Dear Member,

While President Bush won a second term – and with the largest number of votes of any president in U.S. history – it’s important to make some observations about the election.

1) Everyone got it wrong. Election-night coverage was dominated by talk of network “exit polls” and how wrong they were in suggesting Kerry would win by a landslide. But there’s a bigger issue they got wrong. Throughout the entirety of this campaign there was no one – absolutely no one – who predicted what the most important issue for the voters would be on Election Day. All year long we heard it was Iraq, or the economy, or terrorism, or jobs.

No one predicted the #1 issue would be Moral Values. Moral Values transcend “social issues.” The white hot issues, (or pink hot) such as gay marriage, were extremely important, but they are only part of the broad “Moral Values” picture. Moral Values is a judgment of American society, American culture, and a statement about the public’s great concern with the direction our society and our culture are taking.

While no one saw it as the defining issue, some of us did see it, years ago, as an important one. In the spring of 2001, Bill Bennett and I met privately with Lynne Cheney at the White House. We urged her to use her influence to get the Bush administration to adopt this issue. Sadly, no one did.

2) But for the Marriage Amendment, Bush might not have won. In all 11 states where the Defense of Marriage Amendment was put on the table, it won overwhelmingly, in many cases by 75 percent or more. In Ohio, it passed by a 2-to-1 margin. The massive voter turnout generated by this issue was Bush’s ultimate margin of victory.

And it proved what we, you our supporters, and Americans in general have been saying for years: Traditional morality is vital, and America’s Judeo-Christian values and ideas are essential to this country’s survival. Public and private leaders can succeed by championing those ideas.

3) The extraordinary Bush ground game saved a flawed Bush air campaign. Frankly, this election never should have been close.

Continued on page 2
Continued from page 1

George Bush was campaigning against a man who had aided the communist cause in Vietnam, a compulsive flip-flopper, a man who lied, time and again, about his positions and the president’s. This campaign ought to have been a referendum on Kerry’s radical agenda but was, in the final analysis, a referendum on Bush. Why?

While Bush won decisively, the Bush administration’s inability to sell the public on its message, especially before the campaign began, kept Bush on the defensive and prevented this election from being the landslide it ought to have been. The Bush administration has never placed America on the proper war footing she needs to be on, never fully “made the sell” on our policy in Iraq. It has never explained its end-game strategy convincingly.

Had the Bush administration done that early on, back in early 2003, and continuing through today, Iraq would not have been a negative issue.

The Bush campaign also fumbled two other major opportunities during the campaign. When the Swift Boat Vets came out with their offensive and succeeded in stopping the Kerry juggernaut dead in its tracks, Bush made a terrible judgment call in denouncing their activism. The Swift Boat Vets had every right, as does anyone else, to exercise their freedom of expression, and no one, especially a conservative Republican, should agitation against that.

Strategically, their message was powerful, and true. Bush didn’t need to jump on the bandwagon; he could have just gotten out of the way, and not fed the flames of anti-Swift Boat Vets hysteria in the media by denouncing their activities.

The second strategic error was the Bush campaign’s lack of focus on the social and cultural issues. As explained above, the single most important issue in this campaign was Moral Values and the driving issue there was the Defense of Marriage proposition. The Bush campaign chose to limit its participation in this debate and actually went in the opposite direction, having Bush publicly support civil unions for gays.

4) The country has become more conservative and Bush now has great opportunities. Bush can now finally claim a popular election mandate. Some of the top liberals in Congress, such as Sen. Tom Daschle and Rep. Martin Frost, were defeated with a barrage of fresh, new conservative faces replacing them. The Bush administration will do well to learn from the election and to heed the public mood in the days to come. That means: (a) a focus on conservative judges; (b) a more aggressive war on terror; (c) a continued pro-growth economic policy; (d) championing cultural and social issues.

I suspect that in the days to come, if Bush goes in that direction, he will lay the groundwork for what could be – could be – a profound legacy.

As for media coverage of the election, I will talk more about that in a future letter. For now, let me say this: We stopped them.

In July, Newsweek’s left-wing managing editor, Evan Thomas, admitted on national television that the news media were so biased toward John Kerry that they would provide him a cushion of “up to 15 points” on Election Day. We took that quote and pounced on it every single day thereafter. On Oct. 18, Thomas was asked about that quote again. Predictably, he back-tracked and suggested it was the “stupidest thing” he’d ever said. But he then went on to say that the actual advantage the media would give Kerry would be five points.

What if the final results did not include that pro-Kerry 5-point media bump because conservatives succeeded in exposing and neutralizing the leftist political agenda of the national media? To put it another way, what if we had not succeeded in making the pro-Kerry slant of the news media a national issue – thus neutralizing their agenda – and they had succeeded in giving Kerry a five-point edge? Look at the electoral map. Give Kerry 5 points and that advantage would have provided him with the margin of victory in Iowa, Nevada, New Mexico, Ohio, and Florida. Final tally: President-elect Kerry 316, Bush 222.

Our mission was never to advance the election of any candidate. It was to expose and neutralize those liberals who were doing precisely that – using the “news” media as their weapon. In the days to come, I will be preparing for you a report showing how the leftist media almost stole this election, why I think we were ultimately able to neutralize them, and what it means for the future.

For now, we should raise a glass to the ongoing meltdown of the liberal media. The war is not over, but this one was yet another blow to the solar plexus.

For now, we should raise a glass to the ongoing meltdown of the liberal media. The war is not over, but this one was yet another blow to the solar plexus.
Tell the Truth! Is Working – Let’s Keep Up the Fight!

The goal of the “Tell the Truth!” campaign—launched in spring 2004—was to expose and neutralize the leftist news media. Our strategy was to give 50 million Americans every single week the evidence of the leftist bias of the three networks and the major newspapers, and to help mobilize conservative groups to battle against that bias. We are happy to report that, thanks to your support, we met and surpassed those goals.

In April and May, we reached an average of 61 million people weekly. In July, we averaged 68 million people weekly. In August, we averaged 56 million weekly. And, during September and October, we reached over 72 million households weekly with our message.

In October, we extended the “Tell the Truth!” campaign to the grassroots level by mobilizing thousands of grassroots activists who joined our viral email campaign. Through this campaign, we literally sent hundreds of thousands of messages from people like you to the network news’ headquarters and their affiliates.

Turn to page seven of FLASH and you will also see the media appearances attributable to the Media Research Center and the “Tell the Truth!” campaign. From the Fox News Channel to Rush Limbaugh to the Drudge Report our work is having a significant effect.

This month, we also added three new markets to our “Tell the Truth!” billboard campaign with new billboards in Atlanta, Philadelphia and Cleveland.

And it doesn’t end there. Beginning Nov. 29, we plan to launch a Direct Response TV ad that will reach more than 96 million households offering Brent Bozell’s book, Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media (Crown Forum), just in time for the Christmas season. You’ll see us after Thanksgiving on the Fox News Channel and surrounding PAX TV in specific markets around the country.

The MRC’s “Tell the Truth!” campaign was not designed to end on Election Day. It’s a year-long effort transcending the world of electoral politics. With so much at stake in the next two months, we must stay ever-vigilant.

The networks and major newspapers have thrown all they have at conservatives this year, pushing anti-war coverage, attacking tax cuts and other good economic policies, and promoting their liberal political and social agenda. Given the election results and the liberal media’s frustration and anger, it’s clear they have no intention of giving up. Thanks to you, the “Tell the Truth!” campaign is working, reaching millions of people. Ever forward!

The MRC billboard in Philadelphia. Others are running in Dallas, Atlanta, Boston, and Cleveland.

THE TEN Worst Media Distortions OF CAMPAIGN 2004

Prior to Election Day, the Media Research Center released a special report, “The Ten Worst Media Distortions of Campaign 2004.” As MRC President Brent Bozell said at the time: “The liberal ‘news’ media chose sides early in the election and have acted as extensions of the Democratic National Committee and the Kerry-Edwards campaign.” Following are the highlights of the report.

The Ten Worst Media Distortions of Campaign 2004

1) Dan Rather’s Forgery Fiasco
2) Ignoring, Then Attacking, the Swift Boat Veterans for Truth
3) Pursuing the Bush National Guard Story
4) Spinning a Good Economy into Bad News
5) The Networks’ Outrageous Convention Double-Standard
6) Swooning Over Edwards’ Image, Ignoring His Liberalism
7) CBS’s Byron Pitts Promotional Kerry Coverage
8) CBS Promotes Fears of a New Military Draft
9) Misrepresenting the 9/11 Commission on Iraq/al-Qaeda Links
10) Equating New Terrorism Warning to LBJ’s “Gulf of Tonkin”

Rathergate...CBS News had to appoint an outside two-member investigating committee to find out how and why a) Dan Rather aired a hatchet job on President Bush based on forged documents and b) CBS Producer Mary Mapes coordinated with senior Kerry adviser Joe Lockhart concerning the discredited source of those documents.

The Attack On the Swift Boat Vets... Last spring, over 250 Vietnam War contemporaries, including veterans who served with him when he was a Swift Boat commander, came forward to challenge Kerry’s version of Vietnam and his anti-war activities. After being ignored for weeks the media turned on these honorable men with a vengeance, rather than give them a shred of credibility.

Good Economic Numbers = Bad News?... When Bill Clinton ran for re-election in 1996, unemployment was at 5.2 percent, inflation 3 percent, and economic growth 2.2 percent. As Bush stood for re-election, those numbers were nearly identical. Yet coverage of the Clinton data was overwhelmingly favorable (35 positive, 6 negative stories). Under Bush, it was reversed: 6 positive, 38 negative. Bias is the only explanation.

CBS Cooks Up Fictitious Draft Story... CBS’s Richard Schlesinger focused this story around Beverly Cocco, portraying her as a mom “petrified about a military draft.” He didn’t mention she is an activist with “People Against the Draft.” He never mentioned that the Pentagon, the Republican Party, and the Bush campaign all oppose a new draft.
Military Folks Voted For...

A National Annenberg Election Survey showed that a vast majority of the U.S. military support President Bush as commander-in-chief over John Kerry. Among the Annenberg survey’s findings: Sixty-nine percent of the military sample had a favorable opinion of Bush and 23 percent an unfavorable opinion. But only 29 percent had a favorable opinion of Kerry, while 54 percent were unfavorable.

Economic Good News Downplayed

The elite media downplayed – even criticized – the incredible economic news of Oct. 29, when data released that day revealed 3.7 percent growth in the third quarter – the best pre-election growth rate in the last quarter century. Yet, typically, CNN’s Andy Serwer described the numbers as “good news, bad news. The good news is the number was 3.7 percent; that’s higher than the second quarter, which was 3.3 percent. The bad news is economists were looking for 4.3 percent.”

But when the numbers stood at a relatively weak 2.2 percent during Clinton’s 1996 re-election, NBC’s Tom Brokaw had reported: “The economy was slow but steady going into the last quarter. …Many economists were encouraged by that, because it means inflation is under control and interest rates will stay low.” And in 2000, CBS’s Dan Rather was pleased with a 2.7 percent growth rate reported right before that year’s election. But that was then and this is now.

Koppel Relies on Viet Cong

To discredit Vietnam veteran John O’Neill and the Swift Boat Veterans for Truth, Ted Koppel’s Oct. 14 Nightline went all the way to communist Vietnam and interviewed former Viet Cong soldiers – an act akin to interviewing former Nazis to determine whether U.S. veterans told the truth about World War II. With the Viet Cong, a government-appointed “minder” monitored all of the interviews. To supposedly find out what happened on the day Kerry put in for his Silver Star medal, Feb. 28, 1969, Koppel said these communists were “witnesses” who had “no particular ax to grind for or against John Kerry.” In other words, the spokesmen for a regime that tortured and killed countless American POWs were more trustworthy than American POWs.


In four previous shows on Kerry’s war history and Swift Boat veteran ads, Koppel never granted an anti-Kerry veteran an extended interview. At the end of this show, however, Koppel spoke with John O’Neill. He then got snippy when O’Neill reminded him that Kerry has garnered a spot in the communists’ war museum as someone “who helped them win the war.” Koppel framed his show as a “chance to set the record straight.” Yet as O’Neill repeatedly said, “You’ve been had, Ted.”

Is God on America’s Side?

ABC’s Charlie Gibson pressed President Bush in an Oct. 26 interview on Good Morning America to refute the GOP platform on homosexual issues and to declare whether he believes God is on America’s side. “You have called, at times, this battle against terrorism a ‘crusade,’” said Gibson. “Do you think God is involved in this conflict?” Bush answered: “I don’t think this is a religious war. I think this is a war between evil people that are willing to kill on a mass scale, people that would like to end up with weapons of mass destruction and even kill more than they did in New York City.”

Gibson continued: “But you’ve used a phrase that interests me, which is, you said, ‘freedom is a gift of the Almighty.’” Bush: “It is.” Gibson: “And if you’re the agent of freedom, or consider yourself so, in this, does that indicate in your mind that the Almighty is on our side in some way?” And Bush
“[E]ven before these polls came out, you could feel the presidency slipping away from George Bush,” projects CBS political analyst Craig Crawford on Oct. 14. “I have a feeling that slackers are going to rise up in this election. The slacker motto is: Sleep till noon, drink beer, vote Kerry,” adds Michael Moore a few days before the election. “How can 59,054,087 people be so DUMB?” screams the Nov. 4 front-page headline of England’s left-wing Daily Mirror newspaper. Some wisdom from Walter Cronkite on the bin Laden videotape: “I’m a little inclined to think that Karl Rove, the political manager at the White House, who is a very clever man, that he probably set up bin Laden to this thing.” And in post-election Hollywood? “There’s a lot of disappointment out here. A lot of apprehension,” says Robert Dowling, editor in chief of the Hollywood Reporter. “People are comatose.” Finally, Hollywood Fresh Air Dept.: “Kerry scares me” – Mel Gibson.
The CNSNews.com Smoking Gun

Journalists spend years, sometimes even decades searching for the “smoking gun,” the documentary evidence or other form of proof that satisfies the skeptics and ends the debate surrounding a controversy. In 2004, no controversy has begged for the smoking gun more than the one involving Saddam Hussein, his alleged ties to weapons of mass destruction and his links to international terrorist groups.

But while CNSNews.com was able to come up with exactly that type of smoking gun and clarify the reasons, indeed the necessity for invading Saddam’s regime, most of the rest of the media acted as if we had reported the landing of aliens on the roof of the White House.

On Oct. 4, CNSNews.com published an article entitled, “Exclusive: Saddam Possessed WMD, Had Extensive Terror Ties.” The exhaustive 2,209-word article was based on 42 pages of Iraqi Intelligence Service documents that a senior government official, whose identity could not be released, furnished to CNSNews.com’s Scott Wheeler. The entire story, with the documents translated, can be found on www.cnsnews.com.

The memos exposed the relationships that Saddam had cultivated with al Qaeda’s number two operative, Ayman al-Zawahiri and with another terror kingpin, Abu Musab al-Zarqawi, who is believed responsible for the beheadings of several Americans. One of the memos contained Saddam’s order to his intelligence operatives to “hunt the Americans,” especially in Somalia. Nine months after that memo was written, U.S. troops on a humanitarian mission in Somalia were ambushed by al Qaeda-inspired terrorists in Mogadishu. Eighteen were killed.

Two memos showed the Saddam regime’s purchase of mustard gas and anthrax, both considered weapons of mass destruction, as well as the safety equipment necessary to handle the deadly materials.

But having been handed this potential blockbuster story by a longstanding, reputable source, we weren’t about to take the documents for granted. CBS News had done just that weeks earlier with papers that would eventually be deemed fraudulent, although not before they would be used as the basis for a shameful presidential campaign, said the papers represented “the most complete set of documents relating to terrorism, including Islamic terrorism” against the U.S.

Bruce Tefft, a retired CIA official who specialized in counter-terrorism and had extensive experience dealing with Iraq, said that “based on available, unclassified and open source information, the details in these documents are accurate…”

A former United Nations Special Commission (UNSCOM) inspector, who spoke with CNSNews.com on the condition of anonymity, cited the signatures on the documents as “the names of some of the people who sign off on these things.

“This is fairly typical of that time era. [The Iraqis] were meticulous record keepers,” added the former U.N. official.

Despite the remarkable newsworthiness of the CNSNews.com article what followed in terms of the mainstream media’s attention to the article was equally astonishing. We offered news organizations from all over the world the opportunity to get copies of the Arabic documents and reach their own conclusions.

World Magazine published its own account of the documents and their relevance to the war on terror and President Bush’s decision to invade Iraq. The BBC ran with the story in England. But not a single major American newspaper requested the documents, nor did any major U.S. broadcast or cable news network, except CNN, although even armed with the memos, that network let the story die on the vine. Talk radio hosts were fascinated by the CNSNews.com exclusive and focused on the topic for weeks after the article’s original Oct. 4 publication. The nation’s two most popular talk show hosts, Rush Limbaugh and Sean Hannity, each made mention of the story on air.

So, it’s no exaggeration to say that the CNSNews.com website, the content of which caters to approximately 500,000 readers on a daily basis, served as the main conduit for one of the most important stories of the year. Since the CNSNews.com article supported President Bush’s reasoning for invading Iraq and eliminating the world’s number one terrorist, Saddam Hussein, and since the publication of our article took place at the height of an intensely competitive presidential race, you can understand why the mainstream media ignored the story. Their political agenda, electing John Kerry as president, is pretty well established by now.

The CNSNews.com exclusive may not have traveled as far or as wide as we had hoped, but its significance is undeniable. But this story’s not done, not by a long shot. And when the truth is finally known to all, you’ll know that CNSNews.com was first.

This Jan. 18, 1993 memo from Saddam Hussein called for missions to “hunt the Americans.”

By David Thibault
CNSNews.com Managing Editor
MRC IN THE NEWS

The experts at the Media Research Center are interviewed almost every day on stories of national importance. As Election Day 2004 came and went, MRC spokesmen hit the radio, TV, the Internet, magazines, and the newspapers, and pushed hard for a fairer and more balanced media. This was vitally crucial given the presidential election, a race that most in the media wanted to go one way, and at a time when liberal bias was being exposed for all Americans to see. The MRC helped stop the liberal media leviathan this election and continues to make effective and permanent inroads across the nation.

Television
- Fox Your World with Neal Cavuto, November 3
- Fox Hannity & Colmes, October 26
- CNBC Capital Report, October 20
- Fox Your World with Neal Cavuto, October 19
- WJLA Washington, DC, October 15
- TV Fox News Live, October 31

Radio
Voice of America News – October 14
Jeff Katz Show – October 28
WMCU Florida – October 27
WPHH Pittsburgh – October 25
WPHT Philadelphia – October 27
KSFO Philadelphia – October 27
G Gordon Liddy Show – October 13

Print
National Review – November 4
San Jose Mercury News – November 2
Sun-Sentinel (Florida) – November 2
New York Post – November 1, 4
Pittsburgh Tribune-Review – November 1, October 18, 25, 27
Human Events – October 4, November 1
Financial Times – October 30
Richmond Times Dispatch – October 30
Sydney Morning Herald – October 30
Smokey Mountain News – October 29

Internet
ConWebWatch.com – November 2
Men’s News Daily – November 1
The Reporter.com – October 23
Agape Press – October 22, 29
AlterNet – October 26
FOXNews.com – October 26
Lucianne.com – October 25
Town Hall – October 20
American Progress.org – October 20
National Review Online – October 14
Tech Central Station – October 12

Appearances by MRC Director of Media Analysis Tim Graham
American Family Radio – October 26
KOA Denver – October 26
Family News in Focus – October 26
KTAM Portland, OR – October 26
WPTF Raleigh, NC – October 27
KMED Medford, OR – October 27
NRA News – October 27
KFXA – October 27
KRMS – October 28
WWBA Tampa Bay, Florida – November 2
WLNI Lynchburg, VA – October 19
CDR Network – October 26
CNN – October 11
WI Public Radio – October 11
WJR – October 12
WDEO – October 14
Battline – October 14

Appearances by MRC Research Director Rich Noyes
WBAP Dallas, TX – October 27
KLO Salt Lake, UT – October 28
Radio America – November 1
Linda Chavez Show – October 22
Family News in Focus – October 22
KION Salinas, CA – October 25
CNBC, Capitol Report – October 20
WBAL – October 12
Janet Folger Show – October 13
KION Modesto, CA – October 15

Sample of articles:
- New York Times – October 22, 28, November 8
- Washington Times – September 21, October 4, 16, 19, 20, 27
- Jewish Press – October 27
- Boston Globe – October 25
- Knight-Ridder Tribune Business News – October 24
- Florida Times-Union – October 23
- The Record (New Jersey) – October 23
- Family News in Focus – October 20
- St. Petersburs Times – October 19
- National Review – October 18
- The Irish Times – October 16
- World magazine – October 15
- Kansas City Star – October 13
- Albany Times Union – October 12
- Chicago Tribune – October 13
- Atlanta Journal-Constitution – September 28
- Investor’s Business Daily – September 23, 30, October 19, 20, 21

Documenting, Exposing and Fighting Media Bias
ON SALE NOW!

Weapons of Mass Distortion
The Coming Meltdown of the Liberal Media
by L. Brent Bozell III

The leading expert on media bias makes the most substantive case yet for the leftward bias of America’s mainstream news organizations, and reveals why the days of the liberal media’s dominance are numbered.

As Founder and President of the Media Research Center, L. Brent Bozell III is a leading expert on the issue of media bias. In Weapons of Mass Distortion, he presents the definitive account of the current prevalence and future vulnerability of the liberal media.

With a wealth of facts and evidence at his command, Bozell reveals exactly how the major TV, radio, and print news outlets not only distort the news but try to dictate the national agenda as well. Bozell also explains why the liberal media’s audience will continue to defect to the emerging alternative news outlets – outlets more in tune with their perspective on the world – and how this defection will change the slant of mainstream news.

“L. Brent Bozell III is, as has been frequently noted, a national treasure; the work his Media Research Center does in compiling evidence of the media’s flagrant bias is invaluable. Bozell’s new book, Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media, provides example after hilarious example of the press allowing its biases to obscure the truth.” — National Review

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