Brent Bozell’s New Book, Unmasked, Exposes The Liberal Media’s Campaign to Destroy Trump

In their new book, Unmasked: Big Media’s War Against Trump, MRC President Brent Bozell and NewsBusters Executive Editor Tim Graham document and expose the leftist media’s war against President Donald Trump, a scorched-earth campaign that started when he announced his candidacy in 2015.

The book, which condemns the press with its own words, proves that the liberal media are not objective, fair, or balanced. They are aggressive and a threat to democracy. They want to destroy a president but they are destroying themselves in the process.

“What makes Unmasked so devastating is that the evidence it provides is irrefutable,” said Sen. Mike Lee (R-Utah). “Conservatives must read this book.”

Below is an excerpt from the book’s Afterword, The Top Ten: Who Hates Trump The Most?

Who are the biggest Trump bashers in the press? ... This list is subjective, of course, but reflects what we believe and what our colleagues have suggested are those whose minds go into Spontaneous Combustion mode at the mere thought of Donald Trump as their Commander-in-Chief. ...

#10 — Brian Williams, MSNBC. How does this disgrace still host a nightly show and serve as a “Breaking News” anchorman? When he’s gone he’ll be remembered for one thing only: lying. That, of course, does not disqualify you from anchoring a news program at MSNBC, and so there he sits, in all his puppy-dog-looking glory, breaking the important news of the day. ...

#9 — Brian Stelter, CNN. Stelter hosts Reliable Sources, which is billed as a show analyzing the media. It’s not. It’s a weekly Red Alert! to warn CNN’s viewers that Trump is a dictator who wants to shut down the free press while on the road to perdition. The lectures are endless and obnoxious. When he’s not attacking the president for lying, he’s questioning his mental state of mind. “Will President Trump deny reality on a daily basis? Will he make up his own false facts and fake stats? What will the consequences be?”

In the course of passing judgment on what does and doesn’t constitute truth, Stelter sounds like he’s about to wet his pants over Trump. He asks journalists, “Is the Trump presidency a criminal presidency?” And “Are we living through a national emergency?” Only on CNN could a man like this be given a show called Reliable Sources.

#7 — Philip Rucker, Washington Post. Rucker is identified as White House Bureau Chief during his regular
were wearing shirts that said ‘I hate black people,’
would he be okay to say ‘Don’t come into my place with
that?’” In 2018, he said Obama was much more popular
than Trump because “America at her best by her nature
leads with her heart, not her hate.” No opinion there.

Steve Allen
and Johnny Carson hosted
The Tonight Show
and both
regularly teased politicians on both sides of the political
divide, yet neither ever showed his political
colors. They were pros. And by God they
were funny! Today’s late night comedians
are the polar opposite…. They represent
and reflect an industry that despises Trump
—from Bill Maher comparing the president
to a “terrorist,” a “dangerous menace,”
and “drug-resistant super gonorrhea,” to
Jimmy Kimmel asking a porn star about the
president’s penis size to Stephen Colbert
calling Trump the “presi-dunce” and “prick-
tator” who “eats human flesh” to Samantha
Bee calling the president’s daughter a “feckless cunt.”

They’re not journalists, but they have great
cultural influence, and deserve a slot high on this list.

Joe Scarborough & Mika Brzezinski, MSNBC.
If these two were conservatives they’d generate their
own weekly Saturday Night Live mockery. The former
conservative Republican congressman is “former” in
every sense. He’s no longer in Congress, he’s formally
and most publicly quit the GOP, and he’s stopped
pretending he’s on the right. Mika is Mika is Mika: We
all await the first memorable thought coming from this
woman. Mr. and Mrs. are true ideological chameleons
whose colors change effortlessly to blend with their

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MSNBC appearances, which are a mockery of objective
journalism. His front-page “news” reports regularly read
like editorials. Trump’s scandals stink, so Rucker wrote
about his foreign policy: “For Trump, each bold stroke
is like a spritz of Febreze on his narrative of domestic
scandal.” ... He can’t wait to be appointed a columnist.
He’s doing it now, with a White House press pass.

Chris Matthews, MSNBC. No one can quite cap-
tures the careening swings of liberal excess
on cable TV quite like Matthews, who ef-
fortlessly lurches from the Obama leg-thrill
ovations to the Trump spit-drooling rages.
His metaphors are regularly as incoherent
as he’s unhinged. He’s compared the Trumps
to the Romanovs — the Russian royal family
slaughtered by the communists. (Who are
the communists in his scenario? Are they
going to kill Trump and Melania and the
kids?) He’s suggested Trump’s grown children
— Donald Jr., Ivanka, and Eric — are like
Saddam Hussein’s murderous sons Uday and Qusay. He’s
even suggested that perhaps President Trump should kill
Jared Kushner: “You know, one good thing Mussolini did
was execute his son-in-law.”

Chris Cuomo, CNN. ... [N]o observer outside of
CNN with the IQ of a potato will take this man seriously.
Cuomo evinces a strange disconnect with reality. He’s
claimed to Rolling Stone that, “You are rarely hearing
my opinion on television.” And yet he bashes Trump and
his voters on a daily basis. In one chat with Don Lemon
in 2019, he supported a chef who banned people wearing
Making America Great Again hats from his restaurant. “I
think the more appropriate analogy to say is, if people

MRC data on the relentlessly negative coverage of President Trump by ABC, CBS, and NBC were carried by Fox News Channel,
conservative talk radio and social media, and were cited by the White House.

There’s just so
much annoyance
a man can take
from a boring
clown.

Unmasked about Jim Acosta
position du jour. ... Today they are the perfect launch pad for MSNBC’s daily left wing character assassination campaign against the president, smug in their hypocrisy.

Scarborough has claimed “sources” told him Trump was suffering from the “early stages of dementia,” and smeared his supporters as frenzied fascists looking “like a Mussolini rally.” He said Trump’s separation of illegally immigrating parents and children were “just like the Nazis,” and this “tyrannical president” had “used Stalinist barbs to attack the free press.” Days before the midterm election, the new Mrs. Scarborough lectured, “If you want a slight check on this man and his unrelenting race to the finish here to make sure he can continue destroying this country, you might want to vote all ‘D,’ even if it’s not your party this time around.”

#1 — Jim Acosta, CNN. CNN’s Chief White House Correspondent Jim Acosta is our winner. ... No man in the world of journalism has made a mockery of his profession quite like this man. He lives to be obnoxious. Not contrarian, mind you, not the probing reporter who plays devil’s advocate to force his target to defend his position. There’s something admirable about that technique if that’s the purpose. Not so Acosta. He lives to heckle. His goal is not to produce headlines of substance but to be the headline, much to the delight of his floundering network that will do anything for attention. If it means mangling the facts while he yells at a White House official — like suggesting to presidential aide Stephen Miller that the only foreign nations that speak English are Great Britain and Australia — or flat-out disrupting a press conference, like when he tussled with a White House intern to hold on to the microphone, refusing to obey instructions from the president and cede the floor to his colleagues, Acosta will do it.

There was a reason Team Trump took the unprecedented action of publicly revoking his White House credentials. There’s just so much annoyance a man can take from a boring clown. CNN sued, and the White House relented. It shouldn’t have. Freedom of the press includes the right to open a seat in the press room for a real journalist. Acosta will keep his look-at-me-look-at-me routine going, but we think he’s worn out his welcome. He certainly has with Trump’s MAGA army that heckles him everywhere he shows his face, which in turn makes him pout and complain to his CNN snowflakes.

“Honestly, it felt like we weren’t in America anymore. I don’t know how to put it any more plainly than that.” Lost on him was the fact that they are exercising their freedom of speech, something arrogant journalists like Acosta believe is a right belonging only to themselves.
‘No President, Not Even Ronald Reagan, Has Gone Through This’ Media Onslaught

MRC President Brent Bozell discusses his new book, *Unmasked: Big Media’s War Against Trump*

**WATCHDOG:** Why did you write *Unmasked*?

**BOZELL:** This is the most aggressively hostile press any public leader has faced in the history of the Republic. It is important for the public to understand that the news media as an institution is almost dead. The so-called mainstream media no longer exist. There’s nothing mainstream about an institution that is trying to destroy a president. We felt it was important to document that, so we did.

**WATCHDOG:** Do you think the liberal media bias is much worse than what happened to Ronald Reagan?

**BOZELL:** Yes. Every Republican in modern history has complained about the press. Republicans have had a reason to complain. But even when you look back at Ronald Reagan there was, by and large, a level of respect, and there was, by and large, some degree of affection. This is a press that hates, personally hates Donald Trump. This man could find the cure for AIDS and they’d attack him for not finding the cure for cancer. There’s nothing he can do — nothing — that he will get positive coverage for.

This is why, every single moment, we do an analysis and the coverage every single month is 89%, 91%, 94% negative — every single month. That tells you there’s no attempt at objectivity here. Some networks, like CNN, are absolutely obsessed with taking him down. No president, not even Ronald Reagan, has ever gone through this.

At the same time, we have to be fair. Trump brings a lot of this on himself sometimes with his personality, with unnecessary attacks he makes on people. He’s not perfect either. But what is out there is one hell of an accomplished record in his first term. You can’t argue the economy. The numbers are there. When you see these successes, they are deliberately ignored by the press. He is not getting a fair shake.

**WATCHDOG:** Trump’s criticism of the liberal press is something conservatives have always wanted Republicans to do. Do you think Trump’s attacks on the press have been successful and in what way have they helped or hurt conservatives or Republicans?

**BOZELL:** The reality is that Republicans, when attacked by the press, they run for the tall grass. They are too afraid to respond because they’re belief is, if they are hit once and they respond, they’ll be hit again. No one wants to be punched a second time. Ronald Reagan was able to defeat the press by rising above them. In Donald Trump’s case, he did it by taking his gloves off. It is like a hockey rink slugfest. But in every single fight, Donald Trump has come out the winner.

He politically understood something that so many Republicans don’t understand, which is that no matter how low his approval ratings must be, the media’s ratings are lower. So, it’s an unfair fight. He wins that fight every single time. … The advantage that Trump has that his predecessors did not have is the ability to use social media, which he mastered.

Many people do not fully recognize that the last three presidential campaigns were decided on social media. Obama won with Facebook twice and Trump won with Twitter. CBS would report something and Trump would hammer back on Twitter. When he has a following of 60 million and CNN has a nightly audience of 767,000, it’s an unfair fight.

**WATCHDOG:** President Trump often calls the liberal media the ‘enemy of the American people.’ Do you agree with that assessment?

**BOZELL:** Well, it’s a little tough. I wouldn’t say that. I believe they are the enemy of the conservative movement. I think
they despise many conservatives personally. I think they have disdain for conservatives in general. I would call them the enemy of American exceptionalism. They don’t believe in that, and they are on the far left of American politics. They aren’t liberals; they’re on the far left, in the Obama camp. They believe that America needs to be taken down a couple notches. They have no problem in giving aid and comfort to that idea — and that’s what the president means when he says they are the enemy of the American people.

**WATCHDOG:** Do you think Donald Trump is the most pro-life president of the last, say, 60 years?

**BOZELL:** I think it’s stunning because this topic comes in the “who’d of thunk” category. Donald Trump was a supporter of abortion, a funder of the abortion machine in supporting candidates like Hillary Clinton and Planned Parenthood. He said he was going to be a pro-life president. We argue in this book that he’s the most pro-life president in history. Think about these things: No president, no nominee of the Republican Party has ever stated he would name pro-life Supreme Court justices — not one, not even Ronald Reagan said that. Donald Trump was the first one to publicly pledge to put a pro-life Supreme Court justice on the bench. He said it over and over and over again. Then he came through with a list of 20 pro-lifers, from which he was going to draw from, not just at the top but also district courts. On that score he has surpassed everyone. No president — and this always bothered me — has ever addressed the Right to Life March, unless it was taking a phone call, which is rather insulting. In his first year, Trump sent his vice president to come. He also sent Kellyanne Conway. Last year, he spoke to them. No president’s ever done that before. If I look at his record, his record matches his rhetoric. Since Roe v. Wade was passed in 1973 there has been no Republican president with his track record on pro-life.

**WATCHDOG:** What do you think about the future of the media in America?

**BOZELL:** I don’t see how they walk it back. They are comfortable in this [attack] mode. They’re comfortable in this new role of so-called journalism. If they succeed, they will be emboldened to continue with their socialist crusade. If they fail, then they will just double down and try harder. I don’t see anybody in the press saying, ‘we went too far, we need to go back to being reporters.’ CNN has proven, beyond a shadow of a doubt, they would rather go out of business than get back to the business of journalism. When you’re down to 767,000 people in primetime, that’s 0.2% of the American people. But they’d rather be there than give Trump a fair shake. That’s half of it. The other half is technology. The broadcast networks especially, I think will be toast. They’re already toast. When was the last time anybody — is Nightline still on? The last time I saw it was about 15 years ago. It was the show to watch 15 years ago, discussing the important issues of the day. That’s how irrelevant those shows are. All the magazine shows are gone. The morning shows are irrelevant as news media. It’s all fluff, celebrities, nonsense. If it bleeds, it leads. It’s embarrassing. No one’s reporting news; it’s information now. It’s very troubling. How can a democracy operate without news? If you don’t have an educated public, how can you have democracy? I don’t think you can.
PRAISE FOR
Unmasked: Big Media’s War Against Trump

“Objective journalism is dead. Today’s leftist ‘news’ media are activist hacks working relentlessly to destroy conservatism, to literally eliminate it — and the people who live and believe in it. Everywhere they can, they want to bury it and us. Think that’s too harsh? You better read Unmasked.”

RUSH LIMBAUGH

“Brent Bozell and Tim Graham document the war on the president — the media’s abandonment of even a pretext of impartiality — in a must read for every American.

RON ROBINSON
president of Young America’s Foundation

“Thoroughly documents the establishment media’s dishonest and hypocritical anti-Trump activism. As Unmasked highlights, Americans deserve an honest media that will tell the truth about the Swamp.”

TOM FITTON
president of Judicial Watch

“The liberal media will fear Unmasked. But to the rest of America, Unmasked is a much needed tonic of truth and facts the left so fears in Brent Bozell and his years of exposing the lies of the liberal media.”

CRAIG SHIRLEY
New York Times bestselling author

“Unmasked is a carefully documented analysis of how the media, and their Hollywood allies, have been at war against Donald Trump from the get-go. What has sent them over the edge, as the authors make plain, is their utter failure to convince the public that they’re right. Bozell and Graham have hit this one out of the park, dazzling the reader with indisputable evidence.”

BILL DONOHUE
president of Catholic League for Religious and Civil Rights

“Unmasked is a vitally important and timely book that exposes the massive propaganda attack designed to undermine and even topple a duly elected president and his administration.”

EDWIN MEESE
former Attorney General under Ronald Reagan
“Brent Bozell and I have fought together in the trenches for many, many years. He’s an indispensable warrior in the cause of liberty and against the arrogant elites in the press.”

MARK R. LEVIN

“Every conservative must read Unmasked — a crucial tool to counter the left in the ongoing battle to save our country and restore freedom in America.”

DAVID MCINTOSH

president of the Club for Growth

“Brent Bozell has been exposing the media’s shameless liberal bias for more than thirty years. But it’s never been worse out there than it is under President Trump. Bozell shows how the ‘objective’ press has crossed every line, erased every boundary, and avoided every ounce of decency in going after this president.”

ADAM BRANDON

president of FreedomWorks

“Brent Bozell and Tim Graham unmask the news media, clearly revealing that they have become the opposition party to constitutional governance.”

TONY PERKINS

president of Family Research Center

“Unmasked exposes just how close to the brink America has come”.

CHARLIE DANIELS

Singer, songwriter, nationally syndicated columnist

“The ‘objective’ press is constantly tilting the field of politics, engaging in all kinds of unsportsmanlike conduct. What makes Unmasked so devastating is that the evidence it provides is irrefutable. Conservatives must read this book.”

SENATOR MIKE LEE (R-Utah)
Hollywood Ridicules and Attacks Trump

Some of the worst Tinseltown smears of the president, his family, and his supporters excerpted from the new book, *Unmasked: Big Media’s War Against Trump*

“Donald Trump has been saying he will run for president as a Republican, which is surprising because I just assumed he was running as a joke.”
— NBC’S SETH MEYERS

“You just elected the swamp! You gave the swamp total control. You are a fool. You didn’t do the math. Putin celebrates your ignorance.”
— DIRECTOR JUDD APATOW

“There’s not going to be a President Donald Trump. It’s not going to happen. Fear is not going to be something that drives our country.”
— GEORGE CLOONEY

“He will never be president!”
— ROSIE O’DONNELL

“Somewhere tonight there’s a little, racist, narcissistic, woman-hating, Jew-baiting kid who now knows that he can grow up to be president.”
— ACTOR JOSH MALINA

“Dear Muslim, Mexican, immigrant, refugee, handicapped, black, gay, female human beings, & also dear Earth… you are not forgotten. Promise.”
— ACTRESS CONNIE BRITTON, post-election

“We refuse to accept a fascist America! The presidency of Donald Trump is illegitimate. By any definition, Donald Trump is a fascist.”
— Ad excerpt in Washington Post, signed by Ed Asner, Debra Messing, Rosie O’Donnell, Michael Shannon

“Mr. President, I love your presidency, I call it ‘Disgrace The Nation’. … In fact, the only thing your mouth is good for is being Vladimir Putin’s cock holster.”
— CBS’S STEPHEN COLBERT