

FLASH NEWS

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The Media Research Center's Monthly Members' Report

Report on CBS Is a Whitewash

Dear Member,

CBS has released its report on the investigation into its National Guard forgery story, and predictably has whitewashed its scandalous behavior, again.

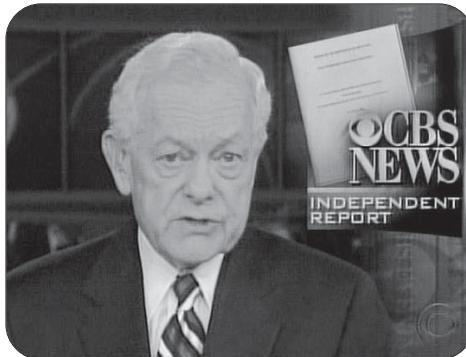
As we repeatedly noted since the 'Memogate' scandal broke in September, CBS and the independent reviewers needed to answer four questions: 1) What did CBS do wrong? 2) Who's responsible? 3) Why did CBS get it so wrong? And 4) How will CBS correct the problem?

The independent reviewers did a decent job answering the first two questions, but they completely dodged on the last two. Let's look at the facts.

On Sept. 8, Dan Rather and CBS *60 Minutes* Wednesday broadcast a story nationwide alleging that, while in the Air National Guard in the early 1970s, George W. Bush had disobeyed a direct order and that he also received preferential treatment from superiors because of his family connections. The story, if true, certainly would have undermined President Bush's wartime leadership and derailed his re-election campaign – all to the benefit of Sen. John F. Kerry.

The problem, as we know so well now, is that the story was not true. And it was not just a journalistic error. CBS used forged documents provided by an anti-Bush activist, who had a very long and well-documented

history of scurrilously bashing the President and the GOP. (The MRC's own news division, CNSNews.com, broke the story on the forged documents.) Furthermore, the wife and son of the man who supposedly "typed" the documents warned CBS that the documents were forgeries. And CBS's own document experts warned the net-work that the memos were unreliable.



Liberal CBS anchor Bob Schieffer, who will replace Dan Rather in March, stressed that the report on CBS's National Guard forgery story found no "political agenda" behind the story.

Marcel Matley, the lead expert Dan Rather put forward as an authenticator of the memos, said, "There's no way that I, as a document expert, can authenticate them."

In response, Dan Rather, snug as a bug in his CBS bunker, took to TV to change the subject, blaming "partisan political operatives" for focusing on the documents and not on the

"key questions of the overall story." To this day, Rather ludicrously claims that he believes the memos are real.

Who were the real "partisan political operatives"? Other major media, such as the *Los Angeles Times*, *New York Times*, and ABC, as well as countless investigators on the Internet, have confirmed that the memos were forgeries. They have also produced mountains of evidence confirming that CBS ignored all the red flags in this story and pushed it to broadcast nonetheless.

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Now, question 2) Who's responsible? The independent review concluded that Producer Mary Mapes apparently did not tell her superiors at CBS all she knew about the documents, although she claims she did tell them. In the end, Mapes was fired and three of her colleagues were "asked to resign," though to date none reportedly has left. Dan Rather was not disciplined. Nor was his boss, CBS President Andrew Heyward. CBS issued no apology to President Bush and ran no retraction.

Now, 3) Why did CBS get it so wrong? This is where the investigation gets ridiculous. According to the independent reviewers – former Attorney General Dick Thornburgh and former Associated Press executive Louis Boccardi – the story suffered from "fundamental deficiencies in reporting" and from "being in a competitive rush." Thornburgh and Boccardi claimed they could find no political agenda or bias behind running the story; instead, they claimed, the people involved suffered from a "myopic zeal" in pushing the story.

What is "myopic zeal," if not bias? When their "myopic zeal" is directed only at one person, what else can it be other than bias?

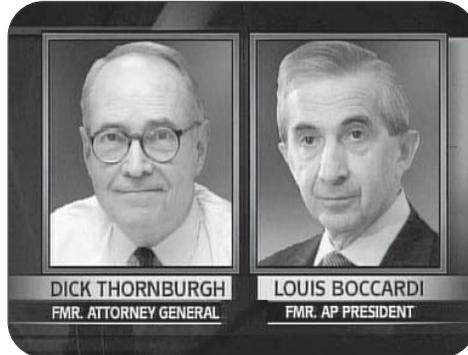
For instance, how did *60 Minutes* dig into the Kerry record? It didn't. Kerry was interviewed twice. In January, Ed Bradley touted Kerry's Vietnam medals and then asked: "Do you see a parallel with Iraq?" In July, Lesley Stahl asked Kerry, John Edwards, and their wives the toughies, like "How do you think the honeymoon is going?" That was it for Kerry.

How did *60 Minutes* treat President Bush in 2004? There were three weeks of Abu Ghraib reports; former Treasury Secretary Paul O'Neill and former terrorism czar Richard Clarke attacked Bush; journalist Bob Woodward knocked the intelligence of Bush; Gen. Anthony Zinni declared Iraq a disaster; and Michael Moore attacked Bush (complete with a 55-second *Fahrenheit 9/11* excerpt). That's all before the two segments on "fake, but accurate" Bush records.

CBS, *60 Minutes*, Dan Rather, Mary Mapes, Andrew Heyward, and countless other liberals at the "Tiffany Network"

had a "myopic zeal" for one thing: Discrediting George W. Bush and destroying his chances of re-election.

Thornburgh and Boccardi decided to put on their see-no-bias blinders – and keep them on. As Thornburgh stated, smoothly, to the *Pittsburgh Post-Gazette*: "Political bias is an easy charge to make but a difficult one to prove, because you've got to get into somebody's head." Boccardi echoed that on CNN, saying they could not "prove that the intent of the people here was simply a political hatchet job."



Independent reviewers Dick Thornburgh and Louis Boccardi incredulously claimed there was no political bias at CBS but that the network suffered from "myopic zeal."

Baloney. You don't discover CBS's primary "unimpeachable" source for the documents was a man who likes comparing the President to Adolf Hitler on the Internet, and then conclude there was no anti-Bush bias in the source selection. Finding a political bias isn't just about intent, but content. This scandal didn't require the investigators to hire a psychic. It required, to borrow from Dan Rather, courage to say the right thing.

And that they lacked. CBS, of course, would not have accepted a report finding egregious political bias because that would mean CBS would have to address the possibility of conceding and correcting

the problem of liberal bias. So, to question 4) How will CBS address the problem? In short, it won't.

Dan Rather is resigning as anchor of the *CBS Evening News* in March. He will carry on as a correspondent on the Wednesday edition of *60 Minutes*, the same show that aired the bogus National Guard story. Andrew Heyward is still in place, overseeing all of the CBS news content. CBS's liberal news spin has not changed.

CBS is in meltdown. It just doesn't want to admit it. Nor do ABC and NBC, CNN, the *New York Times*, the *Washington Post*, and so many other "mainstream" media. We will be there to explain this apparently difficult concept to them. Daily.

Until next time,

L. Brent Bozell III,
Founder and President

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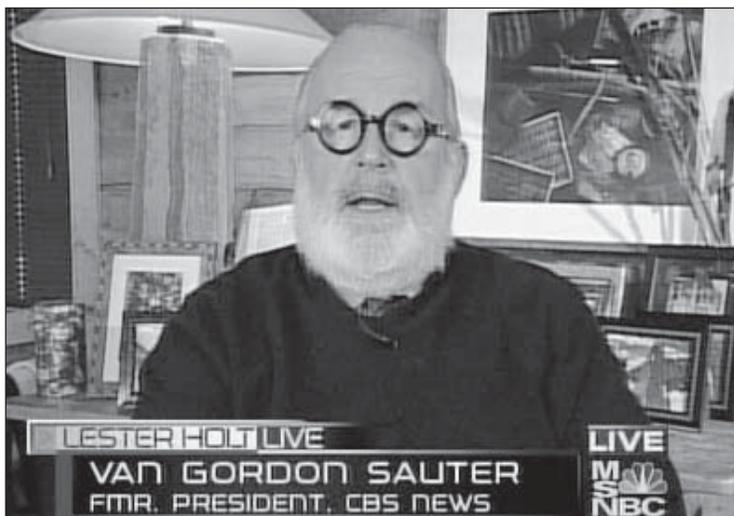
Join Master of Ceremonies Cal Thomas, Presenters Ann Coulter, Sean Hannity, and Neal Boortz, L. Brent Bozell III, the surprise award "accepters," and nearly a thousand movers and shakers of the conservative movement as we roast the most outrageously biased reporting of 2004.

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Former CBS President Laments the Network's Liberalism

In a Jan. 13 op-ed for the *Los Angeles Times*, former CBS President Van Gordon Sauter presented his views on what's wrong with CBS and how to fix it. Following is an excerpt from his commentary, "What's Ailing CBS News? Let's Make a Not-So-Little List."

What's the big problem at CBS News?

Well, for one thing, it has no credibility. And no audience, no morale, no long-term emblematic anchorperson and no cohesive management structure. Outside of those annoyances, it shouldn't be that hard to fix.

Personally, I have a great affection for CBS News, even though I was unceremoniously shown to the door there nearly 20 years ago in a tumultuous change of corporate management.

But I stopped watching it some time ago. The unremitting liberal orientation finally became too much for me. I still check in, but less and less frequently. I increasingly drift to NBC News and Fox and MSNBC.

This week, when CBS News announced that four employees would lose their jobs in connection with the George Bush National Guard story, I was struck by how the network had become representative of a far larger, far more troubling problem: A large swath of the society doesn't trust the news media. And for many, it's even stronger than that: They abhor the media and perceive it as an escalating threat to the society.

If it's not stopped, the erosion of a centrist organizing principle for the media will soon become a commercial issue. Partisans will increasingly seek their news from blogs and websites and advocacy publications. And the majority – those readers and viewers most comfortable in the center – will try to find something...in the center...

For CBS News, the only path back to anything near first place will require a compass setting based in objectivity and quality.

Or it can sulk and feel victimized and drift even further into a partisan milieu with an even smaller but highly dedicated audience.

I'd bet on the former. The stockholders bought into broadcasting. Not narrowcasting. The market will prevail.

In this case, that's a good thing. For CBS and for the news business.

Media Mum on Tsunami-Victim Aid from Oil-Rich Middle East Countries

The liberal media were quick to criticize the U.S. government for supposedly not providing enough financial aid to the victims of the tsunami in Southeast Asia. *Washington Post* reporter Ceci Connolly suggested America was stingy. NBC's Matt Lauer wondered whether President Bush made "a political fumble." *Newsweek's* Eleanor Clift said that "the administration was basically out to lunch." And ABC's George Stephanopoulos questioned whether America missed an opportunity "to prove to the Muslim world that we are on their side." Southeast Asia is populated largely by Muslims, yet few major media figures reported on the financial aid being provided by the oil-rich, Muslim-dominant, Middle Eastern states. The graph below illustrates the amounts in U.S. dollars that certain countries have provided (or pledged) to provide to the tsunami victims.

U.S.A.	\$1.3 billion*
Australia	\$750 million
Germany	\$680 million
Japan	\$500 million
Kuwait	\$100 million
Saudi Arabia	\$ 30 million
United Arab Emirates	\$ 20 million
Qatar	\$ 10 million
Iran	\$ 1.5 million

* The U.S.A. has spent more than \$350 million in aid and President Bush has said he will ask Congress for another \$1 billion in aid in February 2005.



Americans Distrust Media

By a whopping 62 to 22 percent, Americans do not trust “the press,” and a 58 to 22 percent majority of Americans do not trust “television,” according to a new nationwide Harris Poll. That’s in contrast to Europeans who trust the press 47 to 46 percent, and who trust television 54 to 39 percent. The poll also found that Americans distrust the United Nations more than Europeans do and that Americans have more trust in religious institutions than Europeans.

Target: Bush

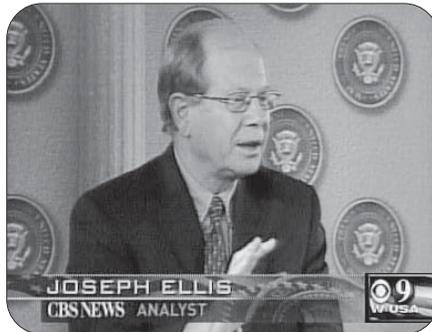
President Bush, as a second-termer in the White House, is seen as a lame duck by the media and, as such, an easy target, according to historian Joseph Ellis. During coverage of the inauguration, CBS’s Dan Rather – who ran a hit job on Bush in September – asked Ellis about sacrifice during wartime. Ellis moved to talking about scandals and said, as a second-term president, “you’re a lame duck and the press is

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Historian and CBS News analyst Joseph Ellis stated that the media are going after President Bush in his second term.

really out to get you. And they can get you if they want to get you. And they’re going to go after him [Bush]. You can already start to see it. And what the press defines as a scandal becomes a scandal.”

Dan Rather, who is resigning in March and who saw four top employees at CBS fired over his bogus story on Bush, quickly changed the subject.

CBS vs. Swift Vets?

Although CBS used forged documents to try to derail George W. Bush’s re-election campaign, former *Washington Post* reporter Juan Williams, now an NPR commentator, just won’t



Journalist Juan Williams defended CBS’s forged document story but derided the Swift Vets as partisan and untruthful.

let go. As he told *Fox News Sunday* on Jan. 16: “The story has been lost in terms of Bush and the National Guard. And it was a legitimate story.... They [CBS] were going after it. And now, because

of the mistakes they made, that story has been obscured ... even while you had Swift Boat Veterans going after someone who was a legitimate war hero, John Kerry. So it was very much a real story in this campaign.”

When told by panelist Bill Kristol that the media portrayed the Swift Vets as partisans, Williams said “they were” and that the Vets played “fast and loose with the truth.” Williams incredulously claimed that he did not think CBS’s behavior was “worse” than that of the Swift Vets.

‘Media Party’ Over

Newsweek’s top political reporter, Howard Fineman, acknowledged on Jan. 11 that the media in America act like a political party and in the wake of the CBS scandal that party “is dying before our eyes.” The American Mainstream Media Party, as he called it, “is being destroyed by the opposition (or worse, the casual disdain) of George Bush’s Republican Party; by competition from other news outlets (led by the internet and Fox’s canny Roger Ailes); and by its own fraying journalistic standards.”

A non-partisan press is “pretty much dead,” said Fineman. “The seeds of its demise were sown... in the late 1960s, when the AMMP was founded in good measure (and ironically enough) by CBS. Old folks may remember the moment: Walter Cronkite stepped from behind the podium of presumed objectivity to become an outright foe of the war in Vietnam.... [O]nce the AMMP declared its existence by taking sides, there was no going back. A party was born.”

U.S. Heroics Reported

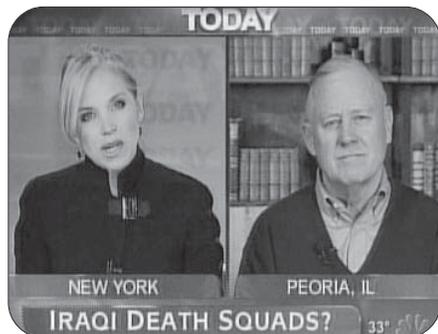
NBC’s Richard Engel conceded on the Jan. 11 *Today* show that he rarely reports on the heroics of U.S. soldiers in Iraq, but he did this one time because those heroics saved him. Recounting how the Army unit with whom he was traveling came under attack, Engel noted how a

soldier “actually stepped right in front of me protecting me with his body and started to return fire at the insurgents.

“And I just remember thinking that this is one of the small acts of heroism, I think you can say, that I so rarely get a chance to see and even less frequently report about.” Sadly, it’s only news to Engel when it involves himself.

U.S. Death Squads?

NBC’s perky Katie Couric, not known for her expertise in military tactics, nonetheless suggested that ongoing U.S. counter-insurgency



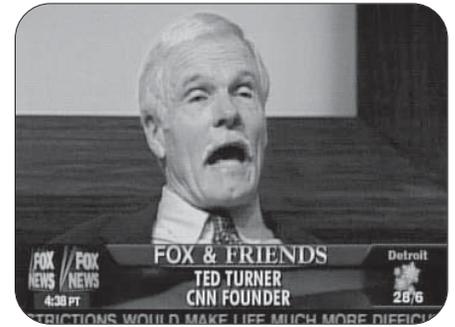
NBC’s Katie Couric equated U.S. policy in Iraq with that of rogue military “death squads” in 1980s El Salvador.

efforts in Iraq are “Iraqi death squads,” similar to those that operated in 1980s El Salvador. On the Jan. 10 *Today* show, Couric, citing a *Newsweek* article on the issue, asked Army Gen. Wayne Downing: “In El Salvador many innocent civilians were killed when these kind of tactics were employed. Are you concerned about that or the possibility this will increase anti-American sentiment in the general Iraqi population?”

Fortunately, Downing set the record straight: “Katie, this has nothing to do with El Salvador. Those operations that were conducted down there were conducted by renegade military leaders. This is under the control of the U.S. forces, of the current interim Iraqi government.... Katie, it’s a nasty situation in Iraq right now and this may help it get better.”

Fox, Hitler and Ted Turner

That intellectual giant, Ted Turner, who once claimed that “Christianity is a religion for losers” and that “Jesus freaks” ought “to be working for Fox,” whined again on Jan. 25 when asked why Fox News Channel has more viewers than



CNN Founder Ted Turner compared the popularity of Fox News Channel with the popularity of Hitler in the 1930s.

CNN. “I’m not happy about it,” said Turner, “but Adolph Hitler was more popular in Germany in the early 30’s than his—the people that were running against him, so just because you’re bigger doesn’t mean you’re right.”

Turner-the-Historian also claimed that Fox is “a propaganda voice” for the Bush administration and that this “does pose problems for our democracy when the news is ‘dumbed-down.’” A Fox spokesperson responded: “Ted is understandably bitter having lost his ratings, his network and now his mind. We wish him well.”

CBS and Memogate, After the Fall...

← “Forget about political bent. I don’t think it had anything to do with it.” – CBS Chairman **Les Moonves** ← Producer Mary Mapes “would have done the same story about John Kerry. It was a good story.” – CBS Vice President for Standards and Special Projects **Linda Mason** ← “The Dan Rather I know, believe me, had the President of the United States been a Democrat, he would still have pushed to go forward with that story.” – former CBS reporter **Phil Jones** ← “Does anybody really think there wouldn’t have been more scrutiny if this had been about John Kerry?” – Former *60 Minutes* Executive Producer **Don Hewitt** ← “President Bush was quote, ‘pleased’ CBS fired four people, although Bush himself does the opposite. ...Screw up, you get the Medal of Freedom.” – *Time*’s **Margaret Carlson** ← “[P]eople tend to be more liberated in their thought when they are closer to events So, I suppose, in that respect, there is a liberal, if you want to call it a bias. The press is a little more in touch with what’s happening.” – **Hugh Downs**



CBS’s Linda Mason laughably claimed that the network would have covered John Kerry’s wartime service as thoroughly as it did in CBS’s forged documents story on George W. Bush.

By Scott Hogenson
CNSNews.com Executive Editor



CNSNews Teams-Up with Salem Radio

Credibility is the keystone of a successful news operation, and Cybercast News Service – CNSNews.com, the Media Research Center’s Internet newswire, has already racked up an impressive string of journalistic firsts. But credibility is not simply earned; it must also be bestowed by readers and peers, a critical aspect of building and growing a reputation for excellence.

That reputation was further burnished in January when Salem Communications (Nasdaq: SALM) chose CNSNews.com to provide streaming news to the Web sites of many of their news/talk-format radio stations via our innovative Headline News Service.

This is no small event. Salem is the nation’s top provider of radio programming, magazines, and Internet content specializing in Christian and family themes. Aside from the 95 radio stations owned and operated by Salem, the company also provides a wide array of programming to another 1,600 radio stations across the country.

Within days of the decision, Salem Internet technicians were busy adding

our Headline News Service to the Web sites of Salem radio giants KRLA in Los Angeles and KSKY in Dallas.

By the end of the first week, Salem listeners in other major markets, including Chicago, Sacramento, Denver, Atlanta, Cleveland, San Antonio and elsewhere, were also receiving CNSNews.com via their local radio station Web sites.

Salem Communications Headline News Service Clients

- KRLA** **Los Angeles**
- WIND** **Chicago**
- KFAX** **San Francisco**
- WSKY** **Dallas**
- WGKA** **Atlanta**
- KSLR** **San Antonio**
- KNUS** **Denver**
- KTKZ** **Sacramento**
- WHK** **Cleveland**
- WJGR** **Jacksonville**
- KKHT** **Houston**
- WWTC** **Minneapolis-St. Paul**
- KBIQ** **Colorado Springs**
- WTBN** **Tampa Bay**
- KRKS** **Denver**
- KLUP** **San Antonio**

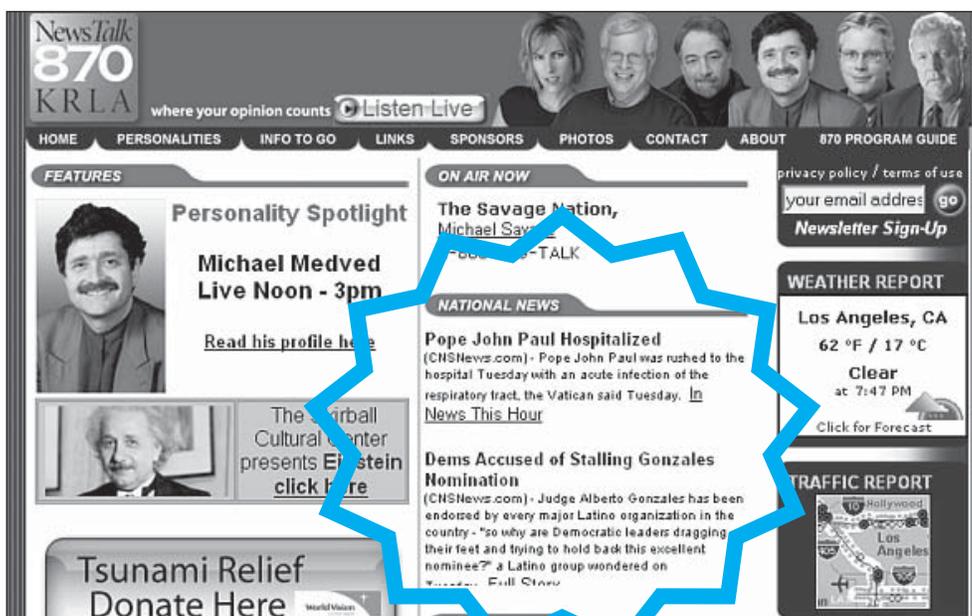
“When we started looking for a news content provider for our news/talk stations’ Web sites, it was important to find a source that we felt would provide objective coverage in a timely and reliable manner,” said Tyler Cox, National Program Director for Salem Communications’ news/talk stations. “We feel we found that with CNSNews.com.”

Objective, timely, and reliable are about the three best things one could say about any news organization, and this assessment by Salem Communications – not only in words but also in deeds – has become a source of great pride among the entire staff.

It is my sincere hope that you too share in this pride. It is your confidence and, quite bluntly, your financial support that launched CNSNews.com in 1998 and keeps it growing today. You have a role in this as well; a role which we greatly respect, appreciate and guard vigorously.

Impressive as this initial group of Salem Communications radio stations is, the CNSNews.com Headline News Service is destined to be seen on even more radio station Web sites in the weeks and months ahead, bringing ‘The Right News – Right Now’ to some of the nation’s premiere radio stations.

Log on to: CNSNews.com





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MRC IN THE NEWS

The experts at the Media Research Center are interviewed almost every day on stories of national importance, often reaching millions of Americans daily. They provide analysis and commentary on radio, TV, the Internet, in magazines, books and in newspapers, always striving to help restore political balance to the major media. Some of the MRC's latest media appearances include the following:



On Fox News Channel, MRC President Brent Bozell explained how liberal bias is crippling the major media.



MRC's Tim Graham discussed PBS's liberal agenda on *Scarborough Country*.



FMP National Chairman Herman Cain explained a corporate "culture of integrity" on *Your World With Neil Cavuto*

Television

- FNC, *The O'Reilly Factor*, Jan. 31
- MSNBC, *Scarborough Country*, Jan. 27
- FNC, *Your World w/Neil Cavuto*, Jan. 27
- MSNBC *Dayside*, Jan. 10
- FNC, *Fox & Friends*, Jan. 10
- FNC, *Fox News Live*, Jan. 10

Radio

NPR: *All Things Considered*, Jan. 11
G. Gordon Liddy, Jan. 11

Appearances by MRC Research Director Rich Noyes

- Linda Chavez Show, Jan. 24
- WMUZ, Detroit, MI, Jan. 24
- WNTA, Rockford, Ill, Jan. 13, 19
- WCHS, Charleston, WV, Jan. 11
- KIRO, Seattle, WA, Jan. 11
- KOA, Denver, CO, Jan. 11
- WPTF, Raleigh, NC, Jan. 11
- WOOD, Grand Rapids, MI, Jan. 11
- WFLA, Orlando, FL, Jan. 11
- WMAL, Washington, DC, Jan. 11
- KDKA, Pittsburgh, PA, Jan. 10
- WSBA, York, PA, Jan. 10
- WLW, Cincinnati, OH, Jan. 10
- KVI, Seattle, WA, Jan. 10

Appearances by MRC Director of Media Analysis Tim Graham

- Newsbeat w/ Blanquita Cullum*, January 24
- WMUZ, Detroit, MI, Jan. 24
- WKY, Jan. 21
- NRA News, Jan. 19

- Insight from Washington*, Jan. 14
- KERN, Bakersfield, CA, Jan. 12
- NRA News, Jan. 12
- WOR, New York, NY, Jan. 11
- WLS, Chicago, Ill, Jan. 11
- MetroNews Radio Network, WV, Jan. 11
- KFAX, Fremont, CA, Jan. 11
- KTSA, San Antonio, TX, Jan. 11
- KLO, Salt Lake City, UT, Jan. 11
- WABC, New York NY, Jan. 10
- WBAL, Baltimore, MD, Jan. 10

Appearances by Free Market Project Director Dan Gainor

- KTSA, San Antonio, TX, Jan. 27
- WLW, Cincinnati, OH, Jan. 26
- WFLA, Tampa Bay, FL, Jan. 25
- KMED, Medford, OR, Jan. 19
- WHO, Des Moines, IA, Jan. 18
- WIBA, Madison, WI, Jan. 14
- WGBF, Evansville, IN, Jan. 14
- WBAL, Baltimore, MD, Jan. 13
- Chuck Harder Show, Jan. 13
- WYLL, Chicago, Ill, Jan. 7, 13
- KFNX, Phoenix, AZ, Jan. 13

Appearances by CNSNews Executive Editor Scott Hogenon

- KSFO, San Francisco, Ca, Jan. 19
- Straight Talk, Jan. 13
- MetroNews Radio Network, WV, Jan. 13
- WBAL, Baltimore, MD, Jan. 12
- Janet Parshall's America, Jan. 12
- KOGO, San Diego, CA, Jan. 12
- KMED, Medford, OR, Jan. 12
- KLO, Salt Lake City, UT, Jan. 12
- KTSA, San Antonio, TX, Jan. 12
- KLVI, Beaumont, TX, Jan. 11
- Chuck Harder Show, Jan. 11

Print

- United Press International, Jan. 5, 25
- Pittsburgh Tribune Review*, Jan. 3, 10, 24
- Washington Times*, Jan. 7, 11, 12, 18, 19, 21, 24
- Press-Enterprise*, Jan. 23
- Charlotte Observer*, Jan. 22
- Fort Wayne Journal-Gazette*, Jan. 20
- Human Events*, Jan. 14, 19
- The Frontrunner*, Jan. 18
- Associated Press, Jan. 16
- San Jose Mercury News*, Jan. 16
- Times Picayune*, Jan. 16
- Dallas Morning News*, Jan. 11
- Houston Chronicle*, Jan. 11
- Pittsburgh Post-Gazette*, Jan. 11
- USA Today*, Jan. 10, 11
- Kansas City Star*, Jan. 10
- Investor's Business Daily*, Jan. 7
- Arkansas News*, Jan. 4

Internet

- Newsbull, Jan. 7, 19, 25
- Media Matters.org, Jan. 24
- National Review Online, Jan. 13, 24
- Agape Press, Jan. 12, 21
- Torontofreepress.com, Jan. 18, 21
- RealityCheck.org, Jan. 19
- Human Events Online, Jan. 7
- AlterNet, Jan. 7

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For more information, call Director of Development Thom Golab at (800) 672-1423 or visit us online at www.mrc.gift-planning.org.

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