, you beat the cackling nutjobs from *The View*.

The Trashing Trump Award



“Americans have to make a choice. We have to, essentially, choose between freedom and democracy, or worldwide slavery and dictatorship. Any other year, that would be an overstatement.”

MICHAEL BESCHLOSS

MSNBC presidential historian on MSNBC's The Weekend, March 3

Carrying Kamala's Water Award



“We spent three weeks sitting outside the ICU with a death watch for democracy watching what would happen after that debate if Donald Trump were able to get back in the White House and it was terrifying ... Then suddenly a crack open of hope. One little heartbeat of hope. Kamala Harris raising her hand and saying ‘I’ll take care of this,’ and you saw an explosion of support and energy.”

VAN JONES

Contributor on CNN Newsroom, July 23

The Praising and Protecting Old Joe Award



“I think it shows what a statesman he is. I think it shows what a patriot he is. I think it shows he can put his country before his ego, because he had such a great record as president ... I think that history will note him as one of the greatest presidents that we’ve had.”

SUNNY HOSTIN

Co-host on ABC's The View, July 22

Cursing the Court Award



“The Supreme Court has betrayed democracy. Its members including Jackson, Kagan and Sotomayor have proved themselves inept at reading comprehension. And collectively the ‘court’ has shown itself to be corrupt and illegitimate. It must be dissolved.”

KEITH OLBERMANN

X.com post by former MSNBC host, March 4



WINNER: WORST QUOTE OF 2024 THE BRIAN STELTER AWARD

"Start your tape right now, because I'm about to tell you the truth. And F-you if you can't handle the truth. This version of Biden intellectually, analytically, is the best Biden ever. Not a close second."

JOE SCARBOROUGH
MSNBC's Morning Joe, March 6

Celebrity Freak-Out Award

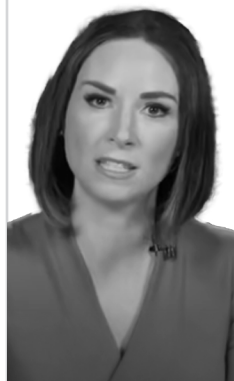


"If we don't show up tomorrow, it is entirely possible that we will not have the opportunity to ever cast a ballot again."

OPRAH WINFREY
at Kamala Harris rally, November 4

The Damn Those Conservatives Award

"The thing that unites them [Donald Trump supporters] as Christian nationalists, not Christians, by the way — because Christian nationalists is very different — is

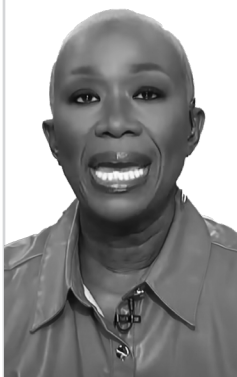


that they believe that our rights as Americans as all human beings don't come from any earthly authority. They don't come from Congress, they don't come from the Supreme Court, they come from God."

HEIDI PRZYBYLA
Politico's democracy investigator on MSNBC's All In, February 22

The Joy Reid Hate Award

"What Donald Trump is doing ... it's kind of David Koresh. It's kind of Jim Jones. Because those two men started by saying, 'You need to come to Jesus.' They started as Christian evangelizers. But eventually, their evangelism said, 'No, I get to have your wife. No actually, I get to tell you to kill these federal agents that are outside. I'm



asking you to pick up a machine gun and shoot them because I don't want to go to jail.'...It's making me lose my mind to watch people who call themselves Christians fall down on their knees and worship this man. This is [Charles] Manson stuff."

JOY REID
Co-host on MSNBC's The ReidOut, April 2

The Craziest Analysis Award



"The Constitution Is Sacred. Is it also dangerous? One of the biggest threats to America's politics might be the country's founding document."

JENNIFER SZALAI
New York Times nonfiction book critic, Headline to August 31 column

Training Tomorrow's Leaders

Since 1992, MRC's Youth Education Internship Program has trained 540 exceptional college students to become leaders in the conservative movement, including 32 participants from this year's three 12-week spring, summer, and fall sessions.

MRC interns play an active role in all aspects of organizational operations, receiving hands-on instruction in journalism, news reporting, media analysis, video editing, graphic design, IT, External Affairs, and Development.

New this year, MRC launched Summer Legal Fellowships, with fellows Olivia Kreegal and Jacoby Warner contributing to MRC's Censorship Investigation Project and submitting 120 FOIA requests.

To learn more about MRC's internship program and sponsorship opportunities, please visit mrc.org/internships.

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32

Interns from
around the country

440

Articles Written

230

Million Views
of articles
on social media



The summer session featured our largest class of the year with 18 young, conservative students.

Accomplishments



Marketing Intern **Kelly Johnson's** blog post on taxpayer funding for Soros groups received 256,000 views after Elon Musk replied.



Free Speech America Intern **Christian Baldwin** wrote 24 articles primarily on a research project examining Wikipedia's leftist biases.



Marketing intern **Brittany Burmaster** boosted MRC's Instagram page by 13,000 followers and drew over 300,000 views with her 150 Instagram stories.

Events Intern Erin Gardner shares a smile with MRC President Brent Bozell at the summer Intern Welcome Luncheon.



Members of MRC's fall intern class enjoyed meeting with YAF President Gov. Scott Walker at the Young America's Foundation.



MRCTV summer intern Beatriz Madan receives additional on-camera training at the Leadership Institute.



Members of MRC's spring intern class pause for a memorable photo during their official tour of Capitol Hill.



NewsBusters intern **Michael Wnek** authored 44 blogs, including one on Biden's debate disaster, which Mark Levin retweeted.



Events Intern **Erin Gardner** played a significant role in the MRC Post-Election Cruise, conducting donor research, making calls and creating cruise schedules for staff and speakers.



Development Intern **Ken Meekins** wrote a fundraising email that raised \$8,600 and now works full-time in the department.

MRC STAFF

Meet the MRC Team



L. Brent Bozell III
Founder & President



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



Craig Bannister
Managing Editor, CNSNews



Louie Berbert
Graphic Designer, Marketing



Sam Biafore
Marketing Assistant



Jorge Bonilla
News Analyst,
MRC NewsBusters



David Bozell
Vice President for Growth
and Development



Gabriella Castro-Vidal
Creative Director, Marketing



Alex Christy
News Analyst,
MRC NewsBusters



Luis Cornelio
Associate Editor, MRC
Free Speech America



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



Geoffrey Dickens
Director of Media Analysis,
MRC NewsBusters



Kurt Etheridge
Senior Writer of
Development Communications



Nick Fondacaro
Associate Editor,
MRC NewsBusters



Emily Froman
Operations Director,
Development



Jackson "Mac" Geis
Web Developer, IT



Larry Gourlay
Senior Director of Major Gifts,
Development



Tim Graham
Executive Editor,
MRC NewsBusters



Ben Graham
Studio Manager, MRCTV



Kirk Henderson
Direct Response Manager,
Development



Curtis Houck
Managing Editor,
MRC NewsBusters



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Managing Editor, MRCTV



Joshua Jones
Senior Web Developer, IT



Nick Kangadis
Assistant Managing Editor,
MRCTV & MRC Culture



Earl Kaufman
Director of Security



Tim Kilcullen
MRC Legal Associate



Jonah Lackey
Senior Production Assistant,
MRCTV



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Receptionist & Administrative
Assistant to the COO &
Finance Department



Miguel Leal
Senior Network
Engineer, IT



Meghan Lee
Chief of Staff



Aly Lepinski
Intern Manager



Melissa Lopez
Executive Assistant to the
Founder & President



Brian McNicoll
Manager of Strategic
Partnerships, Development



Cheryl Michener
Director of Financial
Operations



Alyssa Miconi
Donor Relations and Events
Coordinator, Development



Iris Miller
Communications Director,
Marketing



Craig Millward
Videographer/Editor, MRCTV



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Chief Operating Officer



Michael Morris
Director of MRC Free
Speech America



Justine Brooke Murray
Video Host/Blogger, Anderlik Fellow
in Culture & Media, MRCTV



Tom Olohan
Staff Writer, MRC Free Speech
America and MRC Business



Eric Pairel
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Technology Officer



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Associate Editor, MRC Free
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Director of Major Gifts,
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Megan Pfeffer
Marketing Manager



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Director of Major Gifts,
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Austin Reeder
Marketing Coordinator



Eric Scheiner
Senior Director, MRCTV
& MRC Culture



Dan Schneider
Vice President of MRC
Free Speech America
& External Affairs



Joseph Vazquez
Associate Editor, MRC Business

MRC'S Post-Election Cruise

Everyone had a splash at MRC's "2024 Post-Election Cruise," Nov. 10-17, aboard the cruise ship *Nieuw Amsterdam*, reveling in victory amid the rough political seas on a ship gleefully listing to the *right*.

With a fabulous turnout, it was the largest group ever for an MRC Cruise.

Guests enjoyed first-class amenities, a bustling schedule of activities, socializing, panel discussions, and exquisite dining experiences. But it wasn't all talk. Entertainment was also a huge part of the event, including an exclusive "Reagan" screening, introduced by actor Kevin Sorbo, who starred in the film.

Journeying from Nassau to St. Thomas, San Juan, and Grand Turk, guests basked in the Caribbean's scenic beauty. The MRC "Post Election Cruise" was a truly invigorating adventure, combining stimulating conversation, fun, well-deserved relaxation — and no liberals!

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5

Cruise Stops

160

Patriotic Guests

11

Special Speakers

14

Sessions



Brent Bozell
MRC Founder
& President



Charles Hurt
Journalist & Fox
News Contributor



Sara Carter
Reporter & Fox
News Contributor



Jason Chaffetz
Former Congressman &
Fox News Contributor



Kevin Sorbo
Actor & Producer



Sam Sorbo
Actor, Producer, &
Education Advocate



Joe Concha
Fox News Contributor
& Columnist for The
Messenger



Cal Thomas
Nationally Syndicated
Columnist



David Bozell
VP for Growth &
Development, MRC



Tim Graham
Executive Editor of
MRC NewsBusters



Dan Schneider
VP of MRC Free Speech
America



WHERE DO WE GO FROM HERE?



MODERATOR
Brent Bozell



PANELIST
Charles Hurt



PANELIST
Thomas



PANELIST
David Bozell



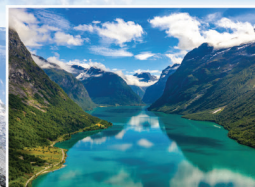
MRC's 2024 Post-Election Cruise featured engaging panel discussions and lively Q&A sessions, allowing guests to interact with the conservative luminaries on stage. These insightful conversations focused on the future of MRC and the conservative movement, highlighted by a thought-provoking panel titled "Where Do We Go from Here?"



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AUGUST 30 - SEPTEMBER 6, 2025



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Co-Chair, MRC Legacy Society



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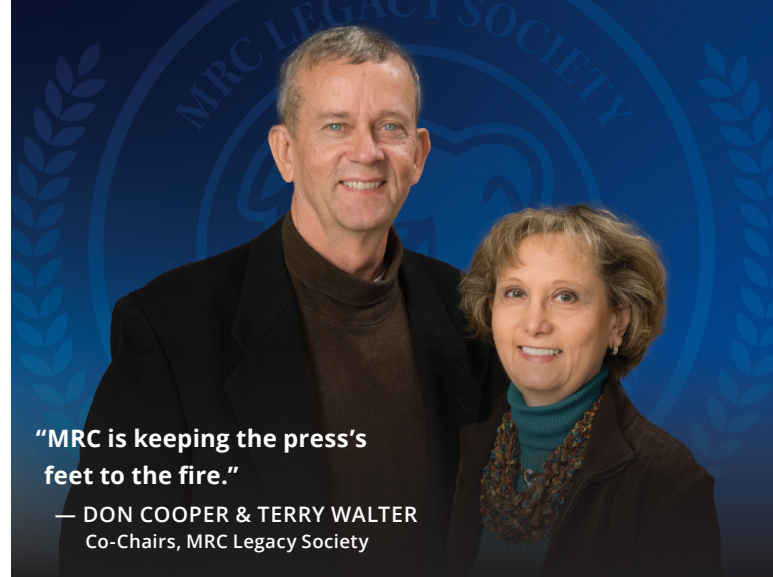


KAREN BUCHWALD WRIGHT

Chairman, Ariel Corporation

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, reveal left-wing bias in the media, and confront online censorship.



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

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

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DONOR TESTIMONIAL

The Kirby Family

MRC Through the Generations

From its founding, James L. Kirby Jr. was a steadfast supporter of the Media Research Center, sharing a deep friendship with MRC's founder, Brent Bozell. They shared a commitment to combating media bias, a passion reflected in their many correspondences over the years.

Mr. Kirby was a true American hero, serving in World War II, fighting in the Battle of the Bulge, and earning a Bronze Star for his bravery. His dedication to preserving truth and freedom extended beyond his military service — his legacy continues through his family's unwavering support of the MRC.

His three children, Wade, Roger, and Annette, have honored his memory by naming the MRC Youth Education and Internship Program after him. Among the intern alumni are two of his grandsons, Taylor and Reade, who participated in our internship program during the summer of 2017.

For years, the Kirby family has stood by the MRC, attending events, MRC cruises, and our DisHonors Awards, exemplifying a remarkable legacy of three generations committed to our mission. The Kirby family's enduring support — generational giving — is a testament to the power of passing down values and principles — ensuring that the fight for media accountability continues.



Wade and Linda Kirby



Annette Kirby at the 2024 Post-Election MRC Cruise

Thank you for a great 2024!

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

27,113

Donors

58,766

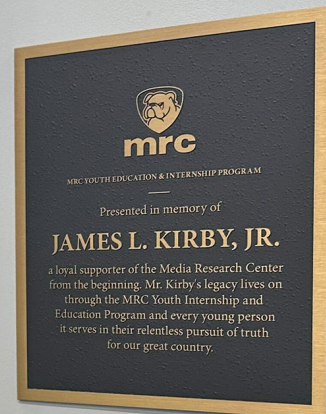
Donations



Taylor Kirby (left) and Reade Kirby, esteemed members of the 2017 MRC Internship Program.

A plaque honoring James L. Kirby, Jr., shines prominently in the MRC Internship 'Hub.'

It reads: "A loyal supporter of the Media Research Center from the beginning. Mr. Kirby's legacy lives on through the MRC Youth Internship and Education Program and every young person it serves in their relentless pursuit of truth for our great country."





REMEMBERING

David Martin

As we reflect on this past year, we remember with profound sadness the loss of David Martin, the Executive Vice President of the MRC, who passed away peacefully on June 12, 2024, after his fifth battle with cancer. David left us far too soon, just a month shy of his 62nd birthday.

I believe it is important for you to know who this remarkable man was and his profound impact on our organization and the conservative movement.

David was not just a leader within our organization; he was also a mentor, a friend, and a guiding light for all of us. He had a way of inspiring people with his words, motivating them with his actions, and instilling in them a sense of purpose and determination. His passion for truth, integrity, and conservative values was infectious, radiating through every decision he made and every project he took on.

I remember in 2008 when I was looking for someone to fill the Executive Vice President position. I had this grand plan: layers of interviews, vetting, character references, and culture fit. This person would be my right-hand man in running the organization. I needed someone I could trust

and with whom I could go skeet shooting on the weekends!

I sat down to interview David first. He was an imposing figure — 6'4", broad shoulders, an even wider grin, and a charismatic intensity — that certain something. Instantly simpatico. I can tell you this: 20 minutes into the interview, I had made up my mind. I dispensed with all formality and said, "Dave — you're hired!" Impulsive but one of the best decisions I've ever made in my entire life.

That was on a Saturday. Even without a formal contract, he was standing at the door of the MRC at 9 a.m. on that Monday, ready to work, having driven four hours from his home in Pennsylvania to be there. In his role, David managed day-to-day operations, oversaw finances and fundraising, and embodied the role of chief administrator, ensuring the smooth running of the various departmental



*David Martin with MRC Legacy Society
Co-Chairs, Don Cooper and Terry
Walter, at the 2022 MRC Gala*

functions. He excelled in the stewardship of the organization with military precision. I could always count on David. He never once let me down.

For 16 years, he guided the MRC to heights I wasn't sure we could reach. As the President and Founder, I typically receive accolades and credit for leading the group. I hire good people. That's the key to my success — and MRC's success. And there was no better hire than David. He deserves every bit of credit for MRC's accomplishments, if not more. Yes, more.

He is what I would call a man's man — firm grip, steely eyes, bold, a man of intensity — but for good reason. He expected results. "Give me your best," he would say. Quite frankly, we were afraid not to!

But beyond his professional achievements, David was a man of unrivaled passion for the things he loved. Above all, his love for his wife, Sherry, and his immense pride in his daughters, Marissa and Trista, were evident in every aspect of his life.

A former college basketball player, David enjoyed talking hoops — and the times he dunked on someone. He was proud of that. However, to know David meant understanding his absolute dedication to our constitutional right to bear arms.

His gun collection was a wonder to behold — every make and model, some dating to the Old West. David embodied a sense of security and loyalty. If ever the MRC was under assault by leftist ne'er-do-wells, I knew — everyone knew — we could seek solace and protection behind David Martin.

There is much to say, but I'll leave you with this. A few years

ago, we were looking for a new billboard campaign, a snappy slogan to represent what we do here. Without missing a beat, David told me, "Believe in America, not the Media."

Perfect.

That wasn't just a PR pitch from David; it represented his belief system. It came from his heart and soul. His love and admiration for this nation and its cherished principles permeated every aspect of his being, sparkled in his eyes, and resonated in his actions. David's commitment to our cause was resolute.

I am a better man for knowing David Martin. MRC is a better organization. The conservative movement is stronger. The world is a better place. While we mourn the loss of such an extraordinary individual, we also celebrate his incredible life. David leaves behind a powerful legacy and a challenge for all of us to continue his work and never waver in our principles or pursuit of truth.

Your contributions empowered him to fight for his beliefs, for which we remain eternally grateful. As we move forward, we continue to keep David's family in our thoughts and prayers. God rest his soul, and Lord, thank you for bringing David Martin into our lives. He's now your right-hand man.

† JULY 29, 1962 - JUNE 12, 2024

L. Brent Bozell III
Founder & President

Financial Report

STATEMENT OF ACTIVITIES*

For the Year Ended Dec. 31, 2024

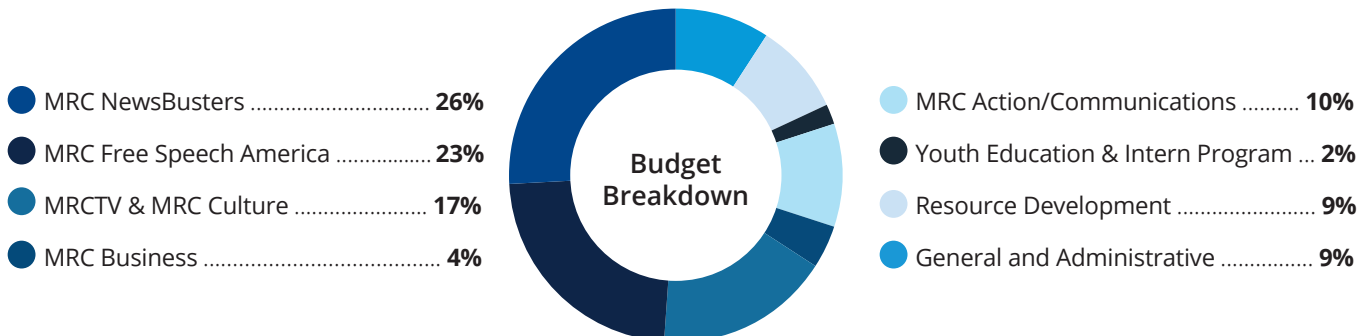
REVENUE AND SUPPORT	TOTAL 2024
Contributions	\$14,414,737
Advertising Income	\$55,528
Other Revenue	\$239,847
Sub-Total	\$14,710,112
Investment Interest	\$114,288
Unrealized Gain/Loss	\$829,040
Total Revenue and Support	\$15,653,440
 PROGRAM SERVICES EXPENSES	
MRC NewsBusters	\$3,375,794
MRC Free Speech America	\$2,977,064
MRCTV & MRC Culture	\$2,190,867
MRC Business	\$559,472
MRC Action/Communications	\$1,253,364
Youth Education & Internship Program	\$323,242
Total Program Services	\$10,679,803
 SUPPORT SERVICES	
Resource Development	\$1,231,520
General and Administrative	\$1,147,202
Total Support Services	\$2,378,722
 TOTAL EXPENSES	\$13,058,525
Change in Net Assets	\$2,594,915
Net Assets – January 1, 2024	\$4,186,463
Net Assets – December 31, 2024	\$6,781,378

STATEMENT OF FINANCIAL POSITION*

Dec. 31, 2024

ASSETS	TOTAL 2024
Cash	\$2,579,058
Accounts Receivable	\$335,673
Deposit	\$213,460
Prepaid Expense/Other	\$210,267
Total Current Assets	\$3,338,458
Investments	\$5,831,715
Investment – Deferred Compensation	\$2,216,591
Property and Equipment – Net	\$624,022
Operating Lease ROU Asset	\$6,644,965
Total Assets	\$18,655,751
 LIABILITIES AND NET ASSETS	
Accounts Payable	\$230,281
Accrued Expenses	\$982,910
Loan	\$532,431
Deferred Compensation	\$2,261,990
Deferred Annuity Revenue	\$325,486
Total Liabilities	\$4,333,098
Operating Lease Liability	\$7,541,275
Net Assets Unrestricted	\$6,781,378
 TOTAL LIABILITIES AND NET ASSETS	\$18,655,751

*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.





Support Our Efforts

Together, and only together, we can defeat the left and their accomplices in media out to destroy our nation. Please consider donating today to secure a better tomorrow.

ADDITIONAL CONTRIBUTIONS

As you plan your year-end giving to various charitable causes, consider supporting the MRC. Contributions to the Media Research Center are completely tax-deductible.

DONOR-ADVISED FUNDS

Have a donor-advised fund? You can recommend a grant to the MRC through your Donor-Advised Fund. Gifts can be designated to general operations or specific programs.

PAY VIA ACH/E-CHECK

Making your contributions via ACH or E-Check helps ensure that the MRC receives the full amount of the payment or contribution without the cost of credit card processing fees. Our online contribution system conveniently accepts e-checks as well as credit cards. For more information, or assistance with making an ACH donation, please contact the MRC Office at (571) 267-3500 and someone will gladly assist you.

Gipper Bulldog
123 Watchdog Court
Herndon, VA 12345
333-333-3333

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Date: _____

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_____ dollars

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Bank & Trust

Memo: _____

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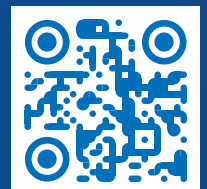
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ROUTING
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ACCOUNT
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NUMBER

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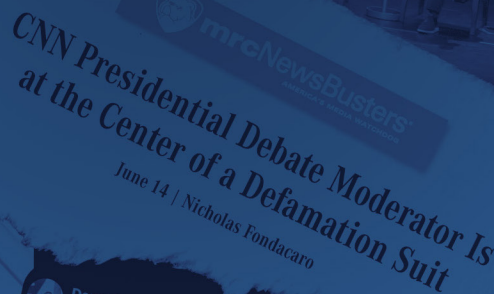




It's Official: 2024 Campaign News Coverage Was the Worst Ever!
November 5 | Rich Noyes



MRC.ORG | NEWSBUSTERS.ORG | MRCFREESPEECHAMERICA.ORG | MRCTV.ORG



PERSISTENT INFLATION

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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