

The Media Research Center's Monthly Members' Report

Take the Fight to the Liberal Media

Dear Member,

This past year, the Media Research Center made outstanding progress in our mission to bring political balance to the major media. There were many victories to celebrate and build upon. It's also no time to rest on our laurels. As 2005 begins, the liberal media are already attacking on all fronts to undermine the conservative political and cultural victories of 2004. We will keep fighting, as always. But still, it's worth noting some of our achievements in 2004 – because they were terrific.

One of the biggest triumphs for the MRC in 2004 was our role in exposing the forged National Guard memos that Dan Rather and *60 Minutes* tried to use to scuttle President Bush's re-election campaign. A few hours after that story first aired on Sept. 8, an MRC staffer noticed some oddities in the documents posted by CBS online. Our CNSNews.com editor and a reporter then worked quickly to confirm the documents were bogus by consulting with three independent experts. Once we had expert proof that the documents were fake, we published the breaking story on

our news service, CNSNews.com. It was immediately picked up by the *Drudge Report* and then it spread across the globe.

Within a day, the rest of the major media launched their own investigations and uncovered more startling facts about how CBS had pushed the false story. CBS finally admitted the story was false, and apologized. An independent committee is now investigating the events at CBS and Dan Rather has announced that he will resign early, in March 2005.

That is a victory – a victory that also made liberal media bias a top issue in the news and the presidential campaign. Our reason for doing what we do – exposing the liberal press – is now a dominant part of the national conversation.

While Rather's successor is still unknown, we know that whoever it is, the liberal culture at CBS is not going to change. It is institutional, as the MRC has documented for years. We will continue to analyze and publicize the bias at CBS, and push for more media balance there.

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An early Christmas present: Liberal Tom Brokaw retired from the NBC Nightly News on Dec. 1, 2004.



And a Happy New Year: Liberal Dan Rather announced that he is retiring early, in March 2005.

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Pat Boone, Brent Bozell and Weapons of Mass Distortion



America's Media Watchdog

The publication of my book, *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media* (Crown Forum) marked another milestone for the MRC. The book is selling well and it relies heavily on the research done by the MRC over the last 17 years – 60 studies and 600 examples of media bias. It could not have been completed without the hard work and diligence of the staff here. I conducted over 100 interviews promoting the book and every one gave me the opportunity to push our message to thousands – okay, millions – of viewers, listeners, and readers.

Many of the analyses and projections made in the book are unfolding, sometimes daily, in the major media and in the alternative media.

On another front, we held our annual MRC dinner, complete with our now-famous DisHonors Awards, in March. More than 850 conservatives from across the country attended the event. The evening turned into a very special occasion when Rush Limbaugh made a surprise appearance and spoke to our supporters. He's a special friend and I was so honored to have him join us.

Needless to say, I was very proud to hear him say: "So much progress is being made and one of the reasons is Brent Bozell and the Media Research Center documenting [what liberal journalists do]. ...In my case, I would not be able to do what I do were it not for people like Brent and all of the people in the conservative movement that you hardly ever hear about, some of them now more than ever.... And it has been a joy to be a part of this."

Rush has often relied on the research we produce and he uses it to spread the MRC message to his 7 million daily listeners. Sean Hannity, with 5 million daily listeners (and nearly 2 million on TV), has also done the same on many occasions this year. The word is getting out there. Your support does pay off.

This year, we launched our biggest effort ever, the national "Tell the Truth!" campaign. Our goal has been to expose and neutralize the leftist news media through print and billboard advertising, viral email, faxes, our Web site, mobilizing other conservative groups and, as of Nov. 29, running commercials on Direct Response TV, PAX TV, and the Fox News Channel.

Every single week, we have reached more than 50 million Americans with evidence of the leftist bias of the networks and major papers—our TV ads are reaching 96 million households.

This year, our News Analysis Division produced five Special Reports – detailed studies on media bias focusing on 1) the media agenda against religion; 2) how the media tried to discredit Ronald Reagan; 3) domestic and foreign policy; 4) the history of media bias; and 5) the 10 worst distortions of campaign 2004. In addition, the MRC's Free Market Project produced three Special Reports documenting media bias on the economy, global warming, and against the food industry. Also, our Times Watch division produced two Special Reports:

The coming months look to be especially vicious times. The major media despise conservatism and America's traditional moral values. They will do all they can to undo the victories of 2004. We will do all we can to strengthen our ground, and then advance.

one on the *New York Times's* shabby (and hypocritical) treatment of the Swift Boat Veterans for Truth, and one on the *Times's* top 10 distortions of campaign 2004. Material from all of those reports was cited in numerous news stories, on radio, TV, in newspapers, and on the Internet – again reaching millions.

The MRC's work was so effective this year it even got Tom Brokaw's goat – twice! In the January issue of the *Columbia Journalism Review*, Brokaw, who just retired from NBC after 21 years as anchor of the Nightly News, was asked about the MRC's work. He lashed out: "It is a little wearying, but you've got to rise above it and take it case by case. ... What I get tired of is Brent Bozell trying to make these fine legal points everywhere, every day. A lot of it just doesn't hold up."

Yet the evidence does hold up, and people are getting wise to the arrogance in the major newsrooms. That's precisely why Brokaw is rattled.

At an Oct. 2 forum sponsored by the *New Yorker*, largely to defend Dan Rather and CBS, Brokaw complained again: "Brent

Bozell has, you know, an entire organization devoted to doing as much damage, and I choose that word carefully, as he can, to the credibility of the news divisions."

No, the MRC is devoted to exposing the liberal bias of the major media. Brokaw and Co. are the ones doing the damage to their own credibility. We don't have the billions of dollars that NBC does. Nor do we have its massive staff, its bureaus and affiliates, and its 16 million daily news show viewers.

We are the David against that Goliath. And given Brokaw's temper tantrums, we are clearly doing something right.

As the New Year begins, we are gathering more rocks for our slingshot, for there is much to do. We are working on a potential new book about the media bias in campaign 2004. We are launching a blog Web site, to give our supporters (and critics) a timely, interactive outlet for feedback and commentary. With Brokaw retired and Rather about to leave, we will monitor the new anchors of the nightly news at NBC and CBS.

The election results of 2004 – and the major media's fury over its results – portend that the elite media will stop at nothing to further their agenda. The coming months look to be especially vicious times. The major media despise conservatism and America's traditional moral values. They will do all they can to undo the victories of 2004. We will do all we can to strengthen our ground, and then advance.

Ever forward! Thank you for all your support this year, and may you have a blessed Christmas.

Until next month,



L. Brent Bozell III
Founder and President

“The most humorous night in Washington!”

**It’s usually the national liberal media
savaging conservatives, but on this night...
WE GET EVEN!**

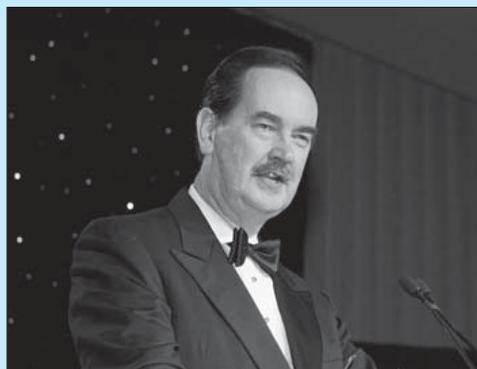
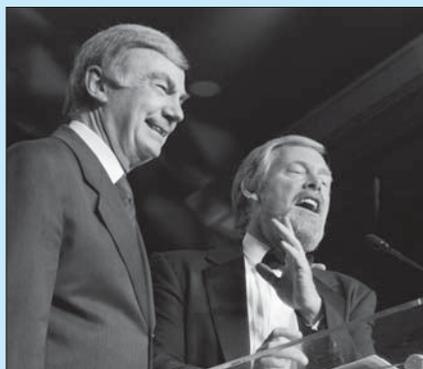
Join the Media Research Center and a thousand movers and shakers of the conservative movement as we roast the most outrageously biased reporting of 2004.

ANNOUNCING

The MRC’s Annual Gala and DisHonors Awards

Thursday, April 21, 2005

JW Marriott Hotel Pennsylvania Avenue • Washington, D.C.



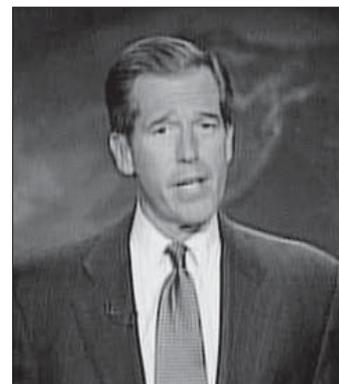
A few scenes from the last MRC Annual Gala and DisHonors Awards

Special discount for MRC members: Tickets are \$250/person. Get your tickets **before February 28th** and receive \$50 off! Just call (800) 672-1423 or (703) 683-9733 – Remember to ask for the *MRC MEMBER* rate. **CALL TODAY!**

New Anchorman...*Same Old Liberal Bias*

After 21 years, Tom Brokaw resigned as anchor of the NBC Nightly News in November. The liberal Brokaw is out and ...the liberal Brian Williams is in. Like Brokaw, Williams has a long history of liberal media bias. Here are a few examples, culled from a recent MRC *Media Reality Check*.

- ☛ A year after 9/11, Williams suggested America’s “military swagger” was “part of what got the United States in trouble September 11th.” He later agreed with *Newsweek* International Editor Fareed Zakaria that America was acting like the Roman Empire.
- ☛ During the first days of the Iraq war, on March 21, 2003, Williams ignorantly compared the coalition bombing to that of Dresden and the firebombing over Japan during World War II.
- ☛ When covering the White House for NBC, Williams said of Bill Clinton: “He’s perhaps the most intellectually and physically active person to have held the job in decades.” (Most physically active? Well, that’s partly true.)
- ☛ On the Republican presidential candidates’ debate in 2000: “It’s red meat for conservatives, the positions rather strident tonight: anti-gay, pro-Jesus, and anti-abortion and no gray matter in between.”
- ☛ Asking a historian about Jimmy Carter: “Is it fair to call him the best former President in, at minimum, modern American history, and perhaps, well, I guess, the last 200 years?”



Clinton Blasts ABC's Bias— Against Him?

Former President Bill Clinton believes that the media, in particular ABC, are indeed biased, yet biased from the political right against the Comeback Kid. In an hour-long ABC *Primetime Special Edition* on Nov. 18, geared to



Former President Bill Clinton accuses ABC of conservative media bias against him.

promote the opening of the Clinton Library, host Peter Jennings noted that a survey of historians had ranked Clinton as “41st on moral authority.” That prompted Clinton to rant against Independent Counsel Ken Starr and the historians, simultaneously maintaining that “I don’t really care what they think.”

Jennings countered, “You care, I can feel it across the room.” Clinton fired back: “You don’t want to go there, Peter. You don’t want to go there. Not

after what you people did and the way you, your network, what you did with Kenneth Starr. The way your people repeated every little sleazy thing he leaked.” The truth is, and the record proves ABC’s overwhelming hostility toward Starr – but who ever suggested Bill Clinton was interested in the truth?

Cronkite Cracked?

Many observers thought Walter Cronkite was joking – or delusional – when he claimed outrageously on the Oct. 29 edition of *Larry King Live* that the pre-election video of terrorist Osama bin Laden was orchestrated by the White House. Said Cronkite: “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.”



Karl Rove may have orchestrated the pre-Election Osama bin Laden videotape, says Walter Cronkite.

Yet on Nov. 18 Cronkite repeated the charge at a charity event in Florida. As the *Miami Herald’s* Glenn Garvin reported, Cronkite “accused Republican political operative Karl Rove of orchestrating the release of a new Osama bin Laden tape last month to help President Bush win re-election.” Cronkite is not joking. He is showing his true political stripes, stripes so radical not even Michael Moore will defend him.

Arafat: Terrorist Freedom Fighter?

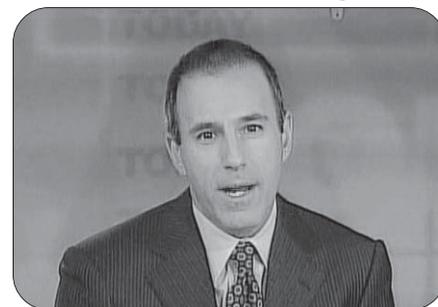
The liberal news media found it almost impossible to label Yasser Arafat a terrorist following his death in

November, despite the long list of victims and facts confirming Arafat’s involvement in numerous acts of terrorism. ABC’s Diane Sawyer, on Nov. 11, best encapsulated the media myopia: “There may not be any other man in history who better embodies the saying that one man’s terrorist is another man’s freedom fighter.” *World News Tonight* anchor Charles Gibson referred to how “some view his passing as the loss of a great leader, the only one modern day Palestinians have known. Others see his death as one more terrorist gone.”

And CBS’s Mark Phillips described two Arafats: “He was a freedom fighter, who in his ever-present military uniform and kafiya, was the champion of his down-trodden people. He was a terrorist whose chosen tactics left a trail of innocent blood.” Is Osama bin Laden, in the major media’s mind, also a terrorist and a freedom fighter?

George Washington in Iraq

Taking relativism beyond the bend, NBC’s Matt Lauer equated the Iraqi terrorists – who are killing U.S. troops and innocent Iraqis – with the American soldiers who fought alongside George Washington during the Revolutionary War. On the Nov. 9 *Today Show*, Lauer interviewed Lynne Cheney about her children’s book about Washington who,



NBC's Matt Lauer: Aren't Iraqi terrorists just like America's Revolutionary War soldiers?

said Lauer, led “a rag-tag group, not well-fed, not well-clothed, completely under-equipped as compared to this great British army.” Lauer then said:

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the offer in *FLASH*.

“Let me ask you to think about what is going on in Iraq today where the insurgents, not well equipped, smaller in numbers, the greatest army in the world is their opposition. What’s, what’s the lesson?... The insurgents believe they’re fighting for a cause as well. They don’t believe any less than we believe.”

Cheney, with good reason, took Lauer to task: “You’re being awfully relativistic here. I mean, the insurgents are killing Iraqis by the hundreds, Iraqis by the thousands. It’s not as though this is a matter between just ‘on the one hand on the other hand.’ We are on the side of freedom.”

Liberal Racism Okay

Rush Limbaugh was blasted by the left as inciting hatred for using such words as femi-nazis. But when left-wing radio host John “Sly” Sylvester, in Madison, Wisc. (WTDY-AM), called Condoleezza Rice an “Aunt Jemima” after she was appointed secretary of state by President Bush, the major media said ... well, not much. An “Aunt Jemima” is a derogatory term ascribed to a black woman who is viewed as a toady for a white boss. But when the black woman is a conservative, apparently the racism is okay.

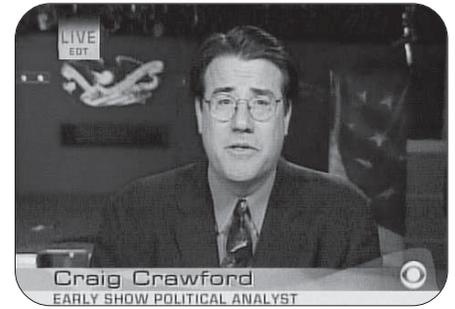
In addition to the Aunt Jemima remark, Sylvester, who is white, said that

Rice “has allowed herself to be used as a black trophy” of the Bush administration. He further called out-going Secretary of State Colin Powell an “Uncle Tom,” the male version of an Aunt Jemima. Three weeks prior to this incident, conservative talk radio host Mark Belling was taken off the air for a week because he used the word “wetbacks” to describe immigrants from Mexico. No such punishment for the liberal Sylvester.

Media Obeyed Kerry

Right after Fox News declared that President Bush had won the state of Ohio – at 12:41 AM on Election night – John Kerry’s people called the major networks and begged them not to follow suit by also declaring Ohio for Bush. The networks obeyed. ABC, NBC, and CNN all pretended Ohio had not been decided, even with virtually 100 percent of precincts reporting. Yet when Kerry conceded later that morning, the media suddenly found the data that would allow them to call Ohio for Bush.

NBC’s Tom Brokaw later made the ridiculous claim: “The White House was very eager for us to call one of those states. As long as John Kerry and company were contesting Ohio, I was determined not to do that. We were confident in our judgment about Ohio, but we don’t declare presidential winners.”



CBS's Craig Crawford says Bush voters are like KKK voters.

Bush & KKK Voters

Reeling from the re-election of George W. Bush as president despite the early exit polls that showed him trailing Sen. John Kerry, Craig Crawford of CBS and *Congressional Quarterly* came up with an explanation: the David Duke effect.

As Crawford said on MSNBC’s Nov. 12 *Countdown* with left-wing host Keith Olbermann: “People didn’t want to admit to exit pollsters they’d voted for David Duke, the head of the Ku Klux Klan, because they didn’t want to admit they were a racist. So perhaps a lot of voters didn’t want to admit they voted for Bush.” That seems reasonable and fair – doesn’t it?

For more outrageous quotes, visit the MRC’s *Notable Quotables* archives at: www.mrc.org/archive/nq/welcome.asp

MINIBITS

“Somebody said to me the other day that Americans don’t behead, but we do drop smart bombs that do it for us.” – PBS’s **Bill Moyers**

“I mean, Condi Rice didn’t see terrorism coming, she went out and really lied about what she knew ... what the President knew.” – *Newsweek*’s **Eleanor Clift**

“Moral values? “It’s code for taking a different position about gays in America, an exclusionary position, a code about abortion, code about imposing Christianity over other faiths.” – ABC’s **Diane Sawyer**

“Christian fundamentalism is a result of “a lack of education.” – **Andy Rooney**

“Evan Thomas in post-election bout of sobriety: “The mainstream media” are out of touch “with most of America.”

“And ABC News Political director **Mark Halperin** agrees: “Most members of the establishment media live in Washington and New York. Most of them don’t drive pickup trucks...[W]e are out of touch with a lot of America and with a lot of America that supports George W. Bush.”



The major media "are out of touch" with America, admits ABC's Mark Halperin.

By Scott Hogenson
CNSNews.com Editor



CNSNews.com Election Coverage Ahead of the Curve

Reporters tend to run in packs and I've always taken the opportunity when available to suggest that junior reporters eschew doing so. Similarly, we've gone to great lengths to make sure that CNSNews.com, the Internet newswire of the Media Research Center, also takes the path less traveled.

The chief benefit of following this philosophy is that CNSNews.com is routinely ahead of the rest of the media pack in spotting news and news trends, and the latest example of this was in our coverage of Election Day 2004 and the (mercifully!) brief period of time between the closing of the polls and the determination of a winner.

Part of that coverage involved dispatching Senior Staff Writer Marc Morano to Boston to cover events at John Kerry's headquarters on Election Night. We were confident that Marc, a seasoned newsman, would not follow the pack of reporters also sent to Boston.

Little did we know that our coverage would provide a glimpse into the liberal deconstructions of the election returns for weeks to follow – that 'Red America' simply isn't bright enough to understand that John Kerry is truly on their side while President Bush is opposed to their best interests.

Initially buoyed by early exit poll data that had been leaked to select media during the afternoon of November 2, Kerry backers quickly resorted to lamentations that still echo more than a month later, with CNSNews.com coverage revealing how ready liberals were to discuss the results in a manner that impugned their fellow Americans and their own nation.

"Can you tell me why everybody made a mistake?" asked one distraught Kerry supporter quoted by CNSNews.com on Election Night.

"You vote for Bush, you get what you deserve," shouted another. "Bush is dishonest; he is not being honest with the American people."

"This is why the rest of the world calls us ignorant Americans," said a third.

On and on it went. And on and on it goes today, albeit with some modifications regarding the occasional recount, the mystery of "Moral Values," and the truly dark conspiracy theories we won't address in this space. And it was all revealed in its earliest stages by CNSNews.com.

This is the essence of really good, solid journalism – being bold enough to not run with the pack, take off the blinders and report the events of the day in a manner that is both insightful and puts things into a forward-looking perspective.

CNSNews.com demonstrated this countless times during the past year, not just with event coverage, but with bullet-proof investigative reporting. When CNSNews.com tackled the question of whether 'junk science' made its way into the courtroom via Democratic vice presidential nominee John Edwards' past legal arguments, *The New York Times* eventually followed suit with their own coverage – nearly two weeks later.

CNSNews.com was the only credentialed news agency to provide early coverage of the Swift Boat Veterans for Truth, who ultimately came to have an enormous impact on the 2004 election.

The investigative reporting of CNSNews.com resulted in the groundbreaking report that called into question the authenticity of the documents used by CBS News in its hit piece on the president's National Guard service, and it was CNSNews.com that finally documented and exposed to the world the successful efforts of Iraqi dictator Saddam Hussein to obtain weapons of mass destruction.

This is what it means to not run with the pack and the result speaks for itself. With your support, CNSNews.com will continue its well-earned legacy of providing thoughtful, investigative reporting into 2005 and far beyond.

Log On For Your News!

CNSNews.com

Cybercast News Service

The screenshot shows the CNSNews.com website layout. At the top, it says 'CNSNEWS.COM Cybercast News Service' and 'The Right News... Right Now.' Below that is a search bar and a navigation menu with categories like News Sections, Opinion Sections, and Weather Sections. The main content area features a 'Top Headlines' section with the headline: 'Anti-UN Group Finds Allies in New York'. The text of the headline reads: '(CNSNews.com) - A conservative group that wants to get the United Nations out of the United States said it will work with New York lawmakers and community leaders who are trying to block the expansion and renovation of U.N. headquarters. Full Story'. Other headlines include 'Zogby Polling Seeks Damage Control After Election Day Flub' and 'Capitol Hill (CNSNews.com) - Following an Election Day prediction that Democratic candidate John Kerry would win more than 300 electoral votes and the presidency, one of America's best-known polling firms is still trying to explain its flawed projection. Full Story'. A sidebar on the right contains various widgets like 'PayPerPoint', 'CNSNews.com Now Hiring', and 'Great Gifts For YOU!'.



AMERICA'S MEDIA WATCHDOG

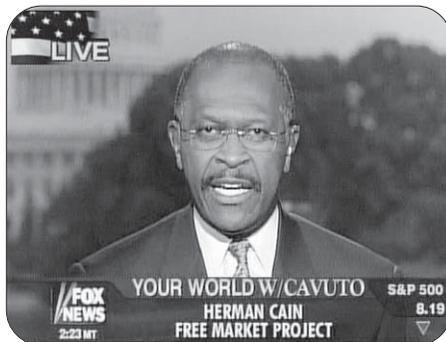
Documenting, Exposing and Fighting Media Bias

MRC IN THE NEWS

The experts at the Media Research Center are interviewed almost every day on stories of national importance. Throughout 2004, they provided analysis and commentary on radio, TV, the Internet, in magazines, books and in newspapers, always striving to help restore political balance to the media. The last two months were no exception, as the media hits below demonstrate.



L. Brent Bozell III on Fox's *Big Story* with John Gibson



Herman Cain, National Chairman of the MRC's Free Market Project



Rich Noyes on CNN's *Crossfire*

Television

- ☛ CNN - *Paula Zahn Now*, Nov. 23
- ☛ CNN - *Crossfire*, Nov. 23
- ☛ Fox - *Big Story* w/John Gibson, Nov. 23
- ☛ Christian Broadcasting Network, Nov. 15
- ☛ MSNBC - *Countdown*, Nov. 11
- ☛ Fox - *Your World* w/Neal Cavuto, Oct. 13, 18

Radio

- G. Gordon Liddy Show* – December 6
- Jason Gallagher Show* – November 24
- WMAL Washington, D.C. – November 24
- WDAY Fargo – November 4
- Janet Folger Show* – November 1

Appearances by MRC Research Director Rich Noyes

- WYLL The Walsh Forum – December 1
- KDKA Pittsburgh – December 1
- WDEO Detroit – December 1
- WYDE Birmingham – November 19
- The Right Balance* – November 18
- KTSA San Antonio – November 15
- WLW Cincinnati – November 11
- NRA News – November 9
- Jane Silk Show* – November 9
- WWBA Tampa Bay – November 2

Appearances by MRC Director of Media Analysis Tim Graham

- WKY Oklahoma City – December 1
- WI Public Radio – December 2
- Chuck Harder Show* – December 2
- Newsbeat* w/ *Blanquita Cullum* – December 2

- KOLE Beaumont, Tex. – December 2
- WBAL Baltimore, MD – November 27
- WCHS Charleston, WVa. – November 24
- WMUZ Detroit – November 24
- KOA Denver – November 24
- MetroNews Radio Network – November 24
- Linda Chavez Show* – November 24
- WTIC Hartford, Conn. – November 23
- Jane Silk Show* – November 19
- NRA News – November 16
- WI Public Radio – November 10
- The Right Balance* – November 8
- WMAL, Washington, D.C. – November 7
- Battleline* w/ *Alan Nathan* – November 5
- WLNI Lynchburg, Virg. – November 5
- KOLE Beaumont, Tex. – November 4
- Catholic Connection – November 4

Appearances by Free Market Project Director Dan Gainor

- Linda Chavez Show* – November 16
- Battleline* w/ *Alan Nathan* – November 16
- WCHS Charleston – November 16
- KLO Salt Lake City – November 16
- Chuck Harder Show* – November 15
- KTSA San Antonio – November 15
- The Right Balance* – October 18, November 11
- Jeff Katz Show* – October 28
- WMUZ Detroit – October 28
- KDKA Pittsburgh – October 26
- Battleline* with *Alan Nathan* – October 18

Print

- Investor's Business Daily*, November 11, 23, December 2, 5
- Chattanooga Times Free Press*, November 29

- The State* (Columbia, SC), November 29
- Wichita Eagle*, November 28
- Union Leader*, November 28
- Boston Globe*, November 24
- New York Times*, November 24
- Pittsburgh Post-Gazette*, November 24
- Washington Post*, November 24
- Winston-Salem Journal*, November 24
- Washington Times*, October 20, November 9, 10, 18, 23, 24, 26, 30
- Los Angeles Times*, November 19
- Pittsburgh Tribune-Review*, November 8, 15, 18
- Christian Networks Journal*, November 12
- National Review*, November 12
- International Herald-Tribune*, November 9
- Richmond Times-Dispatch*, October 30
- Reason*, October 1
- Bullish on Bush* (book), released October 25

Internet

- Fox News.com – December 3
- National Review.com – December 2
- RushLimbaugh.com – December 1
- ChronWatch – December 2
- Agape Press – November 17, 30
- News Max.com – November 27, 28
- Human Events Online – November 24
- Townhall.com – November 24
- World Net Daily – November 18
- Media Matters.org – November 5, 16
- MichNews.com – November 15
- Enter Stage Right.com – November 8
- FAIR.org – November 5
- Intellectual Conservative.com – November 4
- Foxnews.com – October 26

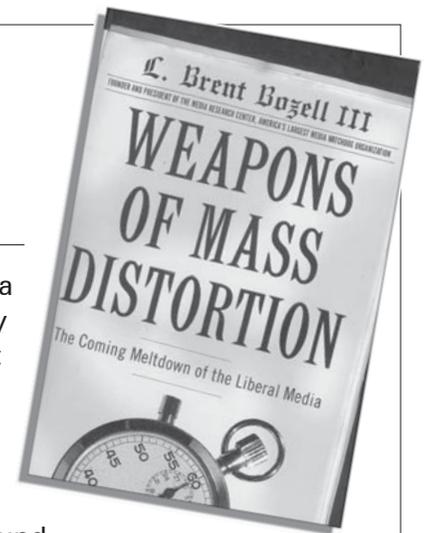
DON'T TOUCH THAT REMOTE!

Here's a Commercial Worth Watching

MRC expected to generate an addition 17,500 in book sales

Beginning December 6th through the first week in January, the Media Research Center is expanding the reach of the "Tell the Truth" campaign by launching direct response television and radio advertisements for Brent Bozell's new book: *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media*. The commercial features Pat Boone interviewing Brent about the details in the blockbuster book.

More than 88 television spots and 450 radio advertisements will run during this four-to-six week media blitz – reaching over 96 million households around the United States. The TV ads can be seen on Fox News and the PAX network and will also appear in various designated market areas around the country.



In addition, the MRC is placing more than 200 one column direct response advertisements in newspapers around the country.

For public relations purposes, the MRC is producing a video news release (VNR) about the MRC and the book. The VNR will be broadcast to over 1,100 cable and satellite networks, more than 6,600 radio stations, and 18,640 websites.

Although it cost \$205,900 to produce and place the commercial and VNR, the MRC anticipates selling at least 17,500 books during the full 26 week campaign. The ad value alone is calculated above \$1.3 million dollars.



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FLASH

(ISSN #1087-5077) is published monthly by the Media Research Center, a 501(c)3 nonprofit research and education organization.

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Alexandria, VA
22314-3580

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