



Creating a Media Culture in America Where Truth and Liberty Flourish

RUSH LIMBAUGH

The Greatest Conservative Voice in America for 33 Years

Rush Limbaugh (1951-2021) epitomized the American dream. He understood the tremendous opportunity this country offers to people. If you work hard, learn from failure, and keep chasing your dreams, you can achieve great things, sometimes tremendous, historical, nation-changing accomplishments.

There is no doubt that Rush did that. He will be in the history books forever.

His love for America was real, as were his conservative beliefs. That authenticity is what resonated with millions of Americans — 27 million every week! — and made his talk radio program No. 1 in the nation for decades.

Rush's impact on the country, on politics and culture, on the media, and on the minds and hearts of millions cannot be underestimated, despite the lies of the leftist press that relentlessly smeared him and tried to destroy him. Simply, Rush was the most powerful and influential conservative in the nation for 33 years. No one could match him, and his enemies couldn't stop him. He was a warrior to the end.

Although he came from a prominent political family in Cape Girardeau, Mo., Rush, like most Americans, did not go to college (he actually left after two semesters). His mother said, "He just didn't seem interested in anything except radio."

Rush started working in radio at age 16. In the 1970s and early 1980s, Rush worked at several

stations, was fired a couple times, and then in 1988 he landed a national spot at WABC in New York City.

This was fortuitous because in late 1987 the FCC under President Ronald Reagan ended the so-called Fairness Doctrine. That policy had required public

airwave news media to provide coverage to both sides when controversial stories were reported. In practice, the leftist press used it to censor authentic conservative voices: government-enforced liberal media bias.

It was perfect timing for Rush and conservatives. As the *Wall Street Journal* wrote, "Ronald Reagan tore down this wall [the Fairness Doctrine] in 1987 ... and Rush Limbaugh was the first man to proclaim himself liberated from the East Germany of liberal media domination."

From that point, Rush's national radio program grew rapidly. Rush was so popular with the American people that by 1990 he was making

personal appearances across the country. He had more listeners than any other talk show host in America. Eventually, more than 600 radio stations carried his program.

"When Rush began his nationally syndicated radio show, the liberal media monopolized television news, and his show became an oasis and a lifeline for millions who felt their voices had been ignored," said author David Limbaugh, Rush's younger brother. "He gave them a sense of community, as they came to realize that the

Continued on page 2



Rush H. Limbaugh III (01/12/1951- 02/17/2021)
"The Greatest of All Time" and beloved friend of
L. Brent Bozell III and the Media Research Center

principles they believed in, their love for America and its founding ideas, were still commonly held.”

Rush was “a respite from the message of negativity and moral chaos emanating from liberal America every day,” said David, adding that “no one has done more to bring conservatism into the mainstream of American life.”

Rush’s long-time call screener “Bo Snerdley” (James Golden) told *Hannity*, “When Rush began his career, there were 1,200 radio stations roughly doing the talk-radio format. Today, there are over 12,000. The number of print, conservative publications, very few. Today, it’s a flourishing market. There was no Fox TV. There



James Golden, a.k.a. “Bo Snerdly,” was Rush’s long-time call screener, on-air sidekick, and friend.

was nowhere on TV that you could get conservative ideology, that you could get the values that represent what most Americans believe until Rush.”

“He changed the media,” said Snerdley. “He changed the landscape. Rush Limbaugh’s radio show grew for over 30 years. This is unheard of.”

Rush’s rising tide lifted all conservative boats. His unmatched voice, his articulation of conservative ideas, laced with humor, helped conservative politicians, writers, activists, think tanks, and conservative groups across the board, including the Media Research Center.

As a surprise guest at the 2004 MRC gala, Rush explained that he first heard about the MRC through a story in *National Review* in 1987, after which he started using MRC research to prepare for his daily show. “So much progress is being made and one of the reasons is Brent Bozell and the Media Research Center documenting what [liberal journalists do],” Rush told the audience. “In my case, I would not be able to do what I do were it not for people like Brent.”

Rush added that humor “is the way to reach more people. Preaching doesn’t accomplish it, but, boy, the way the Media Research Center does it with evenings like this, and what they publish, makes all the difference in the world.”

Rush was kind enough to also speak at the MRC’s 30th Annual Gala in 2017. As I said then, “without this man, El Rushbo, we wouldn’t be here tonight,” and “were it not for talk radio, the conservative movement would not exist today.”

That was not hyperbole. Thanks to Rush, the MRC message reached millions of Americans. Almost every day, Rush cited or quoted from one of the MRC divisions, a NewsBusters blog, or a CNS News story. That spread the truth about liberal media bias and introduced millions of new readers to our cause. And Rush did this for countless conservative organizations.

He lifted us all up – not just us who are in the movement but the countless American conservatives across the land. He kept us smiling and he kept us fighting, and he did it for 33 years! There was no one like him, no one who could match him.

“Conservative media of today, without question, exists because of Rush Limbaugh’s role as the founding father,” said Jeffrey Lord. “There is a long list of others who had a role in its creation, but without doubt it was Rush who started the conservative media revolution.”

“Those of us in the world of conservative media will never forget that we are here because Rush Limbaugh had the vision and the courage to sit down behind that golden EIB microphone and speak his mind,” added Lord.

To which I say, “Mega-Dittos!”

We miss you, Rush. May God love you and keep you, and comfort your wonderful wife, Kathryn, and your family.

To support the MRC in its mission of battling the leftist media, send your most generous gift today using the reply card and envelope enclosed with this newsletter. Thank you.

Sincerely,

L. Brent Bozell III
Founder and President



Rush at MRC’s 20th Anniversary Gala in 2007



RUSH LIMBAUGH ★ AMERICA'S ANCHORMAN

Rush Limbaugh, who often said his talent was “on loan from God,” lived the American dream. He started working in radio in the 1960s at age 16, launched the *Rush Limbaugh Show* in 1988, and held the No. 1 spot in talk radio for decades. At the time he died, Rush was heard on more than 600 stations by up to 27 million people each week. Rush worked extremely hard and his contribution to the country and broadcasting history proves it. Below are some of Rush’s accomplishments over the years. (Courtesy: Rushlimbaugh.com)

- Awarded the Presidential Medal of Freedom by President Donald Trump (2020)
- Five-time winner of the National Association of Broadcasters Marconi Award for “Excellence in Syndicated and Network Broadcasting”
- Children’s Choice Author of the Year, *Rush Revere and the Brave Pilgrims* (2014)
- Author of *The Limbaugh Letter*, the most widely read political newsletter in the country
- Author of #1 *New York Times* bestselling *Adventures of Rush Revere Series*, including *Rush Revere and the Brave Pilgrims*, *The First Patriots*, *The American Revolution*, *The Star-Spangled Banner*, and *The Presidency*
- Author of two #1 *New York Times* best-selling books, *The Way Things Ought to Be* and *See, I Told You So*, which have sold nearly 10 million copies. Additionally, *See, I Told You So* set an American publishing record
- Inducted into the Radio Hall of Fame in Chicago in 1993
- Inducted into the National Association of Broadcasters Hall of Fame in 1998
- Inducted into the Hall of Famous Missourians at the State Capitol building in Jefferson City on May 14, 2012
- Hosted *Rush Limbaugh – The Television Show* in New York from 1992 through 1996
- Received a personal letter from President Ronald Reagan thanking him and naming him the “Number One voice for conservatism in our Country”
- Invited to stay in the Lincoln Bedroom in the White House by President George H. W. Bush
- Honorary Member of the Republican Freshman Class of 1995 House of Representatives
- Barbara Walters’ “10 Most Fascinating People” (2008)
- *Time* magazine’s “100 Most Influential People in the World” (2009)
- *Forbes* magazine’s “50 Most Powerful Celebrities in the United States,” numerous years (#19 in 2010)
- Awarded the “William F. Buckley, Jr. Award for Media Excellence” by the Media Research Center (2007)
- Received CPAC’s “Defender of the Constitution Award” (2009)
- Named the *Human Events* “Man of the Year” (2007)
- The Giving Back Fund’s “10 Most Generous Celebrities” for contributions to charities and individuals, such as the Marine Corps – Law Enforcement Foundation
- Hosted an annual radio Cure-a-thon to benefit research done by the Leukemia & Lymphoma Society (LLS) — raising over \$47 million to date
- Miss America Pageant Judge 2010
- Guest Television appearances include *Nightline with Ted Koppel*, *CrossFire*, *Good Morning America*, *CBS This Morning*, *Today show*, *The Phil Donahue Show*, *The Late Show with David Letterman*, *The Tonight Show*, *This Week with David Brinkley*, *Meet the Press with Tim Russert*, and *The Drew Carey Show*. Starred as himself in the popular network sitcoms *Family Guy* and *Hearts Afire*
- Profiled on CBS’s *60 Minutes*, ABC’s *20/20* and in numerous publications including *U.S. News and World Report*, *Newsweek*, *National Review*, *Time* magazine, *The New York Times Magazine* and *USA Weekend*

— Partial listing

A portrait of Rush H. Limbaugh III, a man with grey hair, wearing a white dress shirt and a patterned tie, standing with his arms crossed in front of an American flag.

CONSERVATIVES SAY GOODBYE TO RUSH LIMBAUGH, **The 'Greatest Radio**

"The great Rush Limbaugh has passed away to a better place, free from physical pain and hostility. His honor, courage, strength, and loyalty will never be replaced. Rush was a patriot, a defender of Liberty, and someone who believed in all the greatness our Country stands for. Rush was a friend to myself and millions of Americans — a guiding light with the ability to see the truth and paint vivid pictures over the airwaves. Melania and I express our deepest condolences to his wonderful wife, Kathryn, his family, and all of his dedicated fans. He will be missed greatly."

— **President Donald Trump**

"Rush rose as a pioneer of talk radio starting in the 1980s, and was a friend throughout my presidency. While he was brash, at times controversial, and always opinionated, he spoke his mind as a voice for millions of Americans and approached each day with gusto. As he battled hearing loss and cancer late in life,

he was sustained by the support of friends and family, his love of sports and rock and roll, and his belief in God and country. Rush Limbaugh was an indomitable spirit with a big heart, and he will be missed."

— **President George W. Bush**

"I just want him to be remembered the way he should be remembered. A tremendous patriot of this country who refused to accept the attacks that came against this country from within. He refused to accept the ideological changes in this country. He defended the traditions of this country, and he spoke for tens of millions of us and, you know, I've met a lot of smart people in my life, dealt with a lot of smart people, [but] never smarter than Rush, never wiser, and never kinder."

— **Mark Levin**

"Nobody can replace this man.... He was born to do this [talk radio]. Nobody did it better. Nobody will do it better.... He was a great patriot. He fought every single day to make this country a more perfect union and a better place. Over five decades, it was his words, his principles, his ideals, his spirit -- it shaped the soul of a nation."

— **Sean Hannity**

"By demonstrating the huge market for conservative content, Rush opened wide the door to a thriving alternative media infrastructure. Without Rush,

Rush H. Limbaugh III
1951–2021

Host of All Time'

there would be no Fox News, *Drudge Report* or *Daily Wire*. He leaves behind a thousand outlets doing what he once did: explicating conservatism, and fighting back against the predations of a left that seeks institutional and cultural hegemony."

— **Ben Shapiro**

"Rush is the original, self-made conservative media entrepreneur rebel who defied establishment gatekeepers. Always a happy warrior. I'll never forget his kindness over the years. Prayers up!"

— **Michelle Malkin**

"Rush was a patriot and a lion-hearted defender of freedom. He was a conservative leader and media icon who forged a path in radio that had not been tread before, giving a voice to millions of conservatives who listened to his show every day for three decades. Ronald Reagan once called Rush the 'Number One voice for conservatism in our country,' and Rush truly was."

— **Sen. Ted Cruz (R-Texas)**

"Rush Limbaugh. Not many people can say they revolutionized and stayed at the top of an industry the way he did. My condolences to his family."

— **Sen. Rand Paul (R-Ky.)**

"Rush Limbaugh was the voice of conservatism for a generation. He was the most important

broadcaster in the history of radio, who drew millions of conservatives into a national political debate that was trying to leave them behind. He will be deeply missed."

— **Sen. Mike Lee (R-Utah)**

"RIP to a legend and a patriot, Rush Limbaugh was a giant. With his straightforward, simple articulation of conservatism, he inspired millions. He was one-of-a-kind and he will be missed."

— **Sen. Tom Cotton (R-Ark.)**

"Rush Limbaugh was an icon, patriot, and American hero. No one fought harder for freedom and liberty. The greatest radio host of all-time will be missed by millions. God bless his family."

— **Rep. Jim Jordan (R-Ohio)**

"Rush was a giant. We will miss his clarity on the airwaves and the kindness he brought to those around him. We wish his family comfort in these difficult times."

— **Rep. Matt Gaetz (R-Fla.)**

"Rush Limbaugh often said 'I have talent on loan from God.' He understood that our gifts on this earth are not our own — they're a blessing. He shared his gifts with all of us. And we'll miss him dearly."

— **Gov. Kristi Noem (R-S.D.)**

"He has built a legacy that will endure for many generations to come and will continue to inform

our country. Thank you, Rush, for all you have done for this nation. The United States of America is better because of you."

— **Kayleigh McEnany, former White House Press Secretary**

"We don't know who will succeed Rush as America's anchorman, but we know no one will replace him."

— **Florida Gov. Ron DeSantis (R)**

"He was a legend in every sense of the word. He not only gave conservatives a powerful voice, he inspired and encouraged tens of millions of our fellow citizens to embrace ideas that allowed them to achieve the American Dream — in Ronald Reagan's words, to become whatever God intended them to become. Rush helped change America for the better, and his legacy will long outlast those of his detractors."

— **Jenny Beth Martin, Tea Party Patriots**

"A microphone dims for one of the Conservative Movement's loudest voices. He was a true legend. Will never be forgotten."

— **Christian Ziegler, Florida GOP Vice Chairman**

"The conservative movement would not be alive today, but for Rush."

— **L. Brent Bozell III**

We love you, Rush!

Rush's Heartfelt and Humble Thank You

A Special Night at the MRC at the 30th Annual Gala and *DisHonors* Awards in 2017



Near the end of the 30th Anniversary Gala and *DisHonors* Awards at the National Building Museum in Washington, D.C. on Sept. 21, conservative talk-radio legend Rush Limbaugh spoke about how he first heard of the MRC and Brent Bozell in *National Review* magazine, and how it inspired him to educate himself more and more about conservatism and to spread conservative ideas to his audience. That work has been vital and immeasurable. As Brent Bozell said in his introduction of El Rushbo, “without this man, we wouldn’t be here tonight” and “were it not for talk radio, the conservative movement would not exist today.” Below are excerpts from Bozell’s introduction and from Rush Limbaugh’s remarks.

BRENT BOZELL: I’ve known Rush for many, many years. In fact, both of our enterprises are celebrating our 30th anniversaries. Rush has been at our side from the very start, giving oxygen to our work to millions of his followers on a regular basis.... What higher compliment can I give than to say that this man does deserve his own category as the leader of the conservative movement? I shudder to think of a world without him.

RUSH LIMBAUGH: ... So I subscribed to *National Review* and in my first issue — now this is the year Brent started, it’s 1987. In the first issue there was a little three-dot column that began each issue. And there was a line, ‘Brent Bozell at the Media Research Center says,’ and it was some analysis of what’s going on at that time in the media. I said that’s brilliant. Whatever it was, I said it was brilliant. Who is Brent Bozell? I had no idea who Brent Bozell was. And I later found out he was William F. Buckley’s nephew. And that’s how I became aware of all of this.

... I ran into Michael Kingsley at *Crossfire* once. He said, ‘What do you think of media bias?’ I said, ‘I think

it’s impossible not to be biased, Michael. I think it’s absolutely absurd that we tell people who are educated, who are caring, to act like they don’t care. Everybody cares about the outcome.’ He said, ‘That’s brilliant, why don’t you tell your buddy R. Brent Bozo?’ I said, ‘It’s L. Brent Bozell.’ ‘Well, whoever, tell him.’ Brent got on their nerves because they are above criticism. They are above it, you can’t criticize them, you can’t question them. And Brent Bozell and the Media Research Center, and now NewsBusters, are a fundamental element of my show prep every day. And they always have been, they always will be.

... It’s been the greatest thing in the world to be part of the conservative movement, which I consider to be the last chance this country has. And to be here in your 30th anniversary, to be part of this, to be recognized by you, it’s one of the greatest things that has ever happened. I can’t thank you all enough....

But don’t forget, they [liberal media] believe it. They believe [in a leftist agenda]. They’re killing everything they touch, they’re corrupting everything they touch, and they’re destroying it. We laugh at it because we need the relief, but they believe it. And they’re dead serious, they’re dead wrong, they’re dead stupid, they’re brain dead, and they are a problem. And they’ve got to be — in the arena of ideas — they have got to be beaten.

And here again, Brent Bozell. Who knows how many people he is arming with information?...

So a sincere thanks to Brent Bozell and his family, they have been great to me during my entire career, as has most everybody in the movement. And especially you and all the people in my audience. I’ve enjoyed the beauty of success much more than I ever dreamed I would accomplish. I’ve been blessed much more than I ever thought I deserved. And I cannot thank all of you enough.

To Brent Bozell and the Media Research Center, I hope they keep doing this as long as they want to because it’s always going to be needed, worthwhile, entertaining, a great combination.

Thank you all, folks, very much. I love you all.



The Infante Leftist Media Attack Rush, Even in Death

It is said you can judge a man not by his friends, but by his enemies, and that a good man will never have enemies who are anything but petty and childish. The leftist media attacked Rush for his entire career and they always were petty and childish, proving that Rush was a good man. Below are some of the worst smears against Rush, made after he died on Feb. 17.

“[Limbaugh] took white Americans, out there in the hinterlands and fed them a narrative of.... ‘You’re the victim. The black people, the brown people, the women, the feminazis, they’re taking it from you. They’re taking things from you.’ He racialized and he got white Americans to hate the Affordable Care Act. He called President Obama, ‘Barack the Magic Negro,’ and used his black sidekick as a cover to be able to do that outright racist stuff.” — *MSNBC’s Joy Reid*, Feb. 17

“Until the very end, Rush Limbaugh was divisive.... The polarizing host helped pave the way for modern partisan media.... And through the years often used his airwaves as a political weapon where mockery, anger, and insults were commonplace.” — *CBS’ Jim Axelrod*, Feb. 18

“He was not a deep thinker. He was not a thought leader.... He popularized conservative ideas, but he also played a very central role in the derangement of it. So his legacy is

a conservative movement that is, in fact, more dishonest, more open to dishonesty, crueler, dumber than it was before.” — *Bulwark Editor Charlie Sykes*, Feb. 17

“Rush Limbaugh, Bigoted King of Talk Radio, Dies at 70.” — *Huffington Post*, Feb. 17

“Few media stars were as crucial in making disinformation, false rumors and fringe ideas the right’s new reality.... Mr. Limbaugh’s recklessness with the truth and lack of any evident concern for the danger posed by feeding paranoia on the right served him well once Mr. Trump became the Republican nominee in 2016 and later the president.” — *New York Times reporter Jeremy Peters*, Feb. 17

“A pioneer of conservative media and a deeply polarizing figure.... Critics blasted him for racist, sexist, and other offensive speech.... A conservative media icon whose legacy will always symbolize division.” — *CNN’s Brian Stelter*, Feb. 17

“For decades, Limbaugh filled the airwaves with lies and conspiracy theories, racist and misogynistic comments.... He often mocked women.... Instead of knocking him off the airwaves, his commentary turned him into a national hero for the right and made him a very rich man.” — *CNN’s Randi Kaye*, Feb. 17

“He represents very extreme views. He said a ton of despicable things.... The first thing that ran through my head when I saw the news was, now it’s judgment day.” — *Sara Haines, ABC’s The View*, Feb. 18

“#RushLimbaugh has gone to his reward. Bet it’s hot.” — *Tweet from Bette Midler*, Feb. 17

LET'S SHIFT TACTICS. It's time to go local.

The numbers are astounding: Google owns 93% of the search engine market share with 2 trillion searches per year. Social media giant Facebook has 190 million users in the U.S.; Twitter 69 million. Sadly, all three companies are headed by the ideological left who freely ban, censor, silence, and deplatform conservative voices, causes, and organizations.

There are enough examples of Big Tech censorship of conservatives to fill the King James Bible — many times over. The MRC has dedicated a website to it: **CensorTrack.org**.

As Brent Bozell most aptly puts it, Big Tech and its control of information is an “existential” threat to America and democracy.

How can we battle and outflank the Silicon Valley henchmen? BY GOING LOCAL!

Just one recent example of the MRC's Grassroots Army making a difference:

In February, the MRC put out a bugle call to our MRC Action Grassroots Army to contact their respective State Attorneys General to investigate Big Tech for “violating state consumer protection statutes by engaging in deceptive trade practices ... claiming their services were neutral platforms when in fact they are not.”

MRC set up an easy-to-use online portal for grassroots

members to email, call or Tweet the attorney general from their state. Within two weeks of the campaign, nearly 6,000 actions were taken! Soon after the campaign launched, on March 10, MRC met with several State Attorneys General to discuss the issue.

THANK YOU to our Grassroots Army. Your participation MADE A DIFFERENCE for free speech.

Not a Grassroots Army member yet?

WE NEED YOU!

Take action! Sign up today at mrc.org/action

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Your Gateway to Giving Opportunities

The foundation of the MRC is you, our donors. Your support allows the MRC to carry out its mission to hold the progressive media and their Big Tech colleagues to account.

In 2021, there has been a head-spinning, 180-degree shift with the media. With a far-left administration occupying The White House, media attack dogs have become lapdogs — fawning, hiding, excusing — all to propagandize and fool the public.

Silicon Valley cancels or de-platforms conservatives nearly every day.

MRC is the *only* national organization with the tools to fight back and win.

Please consider a gift to MRC today.


Click [MRC.org/donate](https://mrc.org/donate) and learn about MRC giving opportunities:

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BELIEVE IN AMERICA
NOT THE MEDIA



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