

## The Media Research Center's Monthly Members' Report

### MRC Builds Conservative Army with Grassroots Action Team Campaign

Dear Friend,

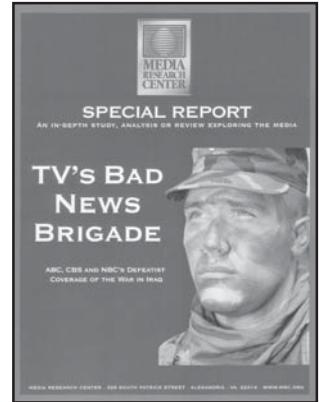
The liberal media have literally billions of dollars at their disposal and tens of thousands of outlets and allies to spread their editorial poison. The *New York Times* alone, for example, employs 12,300 people and operates on a \$3.4 billion annual budget.

The Media Research Center operates with a staff of 40 people and an annual budget of \$7 million. But David had his slingshot and his stones. And now we've launched perhaps our most aggressive recruiting campaign in 2005 to reach, inform, and sign-on conservatives at the grassroots level to help further the MRC mission. With our grassroots campaign – MRC Action – we are building an army of conservative activists across America united in the war against liberal media.

We launched the grassroots campaign in mid-summer 2005, and in less than six months more than 120,000 conservatives have joined the MRC army – lots of slingshots.

Here's how it works: In July 2005, the MRC entered into a strategic partnership with Grassfire.net, a 1.7-million-member grassroots conservative organization. Its members come from all across America, and from myriad different

backgrounds. But they all have something in common: They are conservative and they want to do something to fight back against liberalism and help ensure a better America for future generations.



**MRC Action Alert e-mails concerning the liberally biased coverage of the Iraq war and the Senate confirmation hearings of Judge Samuel Alito were delivered to thousands of conservative activists across America, who then took direct action to fight back against liberal media bias.**



Through our partnership with Grassfire, the MRC is able to quickly alert, by e-mail, thousands of conservatives across America with documentation of liberal media bias and details on how to fight against that bias. For instance, when the liberal media were attacking then-Supreme Court nominee Samuel Alito, we sent out thousands of e-mails and online petitions to conservatives urging them to demand that the media tell the truth about Alito. We have done the same in relation to biased coverage of the Iraq war and the scurrilous anti-American propaganda spread by Air America.

With those e-mails and petitions, the *MRC Action Team* took action. Some phoned the networks. Some signed the petitions. Some sent e-mails to the liberal media outlets. Between July and December 2005, more than 75,000 petitions were signed.

Nearly 40,000 of those petitions (hard copies)

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were hand-delivered to ABC, CBS, NBC and CNN by the MRC.

In response to our MRC Action alert about liberal coverage of the Iraq war, more than 65,000 conservatives, in turn, sent e-mails and faxes and made telephone calls directly to the networks and top cable news stations.

But perhaps most importantly, they passed the MRC ammunition onto their family members and friends, who also took action. This pass-along rate is a staggering 7-to-1, meaning that on average every MRC Action Team member passes each MRC alert on to seven other people. This is called the "grassfire effect"—once the fire starts, it spreads rapidly!

By the end of December, some 2 million MRC Action Alert e-mails had been distributed to conservative activists. The "grassfire effect" extended the reach of those e-mails to at least 10 million people – that's the conservative estimate. Also by Dec. 31, more than 85,000 conservatives had signed-on as official MRC Action Team members. By mid-January 2006, 120,980 activists had officially joined the MRC army.

That's an effective way to fight the liberal media. And it was made possible only because of your financial support of the MRC. Without that support, the liberal media monster would face no real threat. It would consume the culture and pollute the minds of millions.

This year, we are continuing the MRC Action Alerts and we are continuing to grow the MRC Action Team army. I look forward to keeping you updated each step of the way and informing you of every defeat, every step back the liberal media takes.

Until next time,

L. Brent Bozell III  
Founder and President

It's easy to sign the MRC Action petition, just visit:  
[www.mrcaction.org/500/petition.asp](http://www.mrcaction.org/500/petition.asp)

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MARCH 30, 2006

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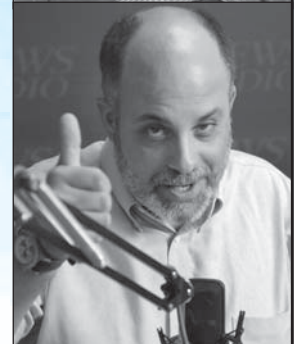
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# Media Dwell on Layoffs While Unemployment Is Low

BY DAN GAINOR • THE BOONE PICKENS FREE MARKET FELLOW

More than 2 million new jobs were created in 2005, but that wasn't the story played up by the evening news. Instead, the American public was treated to stories about the outsourcing of jobs or the layoffs at Ford, GM and Delphi.

It's no wonder so many people think our economy is in deep trouble. But it isn't true.

The Free Market Project (FMP) took a year-long look at how the evening news shows covered one of the most important measures of the economy: jobs. We found that the three broadcast networks downplayed strong growth and, instead, emphasized negatives such as corporate layoffs and outsourcing in more than half the stories about jobs or unemployment. As one *CBS Evening News* reporter put it in the July 20 broadcast, "Twenty-five thousand layoffs and more on the way. I'm Trish Regan with why the jobs picture is looking very 'pink' these days."

It just gets worse. In an astounding example of bias by omission, both CBS and ABC ignored the January report of strong job gains and a drop in the nation's unemployment rate. Unemployment fell to 4.7 percent, the lowest rate since July 2001. At the same time, 193,000 new jobs were gained in January, and another 81,000 were added to the totals for November and December. Treasury Secretary John W. Snow called it "terrific news," but only NBC considered it newsworthy enough to warrant coverage in its weekend broadcast.

This is consistent with FMP's findings in the 2005 coverage. The *CBS Evening News* was the worst of the three networks, with the highest percentage of job-loss stories and the lowest percentage of stories about job gains. In a response to that study posted on the *CBS Public Eye* blog, reporter Anthony Mason acknowledged that "for the most part, broad-based media has done a lousy job of explaining the economy to people."

Mason couldn't be more correct. Our study found that the networks downplayed job gains from the pork-filled transportation bill, but complained

about job losses when the government tried to make military base cutbacks. In addition, 283,000 jobs were added in the monthly revisions to the employment report. That bit of good news was skipped in all of the stories except those few that included cumulative totals.

Setting the record straight on topics like these is what the Free Market Project is all about. (For more on the work of the MRC's Free Market Project, go to [www.freemarketproject.org](http://www.freemarketproject.org).)



**Even though the U.S. economy was in a period of sustained economic growth – and still is – CBS's Trish Regan dismissed the positive news and went to "the streets" to interview a few people who had lost their jobs.**



**NBC's Matt Lauer took his "objective reporter" mask off again, for the umpteenth time, and labeled Supreme Court Justice Sam Alito "an ultra-conservative" – a labeling game he never plays with people on the political left.**

## Lauer Labels Alito

NBC *Today* co-host Matt Lauer rarely, if ever, tags a liberal or leftist guest with a "liberal" or "left-wing" label. But when it comes to conservatives, Lauer lets it fly. On Jan. 10, for instance, in speaking with former Senator Fred Thompson, Lauer said of Supreme Court nominee Sam Alito: "Let's face it, he is an ultra-conservative and his track record on the bench is that he, he [talking over Thompson] he goes to the right on key issues."

Thompson rejected Lauer's labeling, but the NBC front-man prattled on that if Alito is confirmed, "eight of the nine Supreme Court justices will be men, eight of the nine will be white, eight of the nine will have law degrees from either Harvard or Yale, five of the nine will be Catholic. What does that say about the, the Court's ability to reflect and, and,

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and rule on behalf of the diverse population of this country?"

## David 'Anti-War' Letterman

NBC *Late Show* host David Letterman shockingly tore into guest Bill O'Reilly on January 3, blasting the Iraq war, defending leftist Cindy Sheehan, and dismissing O'Reilly's points as only so much "crap." Letterman scolded O'Reilly and advised him to be "very careful with what you say." He then advised O'Reilly that since he had not lost family members in the Iraq war, O'Reilly was in no position to speak for Cindy Sheehan.

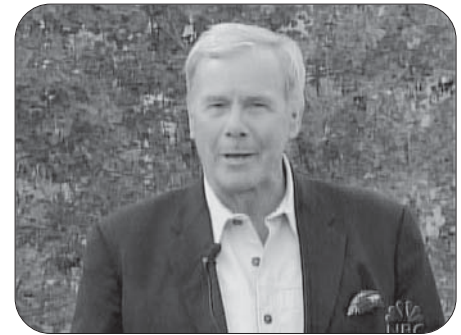


**On his *Late Show*, NBC's David Letterman went ballistic and took sarcastic jabs at Bill O'Reilly over the Iraq war and bent over backwards to defend left-winger Cindy Sheehan.**

"Why the Hell are we there [in Iraq] to begin with?" fumed Letterman. "I'm very concerned about people like yourself who don't have nothing but endless sympathy for a woman like Cindy Sheehan. Honest to Christ! Honest to Christ!" O'Reilly answered, "No way a terrorist who blows up women and children is going to be called a 'freedom fighter' on my program." To which Letterman fired back: "I have the feeling about 60 percent of what you say is crap."

## Tax & Spend, Brokaw & Koppel

On a Dec. 25 edition of *Meet the Press*, former NBC anchor Tom Brokaw and former *Nightline* host Ted Koppel declared that conservative policies are hindering humanity's progress and that



**Tom Brokaw whined that the Administration puts too much emphasis on Social Security reform and not health care, and suggested the President call for rationing gasoline.**

liberal policies would usher in new Enlightenment. It's a "scandal" how "most Americans" can't get "the best medical care in the world," fretted Koppel, adding inaccurately that "there are 43 million Americans who aren't getting any medical care at all."

Brokaw then whined that it was "stunning" to him that the Bush Administration "put as its highest priority the reform of Social Security and not health care in America." As for the war, "the President is not asking us to conserve oil or to ration gasoline or to push hard for alternative sources of energy in this conflict," said Brokaw. To which Koppel added, "Or to pay a nickel more in taxes."

## Troops Don't Trust Media

"Dozens of GIs and Marines I've spoken with allow as how they just don't trust reporters," Dennis Anderson, editor of the *Antelope Valley Press* (Palmdale, Ca), who was twice embedded with U.S. forces in Iraq, told *Editor & Publisher* magazine. He went on to quote Sgt. Cory Blackwell: "We tried to stay away from them [reporters]. You had the feeling that whatever you might be doing, they wanted to catch you at something on tape that would make their career."

Blackwell also related that when the camera crews showed up, some helpful GI in his squad would give directions – directing the crew to the location of a nearby unit. "We'd just say, 'Hey, go

down the street there with second squad ... it's gonna be awesome.” When the news crew scurried off on the decoy tip, they were out of the way of the unit that sent them packing.

## Shame, Shame!

On the Dec. 19 *Nightline*, ABC's Terry Moran insultingly asked Vice President Cheney if he was ashamed of

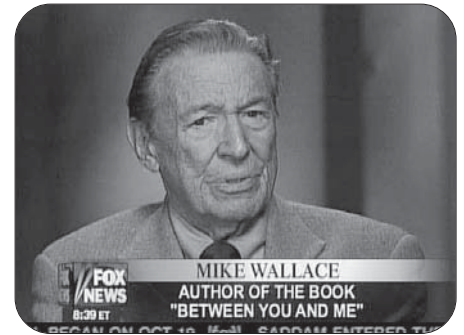


**ABC's Terry Moran essentially insulted Vice President Dick Cheney and asked him if he was ashamed of the America that he and President Bush were passing on to their grandchildren.**

America. “You’re a grandfather, I’m a father,” said Moran. “When we look at those girls and we think that the country we’re about to pass to them is a country where the vice president can’t say whether or not we have secret prisons around the world, whether waterboarding and mock executions is consistent with our values, and a country where the government is surveilling Americans without the warrant of a court – is that the country we want to pass on to them?”

## A @#\$#@ America!

Mike Wallace, one of the top correspondents for the highly influential *60 Minutes*, told the *Boston Globe* on Dec. 8 that President Bush got elected only because Americans are screwed up. If he could interview Bush, Wallace said he would ask the President: “What in the world prepared you to be the commander in chief of the largest superpower in the world? In your



**CBS's Mike “The Wise” Wallace, who used to be a game show host, wondered what qualified the “incurious” George Bush to be President and whether Bush’s election explains why America is so “[expletive] up?”**

background, Mr. President, you apparently were incurious.

“You didn’t want to travel. You knew very little about the military... The governor of Texas doesn’t have the kind of power that some governors have... Why do you think they nominated you?... Do you think that has anything to do with the fact that the country is so [expletive] up?”

## MINIBITS

☛ “If you listen carefully, you can hear the word impeachment,” CNN’s **Jack Cafferty** prophesies about President Bush because of NSA eavesdropping. ☛ Over at MSNBC, **Keith Olbermann** wonders: “If the Republican Chairman of the Senate committee investigating the wiretaps says the wiretaps were illegal, and the President says he personally authorized the wiretaps, doesn’t that mean the President should be impeached?” ☛ **Tim Russert** opines on Alito: “The question is, is this a conservative judge or a conservative zealot?” ☛ **Dan Rather** to Bill Clinton: “Do you, in some quiet moment, look forward to the time when maybe you fly on [Air Force One] in a different capacity, as First Husband?” ☛ *Newsweek*’s **Eleanor Clift** names anti-war loon Cindy Sheehan “Person of the Year” because she was “the Gold Star mother who gave the President a vacation from Hell and brought the war home in a way that it hadn’t been before and set the stage for the deceleration in the President’s poll ratings.” ☛ Actor and terrorist-psychology expert **George Clooney** advises, “If you are going to fight a war on terror, then you need to understand what it is that creates the people who would do such horrible things, rather than just saying — labeling them as evildoers.” ☛ And *Newsweek*’s **Eleanor Clift** whines: “I don’t think the legacy of Alan Greenspan is finished because the bill hasn’t yet come due for those tax cuts at the high end that he gave the green light to.”



**Relying on speculation and opinion – not facts or legal precedence – MSNBC’s Keith Olbermann concluded that President Bush “should be impeached.”**

By David Thibault  
CNSNews.com Editor-in-Chief



## CNSNews.com: An Underdog Battling the Behemoths of Bias

The Left's arrogance regarding its power to control public opinion through the liberal media knows no bounds. "If we don't report it, it didn't happen. And, if we say it happened this way, then it did," they seem to boast. Their attitude was forged by decades of experience using the Liberal Media Machine's billions of dollars of resources to control the information the American public received.

What then can a lone Internet news service that relies solely on the generosity of sponsors and donors do to correct the misrepresentations and expose the omissions of the Left's media behemoth?

Reach 50 million people with a single story, that's what.

When the left-wing group Code Pink was holding Friday night protests in front of the Walter Reed Army Medical Center in Washington, D.C., last summer – taunting wounded veterans with hateful signs, chants and fake coffins – the liberal media simply looked the other way. CNSNews.com did not. We videotaped the event, interviewed the protestors, and let the public know what was going on at these so-called "vigils." Once published, the story became a hot topic on DrudgeReport.com, Fox News Channel, and numerous national radio programs hosted by the likes of Rush Limbaugh and Sean Hannity.

Likewise, the liberal media ignored the outrageous, racist, and inaccurate remarks made by speakers at last summer's civil rights march in Atlanta. Again, CNSNews.com was there to record the TV actor Judge Mathis calling Republicans criminals who should be locked up. At the same event, entertainer and political activist Harry Belafonte referred to black Republicans as "black tyrants" and compared them with what he said were many Jewish officials who served in the Nazi Party. Comedian-activist Dick Gregory called the United States "the most dishonest, ungodly, unspiritual nation that ever existed," an ironic statement given the Left's apparent desire to remove religion and morality from American society.

In the wake of Hurricane Katrina, when the Left tried to blame the federal government for a slow and ineffective response, and even for a plot to kill black Americans, CNSNews.com coverage helped focus the public's attention on the facts and relevant issues surrounding the tragedy. Our stories let readers

know of how the Louisiana government squandered and mismanaged millions of dollars that could have been used to shore up the New Orleans levees, and how whites actually died at a higher rate than blacks as a result of the hurricane.

CNSNews.com coverage also drew national attention for exposing a charity that first blasted the administration for a slow response to Katrina, then sat on hundreds of thousands of dollars it had raised to help hurricane victims.

We don't play favorites, either. When the Fox News Channel was preparing to air a one-sided treatment promoting the theory of man-made global warming, CNSNews.com alerted the cable channel's viewers and the American public. When we discovered that non-defense, discretionary spending by the Republican-controlled Congress had increased at more than twice the rate of inflation over the past 11 years, we alerted the public.

At CNSNews.com, our goal is to provide comprehensive, balanced news, not to advance a political or ideological agenda. We do that by relying on the generous support of like-minded organizations and individuals who want to help us protect the public from being

misled, brainwashed, and kept in the dark by a daily onslaught of media bias.

We don't have a newsstand, and we don't sell our publication. We investigate, uncover, and publish free of charge the kind of news articles that have genuine impact, news that can alter the course of a nation and its people. While we do recognize the support of our sponsors through banners on our Web site, we don't sell advertisements hawking products or causes that might undermine our credibility with the more than 120,000 readers who come to our site each weekday.

**If you or your organization would like to join us in our fight to bring truthful news to the world, I invite you to contact me or Cybercast News Service Communications Director Craig Bannister at (703) 683-9733, to discuss how your sponsorship can help CNSNews.com get the best of the liberal media Goliath. You can end an email to [dthibault@cnsnews.com](mailto:dthibault@cnsnews.com) or [cbannister@cnsnews.com](mailto:cbannister@cnsnews.com)**

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# AMERICA'S MEDIA WATCHDOG

## Documenting, Exposing and Fighting Media Bias

### 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:

#### TELEVISION

- ☛ FNC, Hannity & Colmes, Feb. 1 & 13
- ☛ FNC, Fox News Watch, Feb. 4
- ☛ WUSA9, Washington, D.C., Feb. 3

#### RADIO

- Rush Limbaugh Show, Jan. 23, Feb. 1
- Michael Reagan Show, Feb. 6
- Coral Ridge Ministries, Feb. 6
- Right Balance, Jan. 30, Feb. 3
- The Core Hour, Feb. 14
- Ringside Politics, Jan. 31
- Investor's Radio Network, Stock Doctor, Feb. 1
- National Public Radio, Jan. 20
- Talk Radio News Service, Feb. 9
- ABC Radio (satellite), Feb. 10
- KCAA with Barry Lynn, Feb. 2
- KFPW, Ft. Smith, Jan. 26
- KOGO, San Diego, Jan. 25, 26
- KMED, Medford, Feb. 6
- KFNN, Phoenix, Feb. 6
- WUSA, D.C., Feb. 2
- KAHL, San Antonio, Feb. 2, 7
- WIBA, Feb. 7
- WLW, Cincinnati, Feb. 2
- WOWO, Fort Wayne, Feb. 6
- WBAP, Arlington, Feb. 2
- KEYS, Corpus Christi, Feb. 3
- WILM, Philadelphia, Feb. 2
- WMET, D.C., Jan. 26, 27
- KPDQ, Portland, Feb. 2
- WPHT, Philadelphia, Jan. 26
- WIZM, La Crosse, Jan. 30
- WBNW, Needham, Feb. 6
- WIBC, Indianapolis, Jan. 26
- WBAL, Baltimore, Jan. 28
- WCHS, Charleston, Jan. 25, Feb. 8
- KVI, Seattle, Feb. 9
- KSLR, San Antonio, Feb. 9, 10
- KIT, Yakima, Feb. 10
- WAAM, Ann Arbor, Feb. 11
- WKBN, Youngstown, Feb. 9
- WEZS, New Hampshire, Feb. 11
- KURV, Edinburg, Feb. 8
- WIZM, La Crosse, Feb. 16

#### PRINT

- New York Times, Jan. 22
- Chronicle of Philanthropy, Feb. 2
- Associated Press, Feb. 11
- Investor's Business Daily, Jan. 27, Feb. 8
- Star-Telegram, Feb. 5
- Washington Times, Jan. 30, Feb. 2, 3, 13
- Human Events, Feb. 3
- Reason magazine, Feb. 1
- Pittsburgh Tribune-Review, Feb. 5, 12
- Athens Banner-Herald, Feb. 12
- Knoxville News-Sentinel, Feb. 12
- NewsMax, Jan. 23
- Variety, Jan. 23
- Star Democrat, Jan. 18
- Sentinel & Enterprise, Jan. 25
- Daily Variety, Jan. 24
- Times Union, Jan. 23
- Sun-Sentinel, Jan. 20
- Newhouse News House, Feb. 2
- Augusta Free Press, Feb. 7
- Kansas City Star, Feb. 10

#### INTERNET

- National Review Online, Feb. 1
- Foxnews.com, Feb. 3
- FishbowlDC, Feb. 7
- CBS News.com: Public Eye, Jan. 27, 30, Feb. 10
- TCS Daily, Feb. 6
- Michelle Malkin.com, Jan. 26
- CNN.com, Jan. 19
- TownHall, Jan. 26, 27
- Lucianne.com, Jan. 23
- MSNBC.com, Feb. 11
- Media Matters for America, Jan. 27
- Human Events online, Jan. 25, 27
- New Media Journal, Jan. 27, Feb. 6
- The American Thinker, Jan. 23, 26, 30
- ChronWatch, Jan. 24, 26, 30
- The Paladin, Jan. 31, Feb. 12
- Life Site News.com, Jan. 20, 24
- Studentprintz.com, Jan. 24



**On Fox's *Hannity & Colmes*, MRC President Brent Bozell explained how the liberal media were exposing their biases in their over-done coverage of the Dick Cheney hunting accident.**



**CNSNews.com Staff Writer, Nathan Burchfiel, a former MRC intern, was interviewed on Fox's *Hannity & Colmes* about left-winger Cindy Sheehan's public endorsement of Communist Hugo Chavez, the leader of Venezuela.**



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**I give, devise, and bequeath to the Media Research Center, 325 South Patrick Street, Alexandria, VA 22314 (insert amount, percentage, or remainder of estate) for general operations (or any purpose you designate)**

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If you have already included us in your will or living trust, please let us know so that we may properly thank you.

For more information, please call Thom Golab at (800) 672-1423 or visit us online at [www.mrc.gift-planning.org](http://www.mrc.gift-planning.org)