



mrc[®]

AMERICA'S MEDIA WATCHDOG



WELCOME DAVID BOZELL

New Leadership After 38 Years

+ A Landmark
Victory Decades
In The Making



2025
Annual
Report

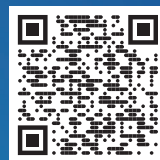
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Download Our NEW App!

Introducing the NewsBusters
App for iPhone and Android.



A LETTER FROM

The President

DEAR FRIEND OF THE MRC,

Years ago, my father, L. Brent Bozell III, founded the Media Research Center with a clear vision. He built an organization dedicated to exposing bias in the news media and defending American principles against relentless ideological pressure. For 38 years, he challenged false narratives, pioneered new ways to document distortion, and proved that determined effort could achieve results once dismissed as impossible.

Those lessons guided my own path long before the Board invited me to serve as the second president of the Media Research Center in May. My father left behind a strong institution: a respected national reputation, an exceptional team, and the financial stability provided by loyal supporters. The foundation he established allows the organization to advance confidently into a new chapter.

Events this past year demonstrated the power of persistence. On July 24, President Trump signed a historic rescission measure that ended federal funding for PBS and NPR. Observers had insisted for decades that taxpayer-supported media occupied sacred ground. The Media Research Center never accepted the claim. We continued to compile evidence of bias until decision-makers finally acted. A long-standing barrier fell.

Victory did not bring pause. The Media Research Center immediately launched MRC 2.0 to confront the digital platforms that now dominate American news consumption. Today, 86% of U.S. adults get news through smartphones, computers, or tablets. The “Big Four” apps — Google News, Apple News, MSN, and Yahoo News — reach more than 500 million users each month.

These platforms do not operate as neutral conduits. MRC 2.0 deploys a proprietary Digital News Tracker that monitors thousands of top stories daily. The data show consistent bias: algorithms and editorial choices amplify left-leaning outlets such as *The New York Times*, CNN, and *The Washington Post* while routinely excluding or burying conservative voices from Fox News, the *New York Post*, and others.

The Media Research Center does not stop at documentation. MRC 2.0 turns these findings into public reports, congressional briefings, media appearances, and direct engagement with platform leaders. The mission remains clear: restore fairness, demand transparency, and deliver a genuine marketplace of ideas to Americans.

Supporters make every advance possible. Your generosity provides the resources and confidence to confront emerging challenges with boldness. Together, the organization carries forward this vital mission with renewed energy and clear purpose. Gratitude runs deep for the partnership that fuels continued progress.

“No one has done more to expose the media’s corruption and protect the truth than my father. Brent built MRC into the tip of the spear in the fight for America’s culture, and I’m honored to carry that mission forward. MRC will meet the moment with the same fearless commitment to truth that Brent instilled from the beginning.”

—DAVID BOZELL, from MRC’s official press release on transition

SINCERELY,



David Bozell
President



A Landmark Victory Decades in the Making

From the moment the MRC was founded, we pursued a core principle: Americans should never be forced to subsidize media that openly advocate for a single political ideology. For decades, the MRC documented — with hundreds of studies, videos, and reports — that PBS and NPR had abandoned objectivity and were serving as partisan organs for the Left.

In 2025, that long-standing mission finally became reality.

On July 24, 2025, President Donald Trump signed a rescission package cutting more than \$1.1 billion in taxpayer funding for PBS and NPR. It was the most significant rollback of government-funded media bias in American history, and it happened because the MRC had spent over three decades building the case, shaping the strategy, and preparing the moment.

We had come close before. In 1999, when PBS and NPR were caught swapping donor lists with the Democratic Party, the MRC pushed aggressively for action. Tim Graham testified before Congress about bias at PBS. He returned to Capitol Hill in 2024 after an NPR producer

publicly admitted what the MRC had proven for years — that NPR was not objective and was losing public trust.

In January, MRC's Government Affairs team worked directly with congressional leadership, committee staff, and senior officials in the Trump White House. We organized a congressional hearing, provided witnesses and testimony, drafted member questions, and helped shape the legislative strategy that ultimately carried the rescission package to the president's desk. OMB Director Russ Vought provided the critical framework that made the rollback possible, and the MRC ensured the evidence behind it was airtight.

At the same time, our coalition work proved decisive. The MRC assembled and led a powerhouse alliance, including the Heritage Foundation, Conservative Partnership Institute, American Principles Project, Center for Renewing America, and others, to coordinate research, messaging, and grassroots pressure. Our marketing team kept the issue in the national spotlight: a rolling billboard truck circled NPR headquarters; our 7-foot-tall "Tower of Bias" appeared at protests and on Capitol Hill; and thousands of Americans signed our petition demanding Congress act.

But the foundation of this victory was the MRC's research. Since 1987, MRC has built the world's largest archive of TV news and public-affairs programming. That archive powered the analyses Tim Graham delivered in his two congressional testimonies. It informed the questions lawmakers asked. It shaped the arguments conservative leaders made. And when the White House issued its statement after the bill was signed, it cited four MRC reports as central to the case for defunding.



For more than 25 years, MRC NewsBusters Executive Director Tim Graham has led MRC's push to expose public media's leftward tilt and end its taxpayer funding, twice testifying before Congress, declaring in 1999: "It is nice to testify on behalf of the involuntary contributors to PBS."

MRC's campaign to defund PBS and NPR featured a rolling billboard that circled the Capitol and other D.C. locations, including the "Protect My Public Media Day" rally outside NPR headquarters.



As FCC Chairman Brendan Carr put it, "MRC carried the mantle on NPR and PBS." CNN contributor Scott Jennings added, "I thank the Media Research Center for pushing this campaign for years and finally getting it over the finish line." Newsmax host Chris Salcedo noted that the MRC "put to rest" the idea that NPR and PBS were objective news organizations.

This was not an overnight win. It was the culmination of decades of persistence — from Brent Bozell's early work in a small Alexandria townhome with a black-and-white TV

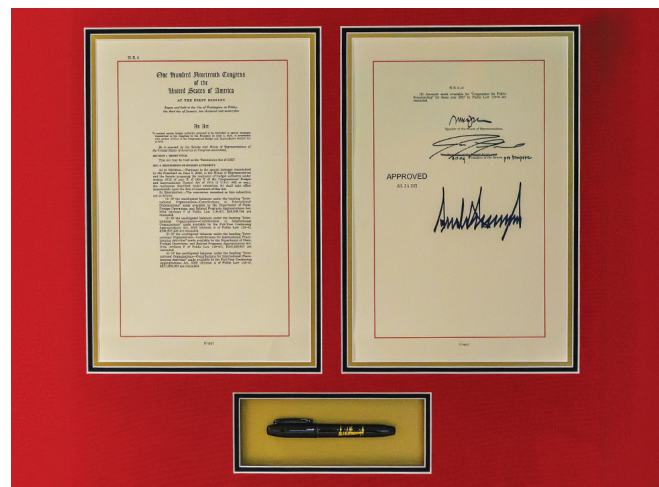
and three VCRs, to the national media presence and research operation that now powers congressional testimony, White House talking points, and major news coverage. The Left searched for weaknesses. They found none.

In recognition of our work, President Trump signed a copy of the rescission package and sent it to the MRC.

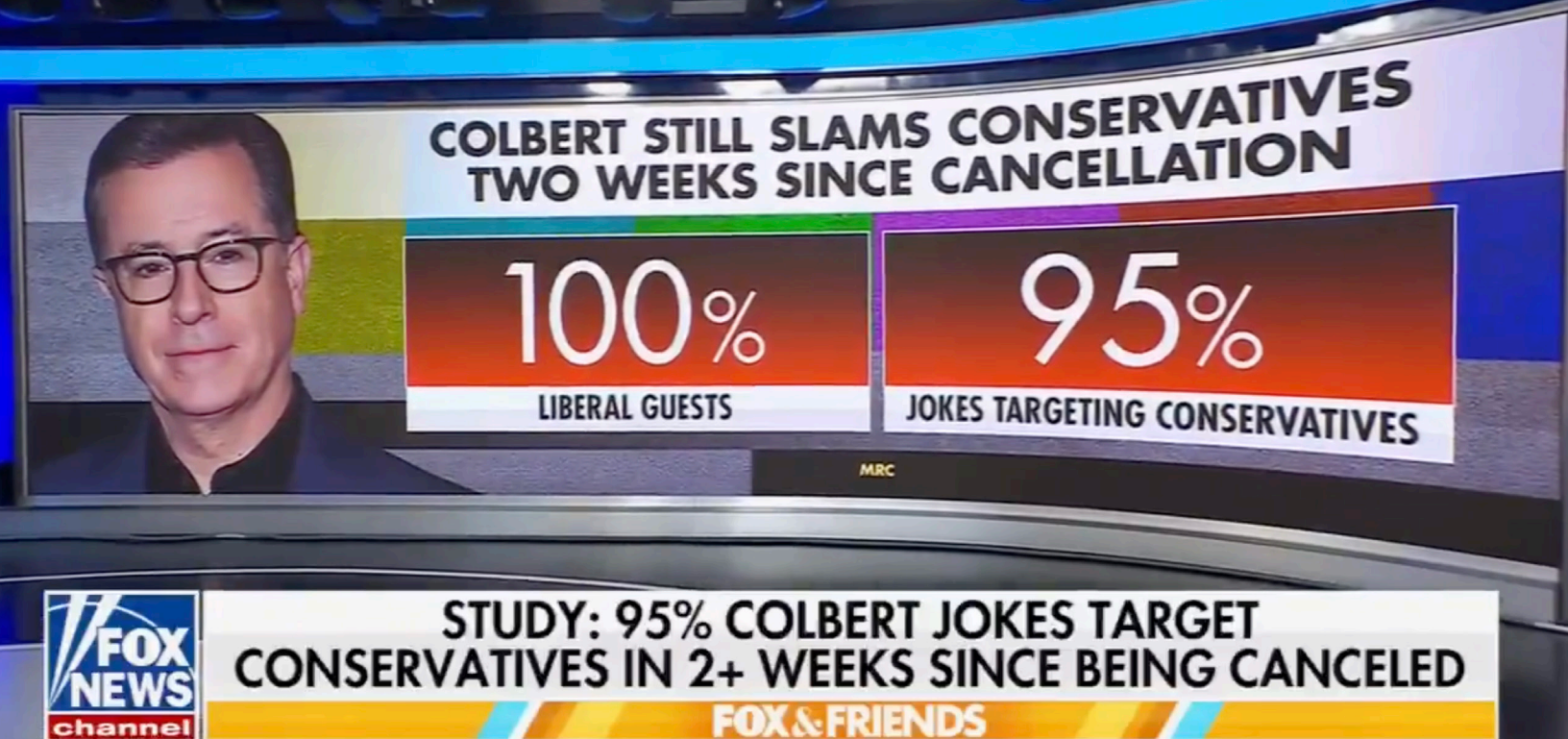
This was a landmark victory for accountability, for taxpayers, and for the conservative movement. And it stands as proof that when the MRC commits to a mission — and stays unflinching — we change the national landscape.



On the day the House passed the rescission package, MRC President David Bozell joined the Scott Jennings Radio Show and said PBS and NPR didn't even bother to "fake" balance — they were simply "enforcing a progressive worldview on the taxpayer dime."



In recognition of MRC's research and advocacy to defund PBS and NPR, President Trump sent a copy of the rescission package along with the pen he used to sign the original.



Late Night Takedown

2025 was a brutal year for leftist late-night television, driven by mounting backlash to their political bias.



The New York Post features our Colbert study and credits MRC's original work for driving the show's cancellation.

Slagging ratings, tens of millions in annual losses, the cancellation of Stephen Colbert's Late Show, and the week-long suspension of Jimmy Kimmel all trace back to MRC's relentless exposure of one-sided guest lineups and naked partisan commentary.

On July 1, MRC NewsBusters released a Special Report documenting the staggering imbalance: In the first half of 2025, the five major late-night shows booked 106 left-leaning guests and exactly one conservative. Since 2022, the same shows had brought on 511 leftists versus just 14 conservatives. Colbert was the worst offender: 176 left-leaning guests to one Republican (anti-Trumper Liz Cheney) since taking over the franchise.

The comedy itself was even more lopsided: 92% of all political jokes targeted President Trump and conservatives.

MRC's report exploded across alternative media and then detonated in the mainstream. On July 27, the *New York Post* splashed it across the front page under the headline "Colbert Axed After Hosting 176 Liberals, One Conservative: Study." A two-page feature followed, quoting MRC NewsBusters Managing Editor Curtis Houck: "Colbert's show has been



late-night group therapy for liberals. Americans have continually shown they no longer have the time or patience for such partisan sneering masquerading as comedy."

A few weeks earlier, after MRC's original report, CBS announced *The Late Show* would end in May 2026, citing "massive financial losses" in a collapsing late-night market. The network's own executives privately acknowledged what MRC had documented for years: shutting out half the country had finally caught up with them.

Then came the Kimmel takedown.

On Sept. 15, Kimmel falsely claimed conservatives were "desperately trying to characterize" the suspect in Charlie Kirk's assassination "as anything other than one of them," despite clear evidence of the suspect's leftist ties. Elitist outlets initially ignored it until MRC NewsBusters' Alex Christy posted the clip and breakdown on X. The post rocketed to 15 million views, dominated talk radio and cable, earned a full segment on Fox's *The Five* — the No.1-rated news show on cable TV — and prompted ABC to suspend Kimmel indefinitely.

Elon Musk weighed in directly on the MRC clip: "Jimmy Kimmel is disgusting."

The Story Spread like Wildfire:



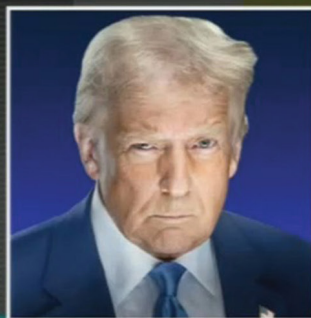
On the MRC NewsBusters podcast, David Bozell spoke with FCC Chairman Brendan Carr, who noted ABC affiliates dropping Kimmel that week & said stations now feel empowered, confident the FCC will support them.

Even *The New York Times* traced the suspension straight back to MRC monitoring: "It began with a post from Alex Christy, staff writer for MRC NewsBusters." MRC President David Bozell told the paper, "We're going to look for media bias anywhere and everywhere we need to go look. Late night included."

Bozell took that mission directly into his Fox News op-ed, "Holding ABC's Jimmy Kimmel Accountable Isn't 'Cancel Culture' — It's Basic Fairness," writing: "When you say something outrageous on national television, accountability requires saying the correction where you said the offense — into the same camera, to the same audience. Kimmel instead hid behind silence."

Thanks to MRC's sharp monitoring, rapid response, and unapologetic defense of fairness, the era of leftist late-night dominance took two historic hits in 2025. The message to the industry was clear: Americans will no longer subsidize partisan propaganda disguised as comedy. The MRC made sure this rebuke was heard loud and clear.

HOW THE MEDIA COVERED THE FIRST 100 DAYS



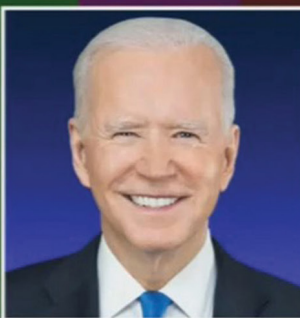
TRUMP

1ST TERM:

89%
NEGATIVE

2ND TERM:

92%
NEGATIVE



BIDEN

1ST TERM

59%
POSITIVE

MEDIA RESEARCH CENTER



MRC's report analyzing the first 100 days of media coverage for Presidents Trump and Biden was highlighted by Fox News, Newsmax, and NewsNation, including a Tim Graham op-ed on Fox News Digital and a comment from Trump.

2025 Highlights

In 2025, the media shifted from lap dog to attack dog mode after Donald Trump returned to the White House, unleashing a surge of misinformation, omission, and open anti-Americanism. MRC went straight at the Left's influence across elitist media and Big Tech, including AI chatbots and news aggregators that shape what millions see. It became one of the most consequential years in our history, capped by the landmark victory of ending PBS's and NPR's taxpayer funding. Our work was shared by major influencers like Elon Musk and covered across Fox News, Newsmax, and other national outlets, driving record reach, views, and engagement. What follows are our top highlights from the year, a curated slice of achievements far too numerous to include in an annual report without bloating it to the size of a government omnibus. Together, we've exposed the bias, delivered results, and proven once again that relentless truth-telling changes the battlefield.



4,849

MRC NewsBusters
Stories

3,732

MRC Videos

616

MRC Free Speech
America Stories

MRC Study Reveals 92% Negative Trump Coverage

Released as a Fox News exclusive, an April MRC Special Report showed TV networks broadcast 92% negative coverage of President Trump's first 100 days. The report exploded online, with nearly 42 million views plus mentions on 31 national programs, including Joe Rogan's. Trump commented on Truth Social, saying the media are "SIMPLY AN ARM OF THE DEMOCRAT PARTY." *The Daily Caller* covered the study, quoting Tim Graham: "It's comical, they're so frustrated that their bias doesn't work."



The media do not take kindly to DOGE cutting government waste, but they eagerly report on DOGE's "controversial" employee, "Big Balls" — coverage MRC lampoons in a viral video.

58 Million Views for MRC DOGE Video

An MRC video lampoons how the media's coverage of DOGE avoided all the government waste it was cutting and focused almost solely on its "controversial" employee, "Big Balls." MRC found ABC, CBS, and NBC devoted less than two minutes to the issue. When networks finally mentioned DOGE, fixating on "Big Balls," the nickname for DOGE's 19-year-old lead programmer, MRC posted a video mocking their coverage. Elon Musk replied, "So funny," helping the clip reach 58,497,979 views.

Soros Employee Is Suspended Courtesy of MRC

MRC NewsBusters exposed how San Francisco's KCBS 740AM — owned by the Soros-controlled Audacy — broadcast unmarked vehicle descriptions and locations of undercover ICE officers operating in San Jose. The revelation sparked national outrage and led to the suspension of a KCBS staffer. The report was widely shared, cited by Mark Levin and Rich Valdes, and featured twice on Newsmax TV, putting serious pressure on the Biden FCC for fast-tracking Soros's \$400 million Audacy takeover.

MRC Exposes Networks' Sympathy for Illegal Alien

An April 15 MRC study found ABC, CBS, and NBC gave zero seconds to the trial of illegal immigrant Victor Martinez-Hernandez, who murdered Rachel Morin, while devoting 64 minutes to Kilmar Abrego Garcia, an illegal alien and MS-13 gang member they called "Maryland Man." The study aired on eight Newsmax and FNC shows. Donald Trump, Jr. shared it on X, calling the coverage "disgusting" in a post that drew 5.1 million views.

MRC's 'Pulitzer-worthy' Coverage of CNN Defamation Suit

MRC NewsBusters Associate Editor Nicholas Fondacaro reported on-site from Panama City, Fla., covering the *Zachary Young v. CNN* defamation trial. CNN had falsely portrayed Young, a veteran humanitarian contractor, as a black-market profiteer during the Afghanistan withdrawal. After winning, Young said, "While much of the media ignored the case, the MRC made sure America heard about it." Fondacaro's reporting was featured by Fox News and praised by *The Daily Signal's* Tony Kinnett as "sack of Pulitzers" — worthy.

SPEND 10X MORE ON TURKISH STUDENT ARREST THAN MS-13 LEADER CAPTURE



TURKISH STUDENT
ARREST COVERAGE

119
MINUTES
18 SECONDS

MS-13 LEADER
CAPTURE COVERAGE

11
MINUTES
42 SECONDS



For this study MRC analysts reviewed all the segments on the MS-13 leader and Rumeysa Ozturk arrests aired on ABC, CBS, NBC evening and morning news shows as well as all of the morning, daytime and evening programs on CNN and MSNBC on March 26 and March 27, 2025.

MRC reports show how the media shift coverage to fit preferred narratives, giving extensive, sympathetic attention to a radical pro-Hamas demonstrator facing deportation while virtually ignoring the arrest of an illegal-immigrant MS-13 leader.

2025 Highlights (CONTINUED)

MRC Shows the Networks Are Playing by Two Sets of Rules

First released as a Fox News exclusive, an MRC study exposed a stunning double standard: ABC, CBS, NBC, CNN, and MSNBC spent 119 minutes on the arrest of a Turkish student tied to pro-Hamas activism, but just 11 minutes on the capture of a violent MS-13 gang leader. The Big Three gave short shrift to the gang leader and instead chose to spotlight a narrative that cast Trump as “authoritarian” and buried this major public safety win.

Karoline Leavitt Posts MRC Study

A Nov. 5 report by Bill D’Agostino revealing that 87% of TV news coverage regarding the government shutdown favored Democrats was highlighted on *Fox & Friends*, *The Will Cain Show*, CNN’s *NewsNight*, and FBN’s *Evening Edit*. WH Press Secretary Karoline Leavitt posted the report, stating, “This is what we’re up against!” and it drew 2 million views. Additionally, the study was covered by *The Daily Wire*, *New York Post*, *CNN*, *Washington Examiner*, and *Washington Times*.



MRC NewsBusters 20th Anniversary

In 2025, the Media Research Center celebrated a major milestone: the 20th anniversary of MRC NewsBusters, our flagship daily blog exposing liberal media bias. Launched in August 2005, MRC NewsBusters represented a bold leap forward — a fast, responsive, unfiltered platform built to challenge media narratives in real time and expand the MRC’s reach into the rapidly growing online space.

At its debut, the MRC described NewsBusters as a site where analysts could post examples of media bias “24 hours a day, seven days a week.” That vision was pioneered by Brent Bozell, Brent Baker, and Tim Graham, who recognized that the future of media accountability required speed, transparency, and constant vigilance. Two decades later, Baker and Graham remain central to MRC NewsBusters’ daily output, continuing to hold the media to account with unmatched consistency.

The impact was immediate. Within weeks, Rush Limbaugh told his national audience, “Brent Bozell and his boys have put up a new blog called MRC NewsBusters... and it’s cool.” *The London Observer* predicted the site “looks set to become the most influential” among media-monitoring platforms. They were right.

MRC NewsBusters quickly became a force multiplier for the conservative movement. In October 2005, a MRC NewsBusters post highlighting Al Franken joking about “executing” Scooter Libby and Karl Rove — picked up by the *Drudge Report* — drove more than 400,000 visitors



Still Busting & Leading
After 20 Years.

to the site. Days earlier, MRC NewsBusters exposed a staged *NBC Today* segment in which correspondent Michelle Kosinski pretended to canoe through “floodwaters” that were actually ankle-deep. That post drew 250,000 readers and landed in *The Weekly Standard*, proving early that MRC NewsBusters could break stories that embarrassed the national press.

Over the next 20 years, MRC NewsBusters became synonymous with media accountability. Its reporting has shaped congressional testimony, fueled national conversations, and provided the conservative movement with a daily record of bias, double standards, and narrative manipulation. The brand itself has become a shorthand in conservative circles — a trusted source the media know is always watching.

MRC NEWSBUSTERS TESTIMONIALS



“MRC NewsBusters — they are tireless, and impossibly accurate.”

JOE CONCHA



“I check MRC NewsBusters several times a day. It’s an incredible resource.”

MARK LEVIN



“I love MRC NewsBusters, one of my top go-to sources. It’s awesome.”

KAYLEIGH MCENANY





HONORING THE FOUNDER WHO BUILT

America's Media Watchdog

For 38 years, L. Brent Bozell III has been the architect, the voice, and the driving force behind the Media Research Center. His vision transformed a modest startup into America's premier media watchdog — an institution trusted by millions and respected across the conservative movement.

The MRC began on Oct. 1, 1987, when Brent opened a small townhouse office in Alexandria, Va., with 10 staffers, one television, and three VCRs. His mission was bold and unprecedented: create a permanent, comprehensive record of network news and expose the media's liberal bias with hard evidence. As the document recounts, he set out to "build a record of what they actually did and said day in and day out, and... use that record to hold them to account." That simple but revolutionary idea became the foundation of everything the MRC is today.

From those early days of whirring videotape machines came a digital TV news library now exceeding one million hours.

Brent's insistence on documentation, precision, and unimpeachable data reshaped the conservative movement's ability to challenge the press. Rush Limbaugh captured it perfectly: "Brent Bozell and the MRC provide a most precious commodity — a quest for the truth. MRC is a vital national interest." For years, Rush told his audience that his daily show prep began with a visit to MRC's websites. He often referred to MRC as "The Bozell Bunch," and in one of his last broadcasts, referred to Brent in glowing terms as the "bearded, red-headed wonder."

Rush wasn't alone. National radio hosts, television commentators, lawmakers, and grassroots activists all came to rely on the research Brent set in motion.

Beyond building the institution, Brent became one of the most influential conservative communicators of his generation. He authored six books, including the landmark *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media* in 2004 and 2019's *Unmasked: Big Media's War Against Trump*. In 1998,



his alma mater, the University of Dallas, named him Alumnus of the Year, recognizing his national influence in “media criticism and conservative activism.”

His syndicated column ran for 25 years in more than 50 newspapers and websites. He appeared hundreds of times on national television — from *Good Morning America* to *Hannity* — always delivering sharp, principled commentary grounded in facts the media could not ignore.

“Founding the Media Research Center has been the honor of my life. What began as a mission to expose media bias has grown into a movement that holds the press accountable, defends truth, and empowers millions of Americans to speak out. The fight for America’s culture is far from over, but thanks to MRC, it’s finally a fair fight.”

—L. BRENT BOZELL III

Under Brent’s leadership, the MRC grew from a small team with a box of videotapes into a national force with unmatched credibility. His work inspired an entire ecosystem of media accountability. As Steve Forbes put it, “Before the emergence of talk radio, before Fox News... there was Brent Bozell. The MRC pioneered an entire cottage industry that effectively holds the national media accountable.”

In May 2025, after nearly four decades of transformative service, Brent stepped down as president and became president emeritus, passing the torch to his son, David Bozell. The transition ensured continuity while honoring the founder who built the institution from the ground up.

Today, trust in the media has never been lower — and trust in America’s Media Watchdog has never been higher. That is Brent Bozell’s legacy. He taught the MRC to record everything, to build a permanent record, and to explain our findings in a way Americans can understand. The MRC is stronger, more influential, and more essential because of him.

Brent’s legacy endures in every fact we document and every truth we defend. He proved that when you hold the media accountable, the country is stronger for it.

LEFT-LEANING POLITICAL GUESTS ON ABC'S THE VIEW

JAN 6 - JULY 25

102

Source: Media Research Center

NEWSMAX

'THE VIEW' IS A LEFTIST ECHO CHAMBER

7:54 ET

LIVE

HOOTING

NYC GUNMAN'S NFL, CTE CONNECTION PROBED

FED HOLDS RATES STEAD

Newsmax interviews MRC analysts and writers and highlights our special reports — like this segment on Rob Schmitt Tonight, the network's top-rated show.

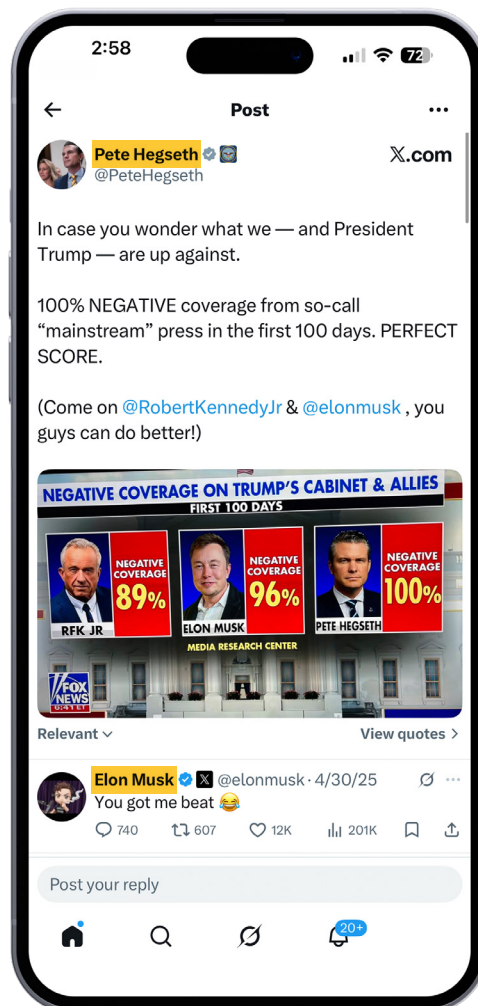
2025 Highlights (CONTINUED)

MRC Finds There's Only One View on 'The View'

A July 30 study by MRC NewsBusters' Nick Fondacaro revealed the coven at *The View* hosted zero conservative guests in 2025. Fox News released the study as an exclusive, quoting Fondacaro: "*The View* is not shy about the fact that what they say and do is all meant to push the Democratic Party agenda." On Fox News' *Gutfeld!*, guest Piers Morgan commented on the 102-0 count: "They all have the same view — it's like North Korea!"

MRC Study Sparks Lighthearted Hegseth - Musk Exchange

An April 30 MRC NewsBusters study documented 89% negative coverage of RFK Jr., 96% negative of Elon Musk, and 100% negative of Pete Hegseth across the ABC, CBS, and NBC nightly newscasts. Hegseth joked on X that he'd earned a "PERFECT SCORE," prompting Musk to reply, "You got me beat," in a post that drew 5.9 million views. Joe Rogan, host of America's most-listened-to podcast, also discussed the MRC report with NFL quarterback Aaron Rodgers.



LEFT-WING NEWS CHANT "MOSTLY PEACEFUL" AS L.A. BURNS

Total Mentions Between CNN & MSNBC

211



mrc

Source: Media Research Center analysis of CNN and MSNBC between 5:00 a.m. and 11:59 p.m. ET, June 7 through June 11.

An MRC Special Report shows how left-wing media spin coverage of violent anti-ICE riots to shield illegal aliens and their Democrat allies.

2025 Highlights (CONTINUED)

When 'Mostly Violent' Becomes 'Mostly Peaceful'

Released June 13, an MRC study found CNN and MSNBC used "peaceful" or similar language 211 times to describe violent Los Angeles riots, euphemistic framing that launders a false narrative to protect the media's voter base of radical leftists. Even as cars burned, anchors insisted the chaos was "mostly peaceful." The study was featured on Newsmax, OutKick, and Fox News, including cable's No. 1 primetime newscast, *Jesse Watters Primetime*, with 4.4 million viewers.

How Networks Mask an MS-13 Illegal

An MRC study shows how CNN and MSNBC lean on the vague labels "Maryland Man/Dad" to soften coverage and generate sympathy for Kilmar Abrego-Garcia, an illegal alien and MS-13 gang member, after his arrest. Our April review found the phrase repeated 506 times in three weeks. Fox News, OAN, Newsmax, and Megyn Kelly all featured the study, with Kelly saying, "MRC NewsBusters did a good job of showing how it's the exact same language used on multiple networks."

MRC Report Exposes Soros Empire's Global Climate Network

As part of MRC's "Soros Project," MRC released a 20-page special report, "Eco-Kingpins," exposing how the Soros empire uses climate activism to influence global politics. A three-month investigation conducted with the Bongino Report identified 345 Soros-funded groups that pushed climate alarmism from 2016 to 2023. Open Society Foundations spent \$618.9 million on the agenda, with its influence extending to the United Nations. The report generated 4.1 million online views.

Musk Responds to MRC's X Study

In September, MRC Free Speech America exposed how X's algorithm boosted Democrats over Republicans, prompting Elon Musk to reexamine the system and remark, "Like democracy, it's the worst algorithm, except for all the others." A second study found X's Top 25 most-boosted media outlets included zero right-leaning sources, instead elevating elitist, legacy media outlets. Fox News's Brit Hume shared the findings, saying, "This has the ring of truth."



The networks' bias is on full display in MRC's "Tale of Two Illegals" study, which Transportation Secretary Sean Duffy shared on X as he called out the illegal-trucker blackout: "Driving safely is an AMERICAN issue, NOT a partisan one."

2025 Highlights (CONTINUED)

MRC Reveals the Networks' Protection Racket

Two August MRC studies by Geoffrey Dickens revealed ABC, CBS, and NBC refused to cover an illegal alien's deadly Florida truck crash while giving 17 minutes to "Maryland Man" Kilmar Abrego-Garcia. Fox News's Kennedy called it "a tale of two illegal aliens and the media." Transportation Secretary Sean Duffy quote-posted the earlier report, blasting the networks' silence. Sen. Ted Cruz, *The Daily Caller*, Tom Fitton, and Chris Plante also shared the studies.

Tale of Two Pardons: Exposing the Networks' Double Standard

A Jan. 27 MRC NewsBusters report by Media Editor Bill D'Agostino revealed that the networks spent 46 minutes hammering Trump's Jan. 6 pardons while giving just 3 minutes to President Biden pardoning members of his own family. The media were far more interested in attacking Trump than in scrutinizing Biden. The study was highlighted by Sean Hannity, *Rob Schmitt Tonight*, FoxNews.com, and the *New York Post*, with Fox's X post generating 1.4 million views.

Brittany Hughes's Viral Takedown Rockets Past 8.6 Million Views

During the Democrat-led government shutdown, the media fueled a mindset where many Americans expected uninterrupted benefits. MRC Video's Brittany Hughes highlighted how that attitude exploded online, exposing woke leftists bragging about abusing programs such as SNAP to buy junk food. When one woman asked how she'd get Thanksgiving food without Food Stamps, Brittany replied, "You take your money from your job, go to the store, and buy a turkey." Her video drew 8.6 million views.

MRC Forces Major Rollbacks in Biden's Censorship Machine

First published as a Fox News exclusive, MRC Free Speech America exposed 57 Biden-era censorship initiatives across 93 federal agencies. Our report was delivered to Congress and all relevant agencies, and its findings helped drive major rollbacks, beginning with Secretary of State Marco Rubio shutting down the Global Engagement Center. Sen. Eric Schmitt highlighted the report in a Judiciary hearing, and 75% of the initiatives have been reversed or are under review for reversal.

The Evidence the Media Can't Escape: MRC's Million-Hour Archive

Video doesn't lie. It simply captures the truth and forever exposes those who try to hide from it.

Early in April 2025, our TV news archive reached its 1 millionth hour, making it the largest privately held archive of its kind in America. We now capture roughly 4,200 hours per month. That milestone dates back to a bold decision in 1987, when MRC Founder Brent Bozell ordered that everything be recorded to prove that the mainstream media exhibited a pervasive liberal bias. Network TV news, late-night comedy, talk shows, and other opinion and entertainment programming were all captured. What began with bulky VHS tapes evolved into DVDs and eventually a fully digital system.

The archive has become the foundation of MRC's mission: holding elitist media accountable with irrefutable evidence. Thanks to this repository of truth, MRC has never retracted a story for inaccuracy. The media can spin, deny, or "lose" inconvenient facts, but they can't outrun their own words, preserved forever in our vault.

Remember Hillary Clinton's 2008 claim that she landed in Bosnia under sniper fire? MRC unearthed CBS correspondent Sharyl Attkisson's own footage showing a peaceful, smiling arrival with no danger. We sent the clips to Attkisson, who aired them, forcing Clinton to admit the exaggeration. The truth dominated coverage for days.

In 2020, as Tara Reade accused Joe Biden of assault and said she'd told her mother, who called *Larry King Live* to discuss it, CNN claimed no record existed. MRC produced the clip and distributed it worldwide. It validated Reade's account,

exposed CNN's cover-up, and forced Biden to address it on MSNBC. Brian Flood at Fox noted: "Rather than CNN's team of investigative reporters, it was the MRC's NewsBusters that exhumed the footage from its own vault."

During the 2024 election, our archive proved the debate moderators were Washington's most anti-Trump journalists. Ahead of the ABC debate, moderator David Muir's *World News Tonight* delivered 100% positive coverage of Kamala Harris and 93% negative for Donald Trump. Trump cited our work repeatedly, thanking MRC for exposing the rigged game before it began.

In May 2025, amid renewed calls to defund NPR and PBS, MRC released decades of clips, from Nina Totenberg wishing Jesse Helms would get AIDS from a blood transfusion to a fresh analysis showing *PBS News Hour* brought on four times more left-leaning guests than conservatives. Taxpayers saw the bias they've funded.

These are just a few highlights from countless game-changers. As the landscape shifted, we added two new unique databases: CensorTrack (Big Tech censorship cases) and the MRC Digital News Tracker (Big Four News Apps favoring left-wing outlets).

For 38 years, our million-hour archive has remained MRC's most essential weapon against elitist media misinformation. It's the proof that keeps the powerful accountable.



From VHS tapes to today's digital system, MRC's TV news archive, which fuels our research and exposes media lies, cataloged its 1 millionth hour in April.



mrcNewsBusters

BURIED: NETS GIVE 1,000 TIMES MORE COVERAGE TO RUSSIA PROBE THAN GABBARD BOMBHELL

CURTIS HOUCK



HANNITY

Sean Hannity, one of conservative media's most influential voices, featured an MRC study that shows how the networks hid an inconvenient truth to protect Barack Obama.

2025 Highlights (CONTINUED)

MRC Exposes Networks' Burial of Russia-Hoax Revelations

On July 18, DNI Tulsi Gabbard declassified bombshell findings showing the Obama administration's role in manufacturing the Trump-Russia collusion hoax. ABC, CBS, and NBC — which spent 2,284 minutes hyping the probe — have devoted just two minutes and 17 seconds to her disclosures. That's over 1,000 times more airtime for the hoax than for evidence that it was manufactured. The report was repeatedly highlighted on Fox News and Newsmax.

Trump Posts MRC Story the Media Are Hiding

A consistent theme in 2025 has been the partisan media's refusal to report positive economic news under President Trump — an information blackout that amounts to election meddling. MRC fills that gap. On Sept. 23, Craig Bannister's report showing a historic drop in the trade deficit, plummeting 42.9% under Trump's tariffs, was shared across all MRC platforms, and President Trump posted an MRC graphic of the report to his 11.2 million Truth Social followers.





- In January, ABC News gave 27 times more coverage to President Trump's pardons of January 6 defendants than of Biden's last-minute pardons to his corrupt family members.

- Following President Trump's historic 2024 election victory, 90% of the network's coverage of his cabinet nominees was negative.

- In April, ABC News peddled the debunked lie that the Trump Administration was unilaterally deporting U.S. citizen babies.

The White House's press release criticizing ABC News included nine MRC NewsBusters citations, which further demonstrated how our research influenced the administration's own evaluation of the network's history of "fake news."

2025 Highlights (CONTINUED)

MRC Helps White House Call Out Fake News

The Trump administration often relies on MRC's unique studies to call out the leftist media. On Nov. 19, the White House issued a press release titled "ABC 'News' Is Fake News," highlighting nine MRC studies on ABC's anti-Trump bias. Examples include "ABC Claims 'Attack On Civil Servants Is An Attack On Veterans'" and "ABC Shows Footage of ICE Arrest, Omits Clip Showing Attack on Agents." The release followed ABC correspondent Mary Bruce's false claim about President Trump refusing to condemn political violence.

MRC Gives Speaker Johnson Ammo Against Press

In an Oct. 29 press conference carried live by Fox News, Newsmax, and C-SPAN, House Speaker Mike Johnson highlighted (and later posted on X) a study from MRC NewsBusters Managing Editor Curtis Houck. "A Media Research Center study found that by a 2.5-to-1 margin, the DC press corps tweeted more about the House calendar than the disastrous consequences of the Democrat shutdown... the media aren't covering the pain, they're covering for the Democrats."





APPLE NEWS SUPPRESSES RIGHT-LEANING OUTLETS THROUGHOUT NOVEMBER



mrc

During the time period Nov. 3 - 30, 2025, MRC researchers examined the top 20 news stories featured on Apple News each day at approximately 10:00 AM EST.

MRC's analysis of the front pages of the Big Four News Apps reveals how far they will go to silence alternative perspectives before their customers can see them.

2025 Highlights (CONTINUED)

MRC 2.0: New Initiative Exposes Big Four News Apps

MRC debuted a new initiative exposing the left-leaning tilt of America's digital front pages: Apple News, MSN, Google News, and Yahoo News. The first study, powered by MRC's proprietary Digital News Tracker, found Apple News highlighted 620 "Top Stories" in November — 559 from left-leaning outlets and just one from the right. Brit Hume and the Heritage Foundation were the first to share the findings, and Trace Gallagher spotlighted the story on *Fox News @ Night*.

Minnesota Fraud Scandal Buried — MRC Unearthed It

In the week after the Minnesota welfare-fraud scandal broke, an MRC report found ABC, CBS, and NBC gave the story less than a minute of coverage, despite its scale and its ties to Democrat Gov. Tim Walz. Not one mention. It naturally raised the question: Can anyone imagine the networks staying silent if the governor were Ron DeSantis? Our findings broke through nationally, including coverage on Fox News Digital and Fox News's *The Faulkner Focus*.



The Great Collapse

America Stops Believing the Media

When the Media Research Center opened its doors in 1987, 75% of Americans trusted the national press. Journalists were widely viewed as neutral referees, expected to report facts and keep the public informed without taking sides. That trust was the foundation of their authority.

Today, that foundation has collapsed.

In October, Gallup released its annual poll showing trust in national media at historic lows. Only 8% of Americans say they have a great deal of trust in the press, and just 20% say they have even a fair amount. The rest of the country has stepped away.

This decline did not happen in a vacuum. It followed years of newsrooms shifting from reporting to narrative, from objectivity to activism. Americans saw the change and adjusted their trust accordingly.

For nearly 40 years, the MRC has ensured the public could see that shift clearly.

Through continuous monitoring and rigorous analysis, MRC has documented media bias in real time. Our TV news archive captures the slanted stories, buried facts, and patterns the national press hoped would go unnoticed. Clip by clip, year after year, MRC supplied the evidence that allowed the public to judge the media on performance, not reputation.

NETWORK

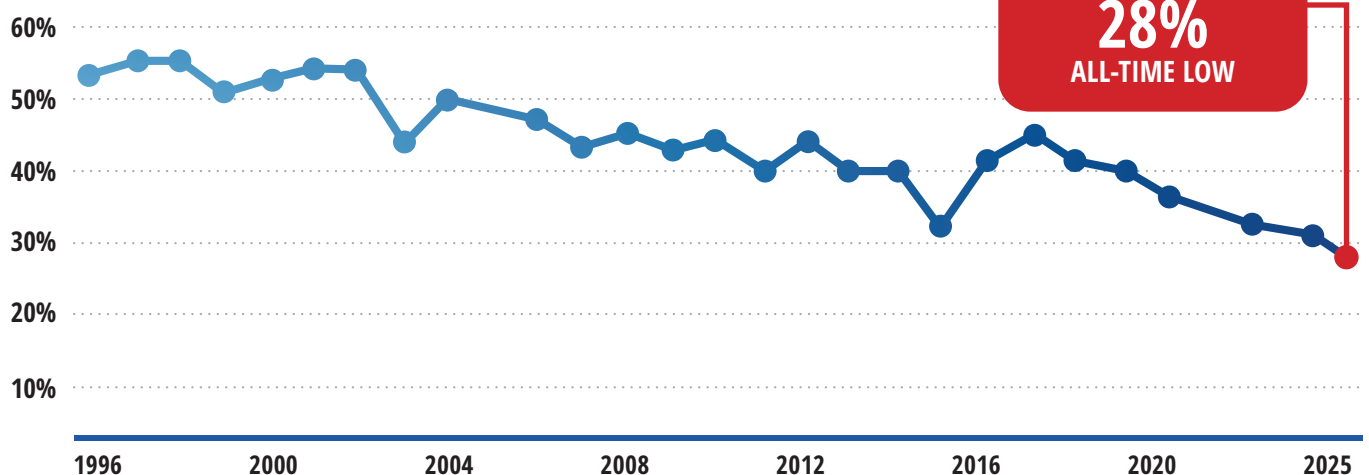
RATINGS CHANGE SINCE 2021

	↓ 10%
	↓ 12%
	↓ 23%
	↑ 13%
	↓ 40%
	↓ 47%

By 2025, the collapse in trust reflected something deeper: the country had stopped giving the press the benefit of the doubt. People wanted proof, not promises, and they turned to MRC because we delivered the truth.

The Gallup numbers prove it. Americans see the media for what they are: a propaganda arm for the Left. That's our victory, your victory.

Americans' Trust in Mass Media, 1996-2025



Source: GALLUP



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2025 BULLDOG AWARD WINNERS

The Pulitzer Prizes have become a predictable leftist echo chamber, where principled conservative journalists are ignored. Expecting a win there is pure fantasy, like a patriotic film sweeping the Oscars.

The 2025 Pulitzers stuck to the script, rewarding the usual suspects: *The New York Times*, *The Washington Post*, and their liberal peers. Yet, the sharpest, most fearless voices are on the right. These journalists and commentators chase truth, not trophies. They deserve acclaim for their uncompromising work.

That is why MRC launched the Bulldog Awards. Like our mascot, these honors embody tenacity — holding the elitist press accountable and never letting bias slide. On May 6, we proudly unveiled our 2025 winners: the heroes who bite back.



Thomas Sowell

*Lifetime
Achievement*



Elon Musk

*X
Outstanding
Social Media Personality*



Megyn Kelly

*The Megyn Kelly Show
Outstanding
Podcast*



Scott Jennings

*CNN
Outstanding
Achievement Behind
Enemy Lines*



Kimberley Strassel

*Wall Street Journal
Outstanding
Columnist*



Erick Erickson

*The Erick
Erickson Show
Outstanding
Radio Talk Show Host*



Gabe Kaminsky

*The Free Press
Outstanding
Investigative Journalist*



Spencer Lindquist

*The Daily Wire
Outstanding
Blogger*





Photo By: Gage Skidmore

2025 MRC FREE SPEECH AWARD WINNER

Charlie Kirk Died a Martyr for Free Speech

George Washington warned, “If the freedom of speech is taken away, then dumb and silent we may be led, like sheep to the slaughter.” The MRC has never accepted that fate. Through our Free Speech America division and the MRC-led Free Speech Alliance, we have relentlessly exposed Big Tech’s bias, documented thousands of censorship incidents via CensorTrack, and held platforms accountable for suppressing conservative voices.

In 2024, we launched our Free Speech Awards, honoring 35 individuals and organizations who courageously stood with MRC against the rising tide of suppression. This year, the MRC presented its 2nd annual Free Speech Award to a single recipient: Charlie Kirk.

In 2025, the fight exacted a devastating cost. On Sept. 10, Charlie Kirk was assassinated while fearlessly speaking truth and defending the First Amendment, the right he had championed without compromise his entire adult life. No other advocate in our era sacrificed more for free speech. He became a martyr for the foundational liberty enshrined first in the Bill of Rights.

Charlie was guided not by partisanship, but by unyielding principle. He viewed free speech as the moral bedrock allowing truth to prevail over power. He exposed Big Tech’s shift from neutral platforms to ideological gatekeepers and demanded Section 230 reform to end their abuse of immunity. He warned that leftist intolerance would escalate from censorship to criminalizing “wrongthink.” As a man of faith, he saw free expression as an extension of God-given

free will, essential to conscience, civilization, and our Republic.

We presented this award during Free Speech Week in October, reminding Americans that without unfettered speech, there can be no democracy, no republic, no America. Worthy champions persist, including President Trump, who, with MRC’s assistance, dismantled Biden-era censorship directives, and congressional and state leaders combating information tyranny. Yet Charlie’s unmatched leadership, clarity, and sacrifice demand singular recognition.

Charlie’s voice may be stilled, but his conviction endures. He often quoted 2 Timothy 4:7: “I have fought the good fight, I have finished the race, I have kept the faith.” His life embodied this verse — triumphant, though cut short — passing the baton to us with his daring drive and vision. The cause for which he gave his life remains the cornerstone of the American experiment. It will only end if we fail to defend it. And we mustn’t.

Congratulations, Charlie.

✠ OCTOBER 14, 1993 - SEPTEMBER 10, 2025



(Not-So) Notable Quotables



Every year, our esteemed panel of MRC watchdogs don their hazmat suits and wade waist-deep into the toxic swamp of left-wing media lunacy, searching for the Worst Media Quotes of the Year. With a bottomless pit of inane and unhinged remarks from left-leaning journalists, pundits, personalities, and hosts, it's truly an embarrassment of riches.

But with determination, plenty of midnight oil burned, and a mountain of pizza to fuel the fight, we pulled it

off. We now present the "best" of the worst media quotes of 2025.

Dethroning two-time champ Joe Scarborough for the top dishonor is former MSNBC contributor Matthew Dowd. Congrats, Matt, you outdid the shrieking banshees of *The View*... and got yourself fired in the same day.

THE CELEBRITY FREAK-OUT AWARD



"I don't think Donald Trump won in a free and fair election. I don't care if that means I look crazy because Elon Musk – who's this other Nazi guy running around town who owns X. He's good friends with Trump ... he was giving out million-dollar checks to people if they would vote for Trump. That's unconstitutional and illegal."

Kathy Griffin, Host, *Talk Your Head Off* podcast, October 15

THE CRAZIEST ANALYSIS AWARD



"This is not a media failure. This was a failure of the Democratic Party. The virtue signaling that some people have done to try to say that the media missed this story [Joe Biden's decline]. They didn't miss this story. I just refuse to accept this stupid premise, because it's a right-wing manufactured premise in order to stain the media."

Chuck Todd, Former NBC *Meet the Press* moderator, April 28

THE DETACHED FROM REALITY AWARD



"We are normalizing a government agency disappearing people. We're talking about it like it's no big deal that they are kidnapping people and transporting them to concentration camps, both domestic and foreign."

Tiffany Cross, CNN's *NewsNight*, July 8



WINNER MRC's WORST QUOTE OF 2025

"We don't know if this was a supporter shooting their gun off in celebration."

MATTHEW DOWD

FIRED CONTRIBUTOR, ABOUT CHARLIE KIRK'S ASSASSINATION

MSNBC's Katy Tur Reports, September 10



THE TRASHING TRUMP AWARD

"The weak-kneed corporate executives who only know how to smooch Trump's butt simply go along with the dear leader's demands. The latest example, the canceling of Jimmy Kimmel's late-night TV show. All Kimmel did was call out MAGA for attempting to capitalize on the death of Charlie Kirk – which, of course, they did."

Jim Accosta, *Former CNN Correspondent, on The Jim Acosta Show podcast, September 18*



WILD CONSPIRACY THEORIES AWARD

"If Trump tanks the entire stock market, then all his billionaire friends can swoop in and buy everything low. And how broke will people get? And how many jobs will be lost? And then he can say, 'Well, there's too much chaos, and now we're going to have martial law in this country,' and he becomes a dictator."

Joy Behar, *ABC's The View, November 14*



THE EVERYTHING IS RACIST AWARD

"When South Africa got over apartheid, did they just go back to their Afrikaner racist constitution? No, they came up with a new constitution. It's one of the reasons why the South African constitution is generally thought of as one of the best constitutions in the world, and ours continues to be a piece of crap."

Elie Mystal, *The Nation Justice Correspondent, on The Breakfast Club radio show, April 3*

Training Tomorrow's Leaders

Since 1992, MRC's Youth Education Internship Program has equipped more than 570 principled young conservatives to become the next generation of leaders in the movement. In 2025, MRC welcomed interns representing universities across the nation, such as Virginia Tech, Notre Dame, Cal Poly, and Brigham Young.

MRC interns play an active role in all aspects of the organization and receive professional instruction in marketing, tech, graphic design, government affairs, media analysis, video editing, news reporting, and fundraising. They also enjoy instructional visits to Capitol Hill, the Leadership Institute, the Clare Boothe Luce Center, Young America's Foundation, among others.

In its second year, MRC's Summer Legal Fellowships, with fellows Holland Johnson and Zachory Langin, advanced vital research on free speech law and AI-bias litigation.

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



32

Interns from
around the country

378

Articles Written

408,622

Website Views of
Published Articles



The summer session featured our largest class of the year with 23 young, conservative students.

Accomplishments



MRC NewsBusters intern **Ashley Taylor's** ABC/ICE exposé cited in White House's "ABC 'News' Is Fake News" press release.



Fox News featured MRC NewsBusters intern **Matthew Seck's** blog debunking MSNBC's Jen Psaki's lies about ICE arresting illegals at immigration hearings.



Interns enhance networking & skills via allied organizations, including a public speaking workshop at the Leadership Institute.



Interns gathered at a welcome luncheon, eagerly listening to MRC President David Bozell.



MRC's summer intern class visited the U.S. Capitol during a field trip.



Interns Lauren Walsh and Isabel Guerrero brainstorm media "pitches" in their weekly Public Relations meeting.



Marketing intern **Regan Keefer** grew MRC's Instagram audience to over 400,000 followers by posting over 150 videos — eight of which exceeded one million views each.



PR intern **Jared Austin's** pitch for an MRC NewsBusters study on ABC, CBS, and NBC's shutdown coverage favoring Democrats secured MRC 12 national media hits.

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IN LOVING MEMORY

MRC Board Member, Karen Buchwald Wright

Through the years, MRC's Board of Directors has been a blessing, a guiding constellation of visionaries whose wisdom and commitment have carried us through every challenge. Without the extraordinary men and women who have served on this Board, the MRC would not stand as the steadfast voice for truth it is today. Their counsel has been our compass, steering us toward greater impact and purpose.

Among those extraordinary leaders was our dear friend and Board member Karen Buchwald Wright, who passed away on Oct. 15, 2025, at age 71, after a courageous and faithful battle with cancer. Her loss is deeply felt by the MRC family and the nation she served so devotedly.

"Her generosity was extraordinary. But the kindness she showed everyone, and the affection she held for everyone in our MRC family — I know: she told me — was boundless. If there were a half-staff day of mourning tradition at the MRC, today would be that day."

—L. BRENT BOZELL III, Wrote to MRC Staff

Karen was an incredible mother to her sons, Alex, Hunter, Andrew, and Sam, and a loving grandmother to several grandchildren. She is survived by her husband Tom, her mother Maureen, and many friends who cherished her deeply. She was preceded in death in 2021 by her son Hunter, who fought his own brave battle against cancer.

Born on the Fourth of July in Mount Vernon, Ohio, the namesake of George Washington's historic home, it is as if Providence itself marked her for a life of patriotic devotion. Her love for liberty and faith in America's promise burned bright throughout her 71 remarkable years.

Her father, Jim Buchwald, founded Ariel Corporation in 1966 and designed a revolutionary gas compressor in his basement. In 2001, Karen became president and chief executive officer, transforming that family startup into a global leader in energy technology, a living testament to her ingenuity, discipline, and belief in American exceptionalism.

As chairman and founder of The Ariel Foundation, she poured her generosity into parks, education, the arts, historic preservation, youth programs, and the revitalization of her beloved Mount Vernon.

A 2018 recipient of National Review's William F. Buckley Jr. Prize for Leadership in Supporting Liberty, Karen was celebrated as one of the most consequential conservative philanthropists of our time. Her compassion and civic devotion were praised far and wide, from national organizations to her hometown newspapers, the Mount Vernon News and Knox Pages. Her gifts to education, cancer research, and local preservation projects, including the Karen Buchwald Wright Reading Room at George Washington's Mount Vernon, will enrich generations to come.

For more than 20 years, Karen stood shoulder to shoulder with the MRC, first as a loyal donor, then as a trustee, and since 2020 as a dedicated member of our Board of Directors. She was a joy to work alongside, wise, gracious, and always focused on the mission. Her counsel, insight, and enthusiasm strengthened our research, expanded our reach, and solidified our standing as America's premier media watchdog.

On a personal note, Karen convinced me that I could take up the mantle from my father, just as she had from hers. She reminded me that leadership is not inherited, it is earned — and that the best way to honor those who came before us is to keep building boldly for the future. That wisdom has stayed with me every day.

Every study, every exposé, every success story bears her mark. Because of Karen's leadership and generosity, the impact of your support has grown exponentially, fueling new victories for truth and accountability.

Karen will forever be part of the MRC, her legacy woven into everything we do and everything we will accomplish.

Our loss is Heaven's gain. May her kind and generous spirit shine eternal.

† JULY 4, 1954 - OCTOBER 15, 2025

David Bozell
President

MRC'S Cruise to Norway

i

6
Cruise Stops

77
Patriotic Guests

13
Special Speakers

17
Sessions

Everyone boarded with high spirits for MRC's "2025 Cruise to Norway," Aug. 30–Sept 6, on Holland America's *ms Rotterdam*, celebrating the Left's election defeat and the renewed wave of free speech on a ship that definitely tilted a bit starboard.

With a fantastic crowd of MRC stars, conservative luminaries, and guests, the week featured top-notch amenities, nonstop fun, gourmet dining, and lively panels, from the media's war on Trump to ensuring NPR & PBS never get another taxpayer dime.

But it wasn't all talk. Highlights included an exclusive screening of the faith-based documentary *Standing Against the World*, introduced by actor Kevin Sorbo, who hosts and appears in it.

Sailing from Rotterdam to Amsterdam with stunning stops in Oslo, Mandal, Sandnessjøen, and Skjolden, everyone soaked up breathtaking North Sea views and majestic Norwegian fjords.

GUEST SPEAKERS



Brent Bozell
Founder &
President Emeritus



David Bozell
President



Kevin Sorbo
Actor & Producer

MRC's "2025 Cruise to Norway" delivered invigorating chats, laughs, relaxation, & zero left-wingers!



Sam Sorbo
Actor, Producer, &
Education Advocate



Lt. Col. Allen West
Former Florida
Congressman



Dana Loesch
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& TV Host, Author



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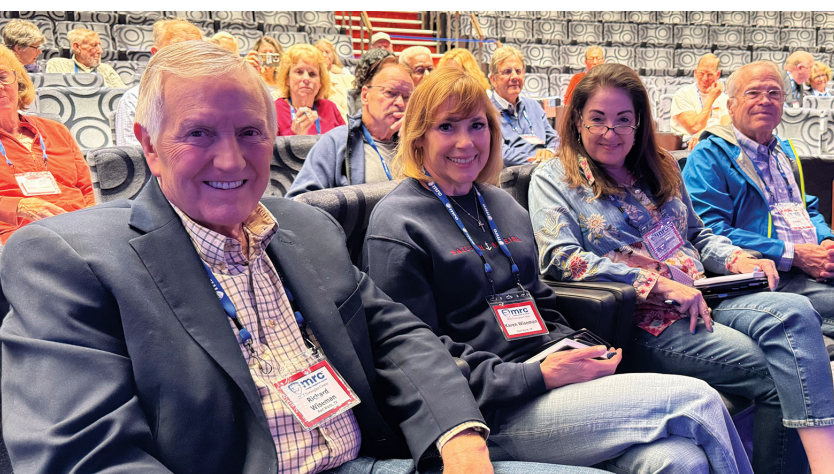


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Why Your Legacy Matters

Becoming a member of the MRC Legacy Society reflects a lasting dedication to America's core principles and time-honored values. Through a planned gift, you help secure the resources that allow the MRC to defend conservative speech, expose the media's left-wing bias, and push back against the growing tide of online censorship.

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Mrs. Karen Buchwald Wright



DONOR TESTIMONIAL

Joe "Jodie" C. Thompson, Jr.

For Jodie Thompson, supporting the Media Research Center has been a lifelong calling.

The son of Joe C. Thompson, founder of 7-Eleven, Jodie helped launch and sustain MRC from its very beginning. When Brent Bozell founded the organization in 1987, Jodie was among the Dallas business leaders who saw the growing danger of media bias and stepped forward to make a difference.

His commitment to MRC has endured through decades of national change and moments of trial. After a difficult season in his life, Jodie chose to make an immediate estate gift to MRC rather than waiting, a gesture of faith and conviction in MRC's mission to safeguard America's future.

For years, Jodie was an insatiable news listener, often waking in the middle of the night to tune in. But in 2017, he finally turned it off for good. The bias had become unbearable. "I just couldn't give the lying media another minute," he said.

That moment only deepened his admiration for MRC, which he credits with exposing the truth, such as the organization's research showing that 92% of media coverage of President Trump's first 100 days was negative.

At a recent MRC dinner in Dallas, Jodie was recognized for his remarkable longevity of support. MRC President David Bozell joked that Jodie's support goes back so far that "our database doesn't even reach it." The room erupted in laughter, but it was true. Jodie has stood shoulder to shoulder with MRC for nearly four decades.

That night, Jodie reminded everyone that while public trust in the media has collapsed, the threat remains real. "The media still control what people see and hear," he said. "They still shape elections and outcomes."

Without MRC, Jodie believes, the country would look very different. "MRC's work has broken the monopoly, built an informed public, and delivered real victories, like defunding NPR and PBS."

Through seasons of joy and seasons of loss, Jodie's faithfulness to MRC reflects not just belief in a cause, but belief in the people who carry it forward. His generosity, counsel, and friendship have strengthened MRC in ways that can never be measured.

In choosing to make his estate gift during his lifetime, Jodie set an example of living patriotism—an act of love for both his country and its future. As one of MRC's founding supporters, he has stood firm from the start. In his own words:

"MRC's work matters more now than ever."

—JODIE C. THOMPSON JR.

Thank you for a great 2025!

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

15,903

Donors

39,417

Donations

MRC Is Everywhere

MRC's impact in 2025 is evident in the numbers that reflect our reach, influence, and the scale of our work. These metrics offer a snapshot of how widely our research, videos, investigations, and analysis resonated across television, radio, digital platforms, and social media. They also highlight the strength of MRC's unmatched news archive and our leadership in documenting media bias and defending free speech. Together, the results illustrate a year of measurable, mission-driven success.

MRC TV & Podcast Appearances



David Bozell, MRC President



Dan Schneider, Vice President, MRC Free Speech America & Government Affairs



Tim Graham, Executive Editor, MRC NewsBusters



Curtis Houck, Managing Editor, MRC NewsBusters



Bill D'Agostino, Research Analyst & Video Editor, MRC NewsBusters



Justine Brooke Murray, Content Creator, MRC Video - Anderlik Fellow



"We're going to look for media bias anywhere and everywhere we need to go look," said **David Bozell**, the president of M.R.C., in an interview. "Late night included."



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



Inside the Numbers

2.5 Billion

2025 Reach/Impressions

1.1 Billion

Total MRC video views in 2025

16.5 Million

Subscribers and Followers

1.9 Million

Average monthly website page views

1.04 Million+

Hours of news programming archived by MRC since 1987

MRC Social Media Value*

\$14,429,986

*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 Across Major Outlets



WSJ



The Washington Post

The Washington Times



The New York Times

Forbes



Financial Report

STATEMENT OF ACTIVITIES*

For the Year Ended Dec. 31, 2025

REVENUE AND SUPPORT	TOTAL 2025
Contributions	\$11,886,016
Advertising Income	\$82,686
Other Revenue	\$58,823
Sub-Total	\$12,027,525
Investment Interest	\$218,278
Unrealized Gain/Loss	\$1,064,778
Total Revenue and Support	\$13,310,581
 PROGRAM SERVICES EXPENSES	
MRC NewsBusters	\$4,047,803
MRC Free Speech America	\$3,327,696
MRC Video	\$2,611,012
Youth Education & Internship Program	\$376,616
Total Program Services	\$10,363,127
 SUPPORT SERVICES	
Resource Development	\$1,030,696
General and Administrative	\$1,576,655
Total Support Services	\$2,607,351
 TOTAL EXPENSES	\$12,970,478
Change in Net Assets	\$340,103
Net Assets – January 1, 2025	\$6,784,278
Net Assets – December 31, 2025	\$7,124,381

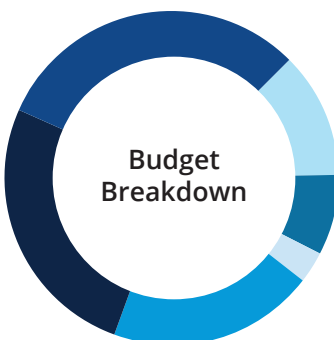
STATEMENT OF FINANCIAL POSITION*

Dec. 31, 2025

ASSETS	TOTAL 2025
Cash	\$1,569,770
Accounts Receivable	\$205,954
Deposit	\$213,460
Prepaid Expense/Other	\$84,623
Total Current Assets	\$2,073,807
Investments	\$7,537,476
Investment – Deferred Compensation	\$1,478,138
Property and Equipment – Net	\$541,637
Operating Lease ROU Asset	\$6,239,264
Total Assets	\$17,870,322
 LIABILITIES AND NET ASSETS	
Accounts Payable	\$180,941
Accrued Expenses	\$908,106
Accrued Benefit Expense	\$482,786
Deferred Compensation	\$1,703,788
Deferred Annuity Revenue	\$358,607
Total Liabilities	\$3,634,228
Operating Lease Liability	\$7,111,713
Net Assets Unrestricted	\$7,124,381
 TOTAL LIABILITIES AND NET ASSETS	\$17,870,322

*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.

● MRC NewsBusters	31%
● MRC Free Speech America	26%
● MRC Video	20%



● Youth Education & Intern Program ...	3%
● Resource Development	8%
● General and Administrative	12%



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

2222

Date: _____

Pay to the order of: _____ \$ _____
dollars

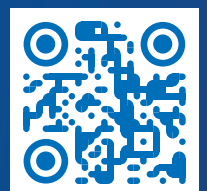
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NUMBER** **ACCOUNT
NUMBER** **CHECK
NUMBER**

Want to contribute? Return the enclosed envelope or scan the QR code to donate online.





2340 Dulles Corner Blvd., Suite 1000, Herndon, VA 20171 | (800) 672-1423 | (571) 267-3500

MRC.ORG | NEWSBUSTERS.ORG | MRCFREESPEECHAMERICA.ORG | MRCVIDEO.ORG

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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