

**BELIEVE IN AMERICA  
NOT THE MEDIA**



**mrc | MRC.ORG**

**2020 ANNUAL REPORT**





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HOW WAS OUR 2020?  
**WE NEVER SKIPPED A BEAT!**  
THANKS FOR YOUR SUPPORT



## MESSAGE FROM THE PRESIDENT L. BRENT BOZELL III

Dear Friends of the MRC,

Did the Democrats steal the 2020 elections? Some are adamant they did. Some say the opposite. Some believe there was cheating, but not enough to change the results. Some just don't know. Barring some extraordinary confession, perhaps we'll never know. It will be debated fiercely for decades to come.

But there's something we do know, for the simple reason that it's proven fact. The media, both "news" and social, stole the elections by manipulating the truth. They flexed their muscles like never before, and succeeded.

Where the "news" media are concerned, they simply abandoned any pretense of objectivity and went full bore leftist. This is not my opinion. Note that no "journalists" today even bother to deny it. It wasn't just the expected bias by commission, savaging the candidate they opposed with vicious untruths, it was something more nefarious. It was the bias by omission, where they simply refused to cover a story if it hurt the leftist narrative.

It's hard for conservatives to believe this, but it's true: the post-election national survey we commissioned showed that 45.1% of Biden voters, those who watch CNN, MSNBC, and the rest, or read *The New York Times*, *The Washington Post*, and the rest, had never heard of the Hunter Biden scandals. When told about them, 9.4% of Biden voters stated they would not have voted for Biden had they known. It doesn't sound like much, but now look at the electoral map. Had they voted this way, Donald Trump would have won every battleground state, and easily would have won re-election with 311 electoral votes.

And then there were the Silicon Valley radicals. The social media giants took another tack. They simply banned Trump and his allies from the public square. Barack Obama won the presidency in 2008 by his use of Facebook. In 2012 he won again, again with Facebook. In 2016, Trump won with Twitter. In 2020, Twitter won by censoring Trump.

We are no longer fighting liberal media bias. We are looking at an industry that has radicalized and is now the point of the spear of a socialist assault on America. They must be treated as such. They pose an existential threat to freedom. Indeed, without freedom of speech, democracy itself is rendered impossible.

In this report you'll find the one organization — indeed, the only organization — in America that is uniquely positioned to lead the assault against this existential threat. You will become familiar with the wide variety of programs that have been launched by the Media Research Center to combat these radicals.

But it is no longer our mission to document and expose the liberal media. Our calling is to defeat the radicals that would destroy our nation. The task before us is going to be difficult, but with truth and our supporters by our side, victory is clearly achievable.

Sincerely,

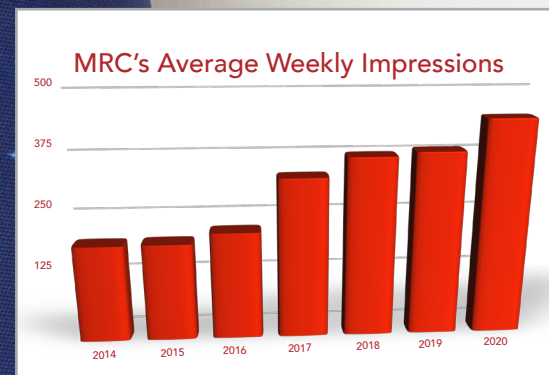
L. Brent Bozell III  
Founder and President





# mrc BY THE NUMBERS

In 2020, the MRC set a new record in terms of the number of people reached by its work each week. MRC studies, blogs, newsletters, videos, and social media posts on average generated over 449 million weekly impressions, educating the public about media bias and mobilizing supporters to voice their opinions. Appearances on major television and radio outlets by MRC experts, radio advertising on *The Mark Levin Show*, as well as the resharing of MRC stories and research by major news networks, websites, and social media influencers greatly contributed to the broad reach of the MRC.



**449.6 MILLION**  
weekly impressions

... including visits to MRC websites; coverage and appearances on TV, radio, and in print; mentions on other websites; Facebook reach; Twitter impressions; and email and grassroots messaging.

**944,000**  
newsletter subscribers

- MRC Action • CNSNews Daily
- NewsBusters Daily • MRC Culture Weekly
- #FreeSpeechAmerica Weekly • MRC Latino Monthly



"... it's worth your time from the Media Research Center ... NewsBusters there, that crew, they do really terrific work in calling out media hypocrisy which is everywhere."

DAN BONGINO • Nationally Syndicated Talk Radio Host  
Regarding an MRC NewsBusters video about the leftist media's promotion of the Russia-collusion hoax.

**475,800,839**  
overall video views

**14.1 Million**

average monthly website page views



**Over 10 Million**

**citizen actions**

(petitions, phone calls, emails, social shares, etc.)

**288,000**  
Parler followers



New in 2020, the conservative-leaning social media site. The combined MRC project and staff accounts are already some of the largest on Parler.



**97.7 MILLION**  
mentions on TV and radio

"We'll never stop fighting because the American people deserve to be told the truth."

L BRENT BOZELL III

**399,680**  
average  
**DAILY**  
website visits



Kayleigh McEnany  
@kayleighmcenany

There are SO MANY great WARRIORS for conservatism. Among them are MUST follows:

@newsbusters  
@theMRC  
@CurtisHouck  
@bennyjohnson  
@CalebJHull

In 2020, White House Press Secretary Kayleigh McEnany named NewsBusters, the MRC, and NewsBusters managing editor Curtis Houck as her top three "great WARRIORS" for conservatism.

**4.9 Million**  
weekly impressions

**839,644**  
Twitter followers



**12.4 Million**  
Facebook fans



**10.8 Million**  
weekly reach



# NEWS ANALYSIS DIVISION

The News Analysis Division (NAD) is ground zero for MRC’s mission to document, expose, and neutralize the far-left ideology that permeates American media. In 2020, as a politicized pandemic and Marxist-led cultural revolution swept across our nation, and a seditious press undermined our democracy in an attempt to sabotage a president, NAD stood tall, armed to the teeth with timely and data-driven analysis, to counter the deceit, bias and utter hypocrisy with truth and facts.

To that end, dating back to 1987, MRC hosts the most extensive TV news archive in the world — 794,200 hours of programming (90+ years of viewing) — providing the raw material for the

NAD’s influential studies as well as ammunition for its popular *NewsBusters* blog. These studies served as an invaluable resource for the nation’s most influential media outlets, including the Fox News Channel, the Fox Business Network, *The Rush Limbaugh Show*, *The Sean Hannity Show*, *The Mark Levin Show*, Newsmax TV, One America News Network, *Breitbart*, *Daily Wire*, *Daily Caller*, *New York Post*, *Bongino Report*, and many others.

Overall, NAD research was cited on national television and radio 285 times, plus 1,062 times by major print and internet outlets. NAD staff were interviewed on 41 national TV shows and 348 national or local radio programs. These outside efforts helped drive record-breaking traffic to the MRC. In 2020, *NewsBusters.org* recorded 16.1 million unique visitors, with an eye-popping 62.4 million page views of its blogs.

November 3, 2020, served as the holy grail for the left: President Trump must go, and the media would allow the country to burn to the ground to make that happen. The opening salvo was the leftist media’s obsessive effort to aid Democrats’ impeachment push. A January 29 study by news analyst Nick Fondacaro (“Evening News Spin: 100% Negative on Trump Defense, 95% Positive Dems”) was picked up by FNC’s Sean Hannity, who called it “pretty breathtaking.” Dipping into the video archives, *NewsBusters* created a video montage to show the media’s double-standard when it came to Bill Clinton’s trial. The video was widely broadcast on numerous conservative outlets and retweeted by the @WhiteHouse Twitter account.

From “attack dog” to “lap dog” best describes the contrast between President Trump’s and Joe Biden’s treatment by the press. On April 24, MRC was the first to post a video of Joe Biden assault accuser Tara Reade’s mother calling CNN’s *Larry King Live* in 1993, validating an essential aspect of her story. The video spread like wildfire, provoking the media to cover the story, culminating in Biden

Continued on page 6



In 2020, President Trump re-tweeted numerous *NewsBusters* posts including Brent Bozell’s June 9 interview on FBN’s *Evening Edit* discussing the leftist media’s double standard and how the chaos-ridden *New York Times* is making a “mockery of journalism.”

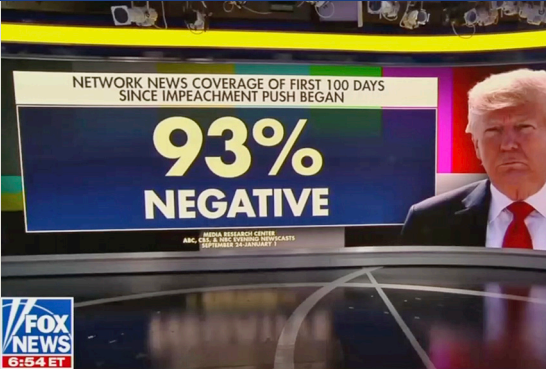


### Instant Replays

MRC’s video technology enables rapid online posting of pertinent clips of liberal bias or outrages. MRC Vice President Brent Baker’s Oct. 9 video tweet of Keith Olbermann calling for President Trump and Amy Coney Barrett to be “expunged” and “removed from our society” was retweeted by numerous conservative luminaries and received nearly 5.9 million views.

### Undisputable Media Bias Stats

Only the MRC news analysts are able to provide the indisputable facts and figures proving the leftist media’s blatant bias. MRC research is used by conservative media to educate the public.



### Repository of Truth

The MRC’s archives of more than 794,000 hours of news footage ..... serves as the most comprehensive repository of the truth. For her 2002 Republican National Convention speech, Ivanka Trump showed a video, which included a series of studies from MRC’s *NewsBusters*.



### Invaluable Archives

On *Life, Liberty & Levin*, Mark Levin used archived MRC videos to compare how the leftist media negatively and brutally covered the Trump impeachment trial but covered the Clinton impeachment trial in the 1990s with kid gloves.

“Rather than CNN’s team of investigative reporters, it was the MRC’s *NewsBusters* that exhumed the footage from its own vault.”

### BRIAN FLOOD • FNC

Regarding an MRC *NewsBusters* video concerning a video of Tara Reade’s mother in calling in on *The Larry King Show* in 1993 to validate Reade’s assault claim against then-Senator Joe Biden.



### Immediate Commentary

The MRC’s in-house studio makes it possible for MRC spokespeople to appear on national television with studio-quality audio/visual production at a moment’s notice. In 2020, MRC’s experts utilized the studio 255 times, appearing live on television networks such as Fox News, Fox Business, Newsmax TV, OAN, even local television affiliates.



being forced to answer questions about the case on MSNBC on May 1.

Due to an absolute dearth of follow-up on the allegations, on August 12, Associate Editor Scott Whitlock interviewed Ms. Reade, "NewsBusters EXCLUSIVE: Tara Reade Demands Press Ask Harris About Biden Accusers," generated 147,105 page views, and received coverage by FoxNews.com, The Washington Times and Breitbart.

New White House Press Secretary Kayleigh McEnany proved to be a champion of MRC research throughout the year. In June, she told reporters about an "extraordinary video by the Media Research Center and NewsBusters" exposing the hypocrisy of TV talking heads warning about coronavirus spreading because of a Trump campaign rally while praising heavily-populated left-wing protests. In April, McEnany tweeted, and President Trump later retweeted an MRC study showing a 25-to-1 bias against Trump in Washington Post headlines about the virus.

The mainstream press routinely mocked President Trump for his prediction that there would be a coronavirus vaccine by year's end. Thanks



At a May 8 White House press briefing, Press Secretary Kayleigh McEnany cited MRC research to point out the media's agenda when reporting about Michael Flynn. She stated, "That was a report by the Media Research Center, so these facts are important."

to Trump's "Operation Warp Speed" project, vaccines were indeed approved and distributed before 2021. In December, MRC's Bill D'Agostino smacked the smug press with a video montage of mainstream "journalists" claiming that the President's vaccine prediction was false. The video went viral on Twitter.

George Floyd's death sparked a "social justice" movement across the country led by Black Lives Matter, an avowed Marxist organization. As statues were toppled, cities burned, and rampaging mobs of anarchists spread violence, the media cheered



In Fox's New York City studio on Feb. 11, Brent Bozell and Stuart Varney discussed liberal celebrity antics at the Oscars and the media's ongoing attempts to smear President Trump.

the "mostly peaceful" protests. NewsBusters set the record straight, pointing out media hypocrisy on the issue.

On June 3, FNC's *Outnumbered Overtime* featured a study by senior analyst Kyle Drennen, "Nets More Outraged by Trump Church Visit Than Rioters Setting It Ablaze." Two days later, radio host Mark Levin and FoxNews.com picked up another NewsBusters study: "Broadcast Nets Spend Over 700 minutes on George Floyd Death, 5 Minutes on Riot Deaths." An MRC video produced with the story picked up 1.2 million views. Donald Trump Jr. tweeted: "Must watch video destroying the media's BS narrative that those rioting, looting and burning down communities are 'mostly peaceful protesters.'"

While the media painted George Floyd as a victim of police brutality, Nicholas Fondacaro's blog "ABC Spikes Leaked Video of Floyd Arrest, CBS/NBC Edit Out 'Stop Resisting'" proved the outright dishonest nature of the media and their selective editing of content. The blog was the most-read story of the 3rd quarter with 865,141 page views.

As the election neared, NewsBusters' research proved unequivocally that the leftist media was in the tank for Joe Biden. Research Director Rich Noyes looked at the ABC, NBC, and CBS evening newscasts and found "150 Times More Negative News on Trump than Biden." This research was shared on the top conservative networks.

In August, NewsBusters assembled a "war room" to counter the media's biased coverage of the Democratic and Republican conventions, churning out 112 articles on the subject picked up by a slew of outlets, including the Associated Press and Glenn Beck. A final report on August 31, pointing out how MSNBC interrupted the GOP Convention for a total of 200 minutes, documented the blatant double-standard with how the left-wing media covered the two events.

At the Republican Convention, the campaign-produced film introducing Ivanka Trump cited the MRC's long-term research covering the Trump presidency: "... the dishonest media, an incredible 92 percent of stories are negative." A week later, Kayleigh McEnany once again tweeted her appreciation, "There are SO MANY great WARRIORS for conservatism. Among them are MUST follows": @NewsBusters @theMRC, @CurtisHouck."

Timing is everything. Hours before Joe Biden's acceptance speech, NewsBusters dropped a video montage of Biden's notorious gaffes that picked up 124,000 views and praise from Daily Wire's Andrew Klavan, calling it "one of their [NewsBusters] montages...it's just so good."

Continued on page 8



"Must watch video **destroying the media's BS narrative** that those rioting, looting and burning down communities are 'mostly peaceful protesters.'"

**DONALD TRUMP JR**

Tweet regarding an MRC NewsBusters video about the media's coverage of the summer riots of 2020





As the MRC has been preaching since 1987, the media have a “systemic” bias firmly slanted to the left. “Bias by Omission” became the weapon of choice for the press in 2020 to steal an election.



FNC’s Laura Ingraham and numerous other outlets cited the MRC’s post-election poll to show how the leftist press suppressed the Hunter Biden scandal to help Joe Biden.

An MRC-commissioned post-election poll, conducted by The Polling Company, of 1,750 Biden voters in the seven crucial swing states documented how the media’s refusal to cover positive stories about Trump and Biden scandals, most notably the *New York Post*’s bombshell report about Hunter Biden’s laptop, stole the election and handed it to the former vice president.

The survey showed that 17% of these voters would not have voted for Biden had they known the facts, giving Donald Trump the win, among other crucial statistics.

Major conservative news sources, including Rush Limbaugh, cited the survey for weeks. On December 9, after seeing the study mentioned on *Tucker Carlson Tonight*, President Trump tweeted: “10% of voters would have changed their vote if they knew about Hunter Biden.”

As the largest minority group in the country (18.5%, U.S. Census Bureau, 2019), Hispanic and Latino Americans have become a priority for leftist indoctrination by the U.S. Spanish-language media. As a champion of honest journalism, MRC Latino, in both English and Spanish, exposes and counters far-left propaganda from networks such as Telemundo, Univision, Estrella TV, and CNN En Español.

In May, when serious allegations came to light against then-Senator Joe Biden by former staffer Tara Reade, the Spanish-language national news media — as with their English counterparts — went silent. An MRC Latino study compared the coverage of the Biden allegations against those levied against Brett Kavanaugh. Results were staggering. The Kavanaugh sex allegations drew 38 times more coverage from the Spanish networks. Similarly, in October, an MRC Latino study revealed that the passing of liberal icon Justice Ruth Bader Ginsburg received 4 times as much coverage as Justice Antonin Scalia’s passing, a prominent constitutional conservative.



**mrc** *Latino*

As a result of the Trump administration’s conservative fiscal policy, job growth in the Hispanic community hit record highs in March 2020. Still, this good news was ignored by the Spanish-language newscasts. Yet, when the pandemic reared its ugly head and pushed Hispanic unemployment from three percent to 18.9

percent in April, an MRC Latino study showed that a giddy Univision and Telemundo laid it on thick with more than 8.6 times the coverage.

In November, MRC Latino published “Obama’s Slam of Hispanics, Explained,” which referenced the former president’s interview on the nationally syndicated *The Breakfast Club* radio show. Obama, not so subtly, as MRC Latino referenced two years earlier with Jorge Ramos on Univision, revealed his contempt for Hispanic evangelicals and their conservative ideals. In the post “Jorge Ramos tried to Wokescold Hispanic Trump Supporters, Got SCHOOLED instead,” MRC Latino pointed out how Ramos bit off “more than he could chew” when guests on his *Al Punto* program expressed



# mrcNewsBusters™

CELEBRATING  
15 YEARS!



“The liberal media is almost without exception comprised of Democrats who fight for liberal political agendas, and every day for the last 15 years, NewsBusters has doggedly exposed their bias, falsehoods, and inaccurate reporting. **Thanks to the truth-tellers at NewsBusters, liberal journalists no longer have a stranglehold on information.**”  
— SEN. TED CRUZ



“I check **NewsBusters** several times a day. It’s an incredible resource.”  
— MARK LEVIN

On August 9, MRC’s NewsBusters blog celebrated its 15th anniversary, receiving praise from conservative leaders across the spectrum. NewsBusters.org was also redesigned to be more mobile-friendly and responsive with a fresh look, easier navigation, and new accessibility tools.

support for Trump’s economic policies and pro-life stance.

On a high note, the Trump campaign cited efforts to call attention to Univision’s potential sale to foreign interests, including Brent Bozell’s letter



In a July 8 release, the Trump reelection campaign linked to Brent Bozell’s letter to the FCC laying out the case against foreign interests acquiring up to 100% of Univision, America’s largest Spanish-language network.

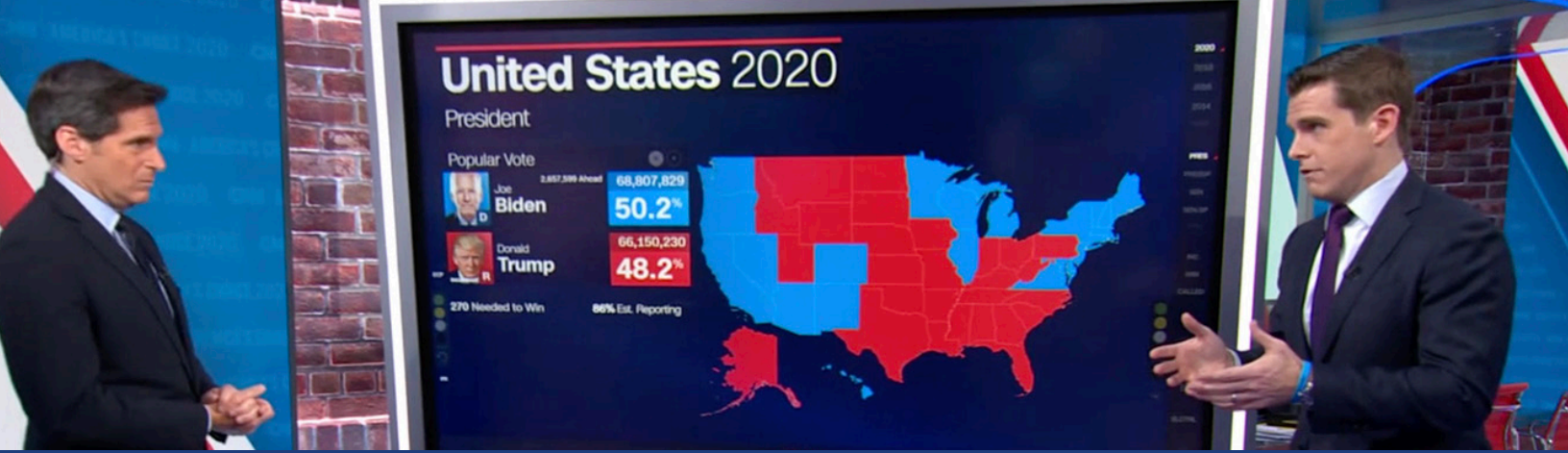
to the FCC laying out the case against approval of what amounts to a foreign bailout of Univision.

Earlier in the year, MRC Latino tweeted a video of Chuck Schumer’s threats against Justice’s Kavanaugh and Gorsuch, which garnered 4.4 million views and was widely retweeted, including by President Trump.

MRC Latino also released its biannual *Guide to Spanish-Speaking Sources* (*Guía de expertos hispanoparlantes de MRC Latino*), featuring 75 Spanish-speaking conservative policy experts to speak on issues ranging from religious freedom to the right to bear arms. Brent Bozell, fluent in Spanish, and MRC Latino Director Jorge Bonilla, are two of the most requested experts.

MRC Latino, the sole watchdog for Spanish-language media in the U.S., altered the media landscape in 2020 by more aggressively showing how disgusting biased Spanish-language media has become. It’s working. Once considered a monolithic block for liberals, in the 2020 election, President Trump improved his performance in 78 of the nation’s 100 predominantly Hispanic communities.





# The Left-Wing Media Stole THE 2020 ELECTION

The media employ sleight of hand in delivering the news. It's called bias, and it is all in an attempt to manipulate the reader into believing whatever narrative the writer deems fit. In 2020, bias by omission, ignoring facts that tend to disprove liberal or left-wing claims or that support conservative beliefs, was the preferred tactic the media and Big Tech most often employed to sway votes in the election.

On Oct. 14, the *New York Post* broke an explosive story about the corrupt business dealings of Joe Biden and Hunter Biden with nefarious groups in Ukraine and Communist China. In the two weeks that followed, the media dedicated just 21 minutes out of 113 hours of news coverage to the story. The MRC also documented how social media giants Facebook and Twitter increasingly censored the Trump campaign both before and after the Nov. 3 election.

MRC commissioned two post-election surveys to prove that media deception put the media's handpicked candidate, Joe Biden, into the win column.

On top of the "laptop" story and polling shenanigans, the ABC, CBS, and NBC nightly newscasts delivered 92% negative coverage to Trump in the three months prior to the election. They gave Biden 66% positive coverage.

If the media were even marginally fair and honest, the 2020 election would have turned out differently. Our polling and research prove this. But the leftist press is dishonest and destructive. As Brent Bozell put it, "It is an indisputable fact that the media stole the election ... The American people deserved to know the truth, now it's too late."

## POLL #1

### MCLAUGHLIN & ASSOCIATES

— 1,000 voters nationwide

Thirty-six percent of Biden voters were NOT aware of the evidence linking Joe Biden to corrupt financial dealings with China through his son Hunter. Thirteen percent of these voters (or 4.6% of Biden's total vote) say that they would not have voted for the former vice president if they had known these facts.

## POLL #2

### THE POLLING COMPANY

— 1,750 Biden voters (seven swing states)

Voters' knowledge of eight news stories (5 positive Trump; 3 negative Biden) were tested. The survey found that a huge majority (82%) of these Biden voters were unaware of at least one of these key stories. One of every six Biden voters surveyed (17%) said they would have abandoned Biden had they known the facts about one or more of these news stories.

## Post-Election Survey of 1,750 Biden Voters in 7 Swing States

	Percent Unaware	Shift Away from Biden
Biden Sex Assault Allegations	35.4%	8.9%
Hunter Biden Scandal	45.1%	9.4%
Harris Most Leftist Senator	25.3%	4.1%
33.1% Economic Growth	49.0%	5.6%
Created 11.1 Million Jobs	39.4%	5.4%
Middle East Peace Deals	43.5%	5.0%
U.S. Energy Independence	50.5%	5.8%
Operation Warp Speed	36.1%	5.3%
<b>TOTAL (Unaware of at least one)</b>	<b>82%</b>	<b>17%</b>

**mrc** Based on MRC/Polling Company survey of 1,750 actual Biden voters in AZ, GA, MI, NV, NC, PA and WI. Nov 9-18, 2020



## The Drive-By Media Swung the Election by Hiding the Hunter Biden Story

Nov 24, 2020

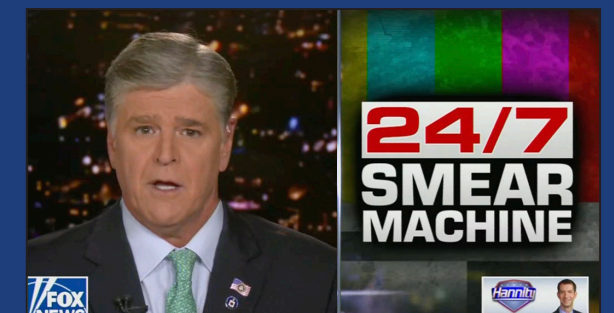
You want to talk about voter fraud, you want to talk about malpractice in media, listen to this. [A new survey from the Media Research Center](#) — the Media Research Center is Brent Bozell's group. They've been around about as long as this program has been around. I think we got started about the same time. Brent Bozell is the



Throughout the year, Rush Limbaugh cited numerous *NewsBusters* findings including the study detailing how the media stole the election in 2020.

"An **important piece of journalism** from the great people at *NewsBusters*"

**CHRIS PLANTE** • Nationally Syndicated Talk Radio Host



FNC's Sean Hannity shared multiple pieces of *NewsBusters* and MRC Business research over the year, including evidence of the media's attempts to undermine the Trump presidency, yet protect and promote the Biden campaign.



On FNC's *Outnumbered*, Oct. 20, the panel analyzed a *NewsBusters* study about the network news' near-blackout of the Joe Biden-Hunter Biden laptop story.



On FBN's *Trish Regan Primetime*, MRC President Brent Bozell explained why the left-wing media are not investigating Hunter Biden — to protect Joe Biden.





If MRC Business were a stock, the return on investment in 2020 would have been a cash cow. Its articles generated 1.7 million page views, a 170 percent increase year over year.

In 2020, as the COVID-19 pandemic wreaked havoc on small business, MRC Business documented the left-wing media's continuous talking down of the historically strong U.S. economy and job growth, and the conservative fiscal policies that gave the economy resilience during continued lockdowns. MRC Business, in "Big Three Stooges: Evening Networks IGNORE New S&P 500 Record Erasing 2020 Losses," excoriated NBC, ABC and CBS for failing to report on the index's fastest-ever bear market recovery. The piece was the most read MRC Business story with 61,022 interactions. "Big Three Morning Shows IGNORE Huge Unemployment Rate Drop to 8.4%," also showed how the media spun the economy.

Taxpayer-funded NPR was another MRC Business target. MRC Business VP Dan Gainor called out the network twice on Twitter. He tweeted that NPR should be defunded for purposely misrepresenting President Trump's comments about the Kyle Rittenhouse shooting. Following the tweet, NPR recanted and admitted its error. The issue trended as high as #5 in the U.S. thanks to the efforts of MRC Business.



*Fox & Friends*, Jan. 4, highlighted the MRC *NewsBusters* report documenting how less than 1% of end of year coverage (Sept. 2019 - Jan. 2020) by the evening news at ABC, CBS, and NBC was on the nation's robust economy.



MRC Business continued to expose how billionaire George Soros funnelled tens of millions of dollars to his lefty super PAC and other groups.

Leftist billionaire George Soros remains an existential threat to the American free market system. MRC Business dares to criticize the anti-capitalist billionaire: "Soros Funnels Millions to His Lefty Super PAC Democracy PAC from Another One of His Groups," which was shared on social media nearly 20,000 times, and "Soros/Gates-Funded Org (\$6.5M): World May Need 'Climate Lockdown,'" with almost 39,000 Facebook interactions.

The explosive growth of MRC Business was due in large part to the savvy analysis of new staff writer/research analyst, Joseph Vazquez, posting a prolific 305 stories. MRC Business expanded its audience via 11 national TV appearances and 162 radio appearances, including Dan Gainor's weekly appearance on the nationally syndicated *Alan Nathan Show*, and his regular writing on Foxnews.com, highlighting the worst media abuses.

MRC Business was referenced by a number of print, online and TV sources, including Fox Business, Newsmax, CBN, One America News, FoxNews.com, *The Washington Post*, *The Washington Times*, *Internet Journal Review*, *The Spectator*, *The Bongino Report*, *PJ Media* and many others.



In an era of open hostility and ridicule toward America's heritage, MRC Culture provides conservatives a bulwark of sanity with its mission "to defend and restore America's traditional culture and values against the assault of the liberal media elite." MRC Culture monitors movies, TV, sports, popular music, and books, along with mainstream news outlets, through the lens of traditional values.

In 2020, Hollywood's hypocrisy was on daily display, driven by unhinged hatred of President Donald Trump. The #MeToo "cause celebre" was abandoned for political expediency as MRC Culture pointed out in the blog: "The Death of #MeToo: 95 Celebs Who Smeared Kavanaugh are Silent on Biden," a top 5 story with more than 50,793 page views.

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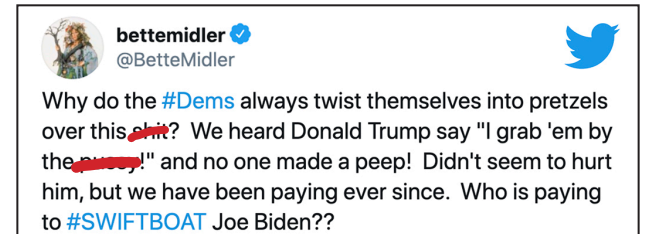
**MRC Culture experts made more than 200 television and radio appearances in 2020, including numerous interviews on Fox News, Newsmax TV, OAN, and CBN.**

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MRC Culture also featured stories on actors brave enough to stand up to the leftist groupthink, such as Tim Allen, Jon Voight, Kurt Russell, and *The Mandalorian's* Gina Carano, who faced the militant "cancel culture" for questioning the legitimacy of the election and lockdowns.

MRC Culture's sports coverage focused on the invasion of the "woke" topic of the year: Black Lives Matter into sports. "Jason Whitlock Talks to Mark Levin, Exposes 'Useful Idiot' Athletes Who Don't Understand BLM" was MRC Culture's #2 most-read story of the year.

MRC Culture's "On TV" blog highlights how the left uses entertainment TV to denigrate Christianity while pushing progressive positions on immigration,



MRC Culture exposed Hollywood's #MeToo "cause celebre" with an exposé of 95 celebrities who tried to gloss over the Joe Biden/Tara Reade sexual assault scandal.

life, race, sexuality, and religion. In that effort, MRC Culture called out Netflix for its sick "Cuties," a film that sexualized the lives of 11-year-olds. The piece "Netflix's 'Cuties' is Much Worse Than You Think" was shared nearly 77,000 times on social media.

In 2020, despite a pandemic that shuttered TV and movie sets and canceled many sporting events, MRC Culture exploded in growth, garnering 5,609,671 million page views and 350,294 Facebook fans. The staff produced a phenomenal 1,203 stories with many cited or shared by numerous outlets including *Mediaite*, *Yahoo! News*, *Townhall*, *The Washington Times*, *The Washington Post*, *FoxNews.com*, *Washington Examiner*, *The Daily Caller*, and many others.

Congratulations to staff writer Gabriel Hays for being named the Joe and Betty Anderlik Fellow.



From TV to movies, music, books, sports, and even a video game — this one offering the option to "kill Christ and burn his house down"— MRC Culture brings the public's attention to shocking pieces of cultural news throughout the year.



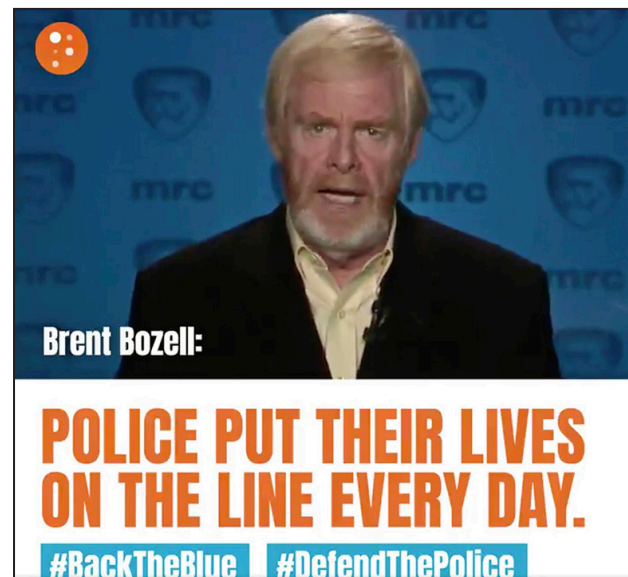


With universities across America brainwashing students with far-left doctrine, it's critically important to reach young audiences with conservative messages. MRCTV does just that by posting original content, commentary, and aggregated videos on social media platforms like YouTube, Facebook, Twitter, as well as their internal blog.

On topics ranging from breaking news to political analysis and humor, MRCTV averaged 9.7 million video views each week in 2020 — almost tripling 2019's 3.9 million average, which was still impressive.

Of note, from 2019 to 2020, MRCTV's 18-24 year-old demographic saw 217% audience growth, and the 25-34 year-old demographic grew by 90%. While MRCTV gained audience in all age groups, these two younger groups (and important indicators for growth) saw the biggest jump during this time.

MRCTV saw major viral video successes on the social media platforms of YouTube, Facebook and Twitter. YouTube subscriptions grew organically by



MRCTV produces video messages to help support and promote other organizations and causes, such as Prager U's #BackTheBlue campaign.

**MRCTV is an online media platform designed to broadcast conservative values, culture, politics, media bias, and entertainment via a social media optimized site. Our goal is to break down the boundaries between traditional conservative media and mainstream culture.**

**In 2020, MRCTV-produced videos were viewed more than 475 million times — that number is 45% greater than the entire U.S population!**

16,000 new subscribers in 2020, reaching a total of 129,000 subscribers. On Facebook, MRCTV fans held steady at 3.4 million, showing remarkable fan dedication to the brand. On Twitter, MRCTV followers doubled from over 42,000 in 2019 to nearly 84,000 in 2020.

The studio was used heavily in 2020, producing new content such as the "Founders' League Channel" for Roku and Amazon Prime, the new TechShark Video Series that most appeals to younger audiences, and a new weekly *In Focus* feature for OANN that airs on Tuesday evenings.

In the first half of 2020, two content pieces that most resonated with MRCTV's audience were "What The Left Won't Tell You About The Plight of Black People" and "Allen West: I'm Tired Of This BLM — A Domestic Terrorist Organization."

The first piece featured prominent African American rappers, actors and activists discussing why they don't believe that systemic racism is a major issue in America, pointing out contrary opinions to leftist media. This MRCTV compilation went viral and amassed over 60 million views, and was retweeted by two Hollywood influencers, Isaiah

MRCTV's original programs attract viewers of all ages and break down barriers as it educates audiences about the truth of conservatism and the hypocrisy of leftist ideology.



The title speaks for itself. Nick Kangadis's show *Things That Need To Be Said* exposes or highlights things the left needs to hear.



Brittney Hughes of MRCTV's popular *Reality Check* tackles weekly outrages — like when the left calls for "unity" they mean "submission."



MRCTV on the Street's Jessica Kramer reports directly from Washington DC — covering numerous events or quering the public.



Eric Scheiner's *Wacky M.O.L.E.* video series exposes the latest leftist extremism of the national news media.



On *TechShark*, Alexander Hall alerts the public to the latest cases of Big Tech censorship and interviews guests on the subject.



On subjects ranging from leftist politicians to lockdown lunacy, MRCTV's Gardner Goldsmith produced more than 120 videos in 2020.

Washington and Tyrese Gibson. In the second piece, former MRC Senior Fellow Allen West spoke out against the destruction of statues and monuments, calling out Black Lives Matter for their Marxist goals and "terrorist" activities. This original content received over 2.4 million views.

In the second half of 2020, two MRCTV audience favorites included "After Defunding Police Minneapolis Council Members Wonder About Rise In Crime" and "The Riot Games: The Odds Are Never In Your Favor." For the first piece, MRCTV showcased video of the Minneapolis City Council calls for defunding the police in parallel with a later work session where they discussed the lack of police response, the rise in crime, and complaints from constituents. This MRCTV video gathered over 1.1 million views. In the second piece, trying to find humor among the atrocious Antifa and BLM violence, rioting, and looting, the MRCTV team added commentary to some of the biggest fails of rioters across the nation, creating 'The Riot Games.'

This video featuring rioters and their failures at 'protesting' earned over 1.5 million views and even more laughs.

MRCTV's original videos and blogs were picked up and re-shared by many outlets and influencers, including *The Mark Levin Show*, *One America News Network*, *The Daily Wire*, Donald Trump Jr., Dan Bongino, and many others.



One of MRCTV's most popular viral videos in 2020 with 61.4 million views was "What The Left Won't Tell You About The Plight of Black People." The nearly 13-minute clip featured prominent African American rappers, actors, and activists discussing why they don't believe systemic racism is a major issue in America, pointing out contrary opinions to Leftist media.





Science fiction is becoming science fact. Novels such as *Fahrenheit 451* and *1984* predicted a future where citizens have no control over their lives. Thought contrary to the state was eradicated. Welcome to 2020, when a small cadre of Silicon Valley technocrats decided what you are permitted to see, say and do online. Even the most powerful person on the planet, the president of the United States, could be silenced.

MRC has been fighting this issue for years. When it escalated after the 2016 election, our analysts doubled down. A 2018 MRC Special Report challenged the growing Big Tech threat to our civil liberties. The creation of TechWatch

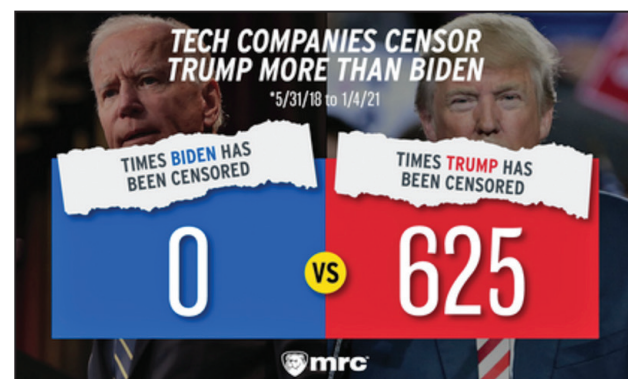
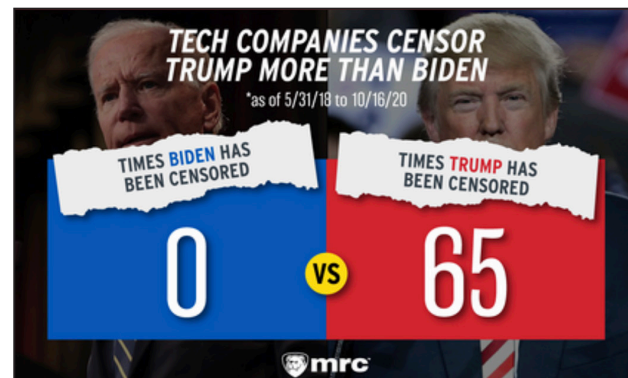
followed, to fight the digital censorship of conservatives, protect free speech on social media, and expose the left's organized effort to manipulate search results. The MRC now leads a coalition of 76 conservative organizations in the Free Speech Alliance. We are in a battle for our future, and the MRC is leading the conservative movement to save it.

It's an epic challenge. There are an estimated 275 million smartphones in the U.S., a communications device for Americans to share ideas, seek information, and socialize. Google is the world's most popular search engine with 92% of all search traffic\*, Facebook, with 2.74 billion active users, is the world's largest social media site; Twitter sports 353 million users.\*\* According to Pew Research, 73% of all adults use YouTube, 80% of which occasionally watch videos determined by the site's recommendation algorithm. All the Big Tech companies rely on algorithms (rules that automatically select and prioritize content) to control what we see. Those algorithms are manipulated to drive users to — or away from — whatever content the social media companies desire.

It's incredible power. On a Tuesday in July, Google censored all the MRC websites, along with *Breitbart*, *The Daily Wire*, *Judicial Watch*, *The Blaze*, *Townhall*, *PragerU*, and numerous other conservative organizations. MRC simply ceased to exist in Google's search. Google blamed it on a "technical glitch," but a rogue algorithm, which curiously didn't affect left-leaning websites, was most likely the culprit. Just a hint of Big Tech command and control.

In May, there was a historic breakthrough in holding these Big Tech titans accountable. President Trump, in the Oval Office with the press in attendance, read aloud from the MRC TechWatch

Source: \*Statcounter.com \*\*Statistia.com



MRC documented Big Tech's disgraceful censorship of Biden to Trump (0 to 65 from May 31 to Oct. 16) and how just a few months later that number multiplied by nearly 10 times.



On May 28, 2020, just before signing his executive order on preventing online censorship, President Trump displayed and cited findings from MRC's TechWatch to demonstrate how social media giant Twitter stacked comments (76 to 1) in *Twitter Moments* to hurt the president shortly after the release of the Mueller Report, which failed to prove Russian collusion.

report, "Mueller Report Twitter Moments: 76 Anti-Trump Tweets, Just 1 Pro-Trump" before signing an executive order on preventing online censorship. While displaying the article, the president remarked, "It was a total fraud. 76 to one, okay? 76 to one." Press Secretary Kayleigh McEnany also cited the TechWatch report.

In 2020, the vitriol against President Trump was the lifeblood that sustained the left and Big Tech. MRC worked with the White House, congressional allies, and the rest of the conservative movement to defend conservative views about the election, pro-life issues, and pro-gun arguments. MRC deployed a new weapon in our arsenal, launching Free Speech America (see page 20).

Its first initiative, *CensorTrack*, filled the desperate need for a definitive archive of anti-conservative bias and censorship.

TechWatch research also acts as a "proof is in the pudding" repository for Capitol Hill conservatives. During a Senate hearing with the CEOs of Facebook, Twitter, and Google about the online censorship of conservatives, Sen. Marsha



On CBN's *NewsWatch*, MRC Vice President Dan Gainor discussed how conservative views are being censored on social media platforms, such as Facebook and Twitter.



On FBN's *Evening Edit*, MRC President Brent Bozell discussed Big Tech censorship and how difficult it is for entrepreneurs to compete with half-trillion-dollar social media giants.

Continued on page 18





MRC Vice President of TechWatch Dan Gainor writes regularly for FoxNews.com on issues related to media.

Continued from page 17

Blackburn (R-TN) lambasted Twitter CEO Jack Dorsey with an MRC TechWatch study: “You have censored Joe Biden zero times, Mr. Dorsey. You have censored Donald Trump 65 times.” Dorsey, as with the other CEOs, had no sane rebuttal. Sadly, by year’s end, that tally would end up 625-0.

Big Tech gave us further proof of their bias. A bombshell *New York Post* report implicated former Vice President Joe Biden and his son, Hunter Biden, in alleged corrupt dealings in Ukraine and China. It was censored by Facebook and then by Twitter, which suspended the accounts of anyone sharing the story.

The intellectually incurious media refused to cover or investigate the story. Had voters known about this story, would it have changed their vote? MRC found the answer.

In November, MRC commissioned a nationwide study conducted by McLaughlin & Associates that showed that 36 percent of Biden voters were NOT aware of the Hunter Biden story. Thirteen percent of these voters (or 4.6% of Biden’s total vote) said that had they known these facts, Trump would have won. Newsmax, OANN,

Online and social media censorship is no longer a myth, thanks to the important work MRC TechWatch and other conservative organizations have done to expose Big Tech.

Fox News, Mark Levin, Rush Limbaugh, and many others cited the poll.

In another MRC-commissioned study, 1,750 Biden voters in the seven critical swing states were presented stories about Trump accomplishments, and Biden scandals. One in seven of these Biden voters said they primarily relied on Facebook or Twitter for their election news. The result: 17% of Biden voters would have voted differently had they known the truth (see page 10). Corrine Weaver’s “SPECIAL REPORT: Big Tech Stole 2020 Election by Weaponizing Platforms” received 50,000 page views.

TechWatch made a substantial impact in 2020, working with the Trump White House, key members of Congress, and keeping channels open with Big Tech companies to protect conservative speech.

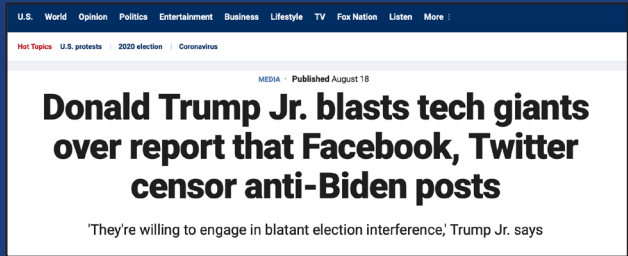
These behind-the-scenes efforts, combined with our online platform, helped make online censorship and the reform of Section 230 the #1 issue of the conservative movement.

In 2020, TechWatch made 18 TV and 50 radio appearances, including VP Dan Gainor’s weekly appearance on OANN, often covering Big Tech bias. TechWatch’s 665 stories were viewed 1.78 million times and shared by influencers like Dave Rubin, Sen. Ted Cruz, the Trump campaign, Maria Bartiromo, and many more.

In early 2021, MRC TechWatch will merge with and be re-branded ‘Free Speech America.’



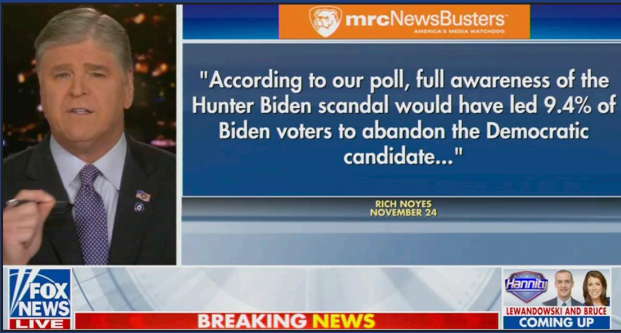
On Newsmax TV's *Spicer & Co.*, July 1, MRC President Brent Bozell discussed numerous social media giants blocking and banning prominent conservatives and President Trump.



On Aug. 18, FoxNews.com featured an MRC TechWatch report detailing how Joe Biden received preferential treatment from tech giants. More than 260 conservatives had posts about Biden removed from social media platforms months prior to the Democratic National Convention.



At CPAC 2020, MRC TechWatch Vice President Dan Gainor addressed “The Future of Social Media in the Public Square.”



Twice in December, FNC’s Sean Hannity cited MRC research documenting how the leftist media and Big Tech (Facebook, Twitter, Google) censored certain news stories to help Biden steal the presidency.



# #FreeSpeech<sup>TM</sup> AMERICA

## CENSORTRACK.ORG

- Tech Company Bias
- Fact-Checker Spin
- Censorship by Issue
- Key Players
- Policy Remedies

CensorTrack.org is an archive of Big Tech Bias, classified into relevant categories of interest.

On September 17, 1787, America's Founding Fathers signed the U.S. Constitution, the bedrock of our republic. On the 233rd anniversary of that historic event, MRC launched Free Speech America to preserve those First Amendment rights:

## THE MISSION –

**To ensure that freedom of speech and religion embodied in the Bill of Rights are protected and preserved by resisting with all available means the systematic campaign of censorship against conservative thought and religious expression being waged by Big Tech companies.**

Joining MRC TechWatch and the MRC-led Free Speech Alliance, Free Speech America is the latest salvo in the battle against Big Tech censorship. With Google controlling 92% of all searches and social media sites like Facebook and YouTube with billions of users worldwide, it is paramount that Silicon Valley overlords be held to account for censoring conservative thought.

CensorTrack.org, the first initiative of Free Speech America, is an archive of Big Tech bias, highlighting the worst examples of online censorship. It features analyses of tech companies, a look at fact-checkers, examinations of specific censorship issues, a breakdown of key players (legislators, bureaucrats) in the debate, and policy remedies.

The site queries users: "Have you been censored?" Hundreds of supporters have shared their Orwellian experiences with Big Tech.

The official launch of Free Speech America was held via a video Zoom call led by MRC President Brent Bozell, with guest speakers

Sen. Marsha Blackburn (R-TN), Dr. Robert Epstein, renowned expert on Google anti-conservative bias, and Kelly Shackelford, president of First Liberty Institute. FoxNews.com, CBN, and Newsmax covered the event.

"We've been encouraging these companies to embrace the American ideal of free speech for years. They don't. Instead, they limit speech from those they disagree with and inject their left-wing views into the rules that govern their platforms." — MRC President Brent Bozell.

The MRC has made the online censorship of conservatives the #1 issue of the conservative movement because nothing else matters without such freedom.

In 2020, Big Tech muted President Trump at every turn. MRC President Brent Bozell put the censorship of the president into perspective, "if they can do it to the president of the United States, they can do it to anyone." By year's end, MRC research revealed that Twitter and Facebook censored President Trump more than 625 times — Biden, zero.

Free Speech America produced qualitative and quantitative work, creating more than 400 stories. Stories were shared by key influences like Donald Trump, Jr., Mark Levin, Sen. Ted Cruz, Maria Bartiromo, and others. And the groundswell of support for Free Speech America is reflected in its 478,677 Facebook fans and 85,694 Twitter followers.

The fight against social media censorship is the most challenging battle facing conservatives today. The MRC, through Free Speech America, has taken up the battle to protect and ensure our sacred right to free speech, the cornerstone of democracy.

## MRC's 2020 Free Speech America BOARD OF ADVISORS

### RACHEL BOVARD

*Sr. Director of Policy,  
Conservative Partnership Institute*

### DAVID BOZELL

*President, For America*

### JIM DEMINT

*Former Congressman and current Chairman  
of the Conservative Partnership Institute*

### NEWT GINGRICH

*Former Speaker of the House and  
author of 40 books*

### CHARLIE KIRK

*Radio host, Founder and President of  
Turning Point USA*

### JENNY BETH MARTIN

*Co-Founder, Tea Party Patriots*

### KELLY SHACKELFORD

*President and CEO, First Liberty Institute*

### MIKE THOMPSON

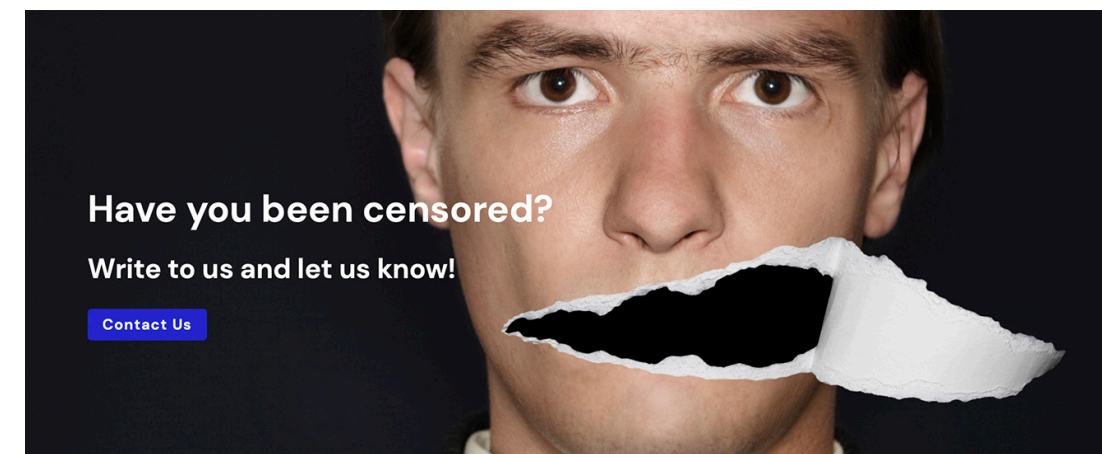
*Sr. Vice President, CRC Public Relations*

### BILL WALTON

*Managing Partner of Rappahannock Ventures  
and Chairman of Rush River Entertainment*

### LT. COL. (RET) ALLEN WEST

*Former Congressman and current  
Texas GOP Chairman*



The MRC launched CensorTrack in the fall of 2020. One of its most important functions is making it easy for conservatives to file complaints about Big Tech censorship.





With leftist ideologies dominating today's newsrooms and controlling their content, CNSNews serves as the antithesis to 'fake news' by reporting the truth with hard-hitting and investigative reporting second to none. With a focus on Capitol Hill, CNSNews has emerged as the conservative media's lynchpin for original reporting and breaking news.

Editor-in-Chief Terry Jeffrey summarizes CNSNews this way: "We ask the tough questions the



The absurd "Defund the Police" movement drove readership for CNSNews. The report about New York police union chiefs railing against the press and lawmakers for "vilifying" the police garnered 2.5 million page views.



A CNSNews article about insightful tweets by actor Kevin Sorbo, "Wake Up People," went viral, generating 1.8 million views and additional media coverage.

liberal media won't." Case-in-point, on December 4, CNSNews intern Lucy Collins asked Nancy Pelosi, "Will Joe Biden use Title IX to give transgender students access to sports, bathrooms, and locker rooms in accordance with their gender identity in all federally funded schools. Does he have the power to unilaterally do this? And do you agree with this?" Pelosi was forced to reply, "Yes, and I think he does." The article generated 490,000 page views — The video of Lucy asking Chuck Schumer the same question aired on Fox News' *Tucker Carlson Tonight* and picked up 515,000 views on Twitter.

In a year with a pandemic, Marxist-led cultural uprising, the most contentious election in history, and a propagandist media, CNSNews was there to provide honest reporting.

The George Floyd-fueled "Defund the Police" movement provided CNSNews with its most-read story of the year, "Police Union Boss: 'Stop Treating Us Like Animals and Thugs and Start Treating Us With Some Respect'" drew 2.3 million page views.

As the media sought out and highlighted anti-American sentiment in every issue, including professional athletics, CNSNews offered a different perspective. Craig Bannister's blog, "Pittsburgh Steelers Player: 'I'm Not Kneeling for the Flag and Screw Anybody Who Have a Problem with That'" attracted 1.2 million views.

The COVID-inspired "Lockdown Left" became a popular phrase among conservatives and a favorite topic with readers. The CNSNews blog, "Actor Kevin Sorbo: 'Wake up People,' When the State Does These Things 'It's Not About Your Health'" generated a whopping 1.8 million page views.

In 2020, the media were well-rehearsed at hiding positive news deemed beneficial to President Trump — otherwise known as bias by omission. Melanie

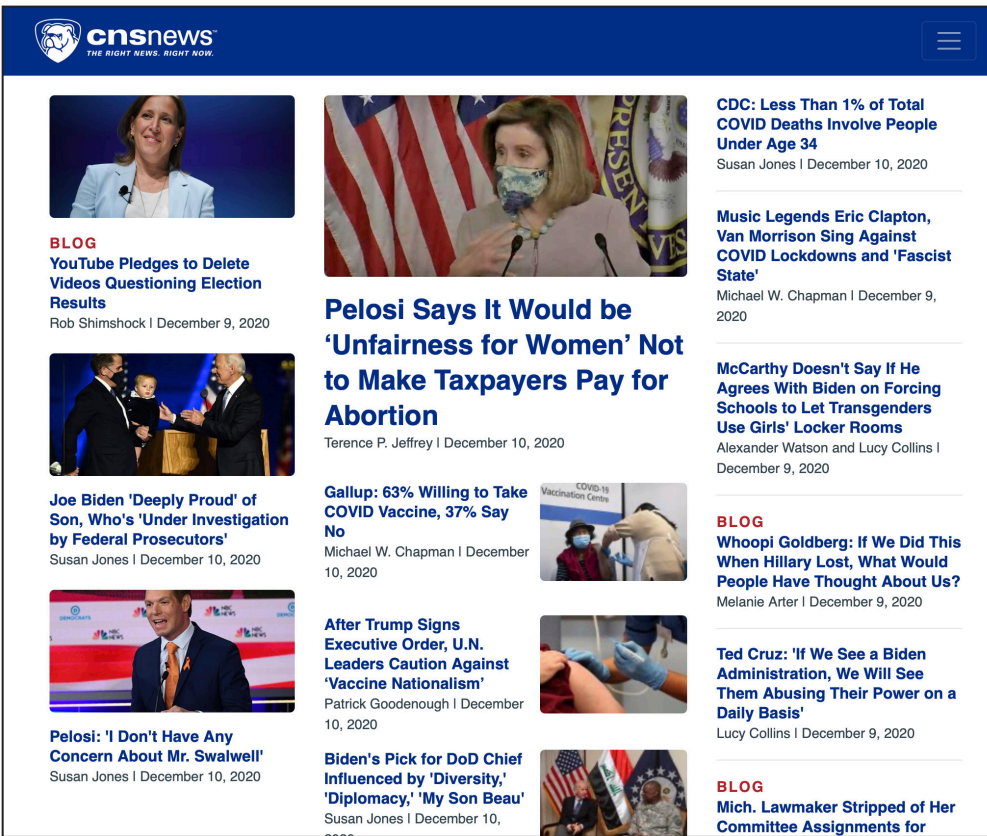
Arter's "Trump Executive Order Will Drop the Price of Insulin Down to Pennies a Day" went viral on Facebook and raked in 1.2 million views.

In addition to news, CNSNews presented opinion and analysis by some of the brightest minds and sharpest wits in the conservative movement, including Michelle Malkin, Pat Buchanan, Star Parker, Ben Shapiro, David Limbaugh, and many more. Honors for the most-read commentary with 220,000 views goes to Allen West for his "A Black Man's Letter to Black Lives Matter," which addressed the BLM organization's true ideological nature. Sadly, CNSNews lost opinion columnist, dear friend, and one of America's true patriots — Charlie Daniels — in 2020. Poignantly, he ended his last column with the words, "Pray for our troops, our police, and the peace of Jerusalem. God Bless America."

Traffic to CNSNews is bolstered when its blogs and articles are posted on popular aggregate news sites. Google News, *The Liberty Daily*, *Citizen Free Press*, *Bongino Report*, and *Drudge Report* featured hundreds of links to CNSNews stories. Rush Limbaugh (43 million listeners), Sean Hannity (15 million listeners), and Mark Levin (11 million listeners) cited CNSNews on-air often, Levin saying, "CNSNews.com is one of my favorite websites."

In June, CNSNews made headlines: "CNSNews Registers Massive June 2020 Audience Increases and Becomes Fastest Growing Conservative Website." *The Righting*, no friend to conservatives, reported in July that CNSNews experienced a 1,106% growth in audience size from 2019 to 2020. For the year, CNSNews had 80+ million page views, 32 million more than in 2019. Facebook was the preferred method to follow content, with 2.3 million fans.

When your reporting is fair, accurate, meticulous in detail, and delivered with journalistic integrity, even the left can't touch it. *NewsGuard*, a noted liberal-leaning website



With a focus on Capitol Hill, CNSNews.com has emerged as the conservative media's lynchpin for original reporting and breaking news.

"CNSNews Registers Massive June 2020 Audience Increases and Becomes **Fastest Growing Conservative Website.**"

- THE RIGHTING

Continued on page 24



rating system “that seeks out purveyors of false or misleading news or disinformation,” labeled CNSNews with its top Green Label rating for CNSNews’ “credibility and transparency.” CNSNews utilizes video and audio with its stories to reinforce the authenticity of the story.

“The Right News. Right Now.” is CNSNews’ slogan, and rightly so, reaching its two main objectives: 1) Inspire positive change in America by reporting the truth through hard-hitting and investigative reporting, and 2) Maintain CNSNews.com as a top conservative site for both news and commentary.

Mission accomplished.



What turned out to be one of Joe Biden’s most controversial acts after his Inauguration in January was detailed in a question first asked in December by CNSNews Intern Lucy Collins (bottom right) at a Capitol Hill press conference with Speaker Nancy Pelosi. The interaction went viral and became a topic of national discussion.

## MRC’S 2020 BILLBOARD CAMPAIGN



### BELIEVE IN AMERICA NOT THE MEDIA

The MRC’s “Believe in America Not the Media” billboards garnered much attention as they greeted drivers during the Republican National Convention in Charlotte in August. In September, the MRC posted one of the billboards in the liberal bastion of Hollywood. While *LA Times* reporters and other Tinseltown lefties cruised down Sunset Boulevard in their virtue-signaling hybrids, they were confronted with a giant in-your-face cue card from the MRC! To support the promotion, MRC also distributed more than 15,000 bumper stickers!



## THE MRC STORE

In 2020, plenty of Liberals scurried to their safe spaces when patriotic Americans brandished MRC Store swag. Conservatives nationwide found the MRC products perfect for gifts and stocking stuffers. They also enjoyed being able to wear their values loud and proud. In 2020, the MRC virtual store received **800** orders and all net proceeds benefit the MRC.



- Hats
- Hoodies
- T-Shirts

- Sweatshirts
- Face Covers
- Buttons

- Tote Bags
- Pillows
- Mugs

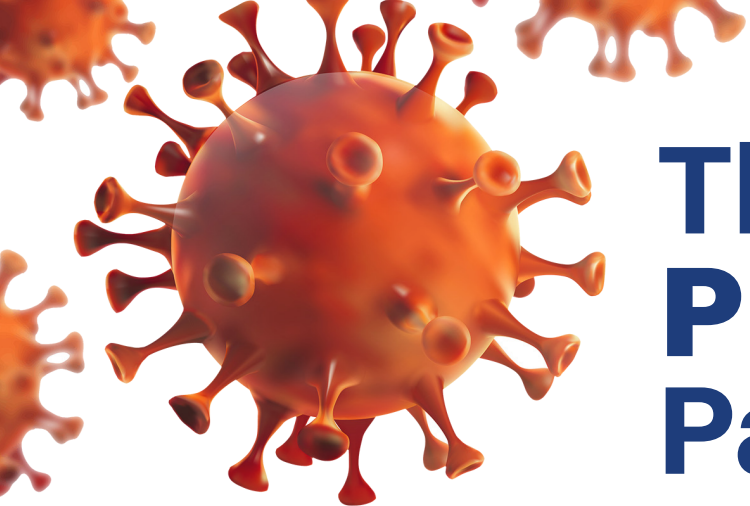
- Magnets
- Bumper Stickers
- Laptop Covers

### www.mrc-store.com



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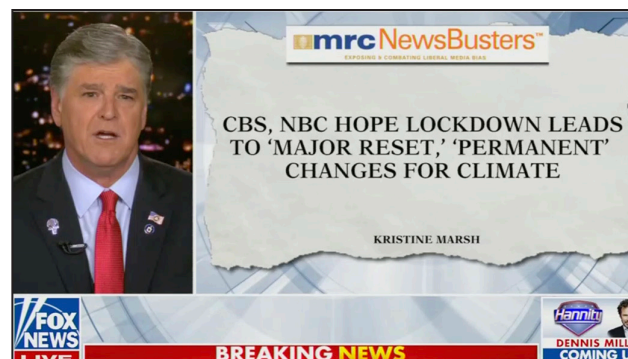


# The POLITICIZED Pandemic

Since 1987, MRC has studied and analyzed the political bias of the media. So, we understand better than anyone how these left-wing charlatans operate. The Covid pandemic presented an extreme threat to our country from a health, social, and economic standpoint. It should have been a time for the media to not only inform but to help unify and rally our country to defeat this menace.

Instead, the media exploited the pandemic to push their leftist agenda with the primary aim of destroying President Trump, and they despicably weaponized body counts to do it.

On March 13, at the very onset of the coronavirus, MRC President Brent Bozell released a video statement about how the MRC would transition into virtual work mode and not miss a beat. And he was correct. He also made a prophetic statement about the media: “Just watch — the media are going to blame Donald Trump for this virus. They are actually going to blame him for the deaths of Americans. Mark my words. This is going to be an all-out effort as they’ve been doing for five years now to derail this man and destroy him in his reelection bid.”



Sean Hannity used a NewsBusters video and article to discuss how the left media are exploiting the coronavirus pandemic to advance the far-left, anti-free market policies on climate change.

As Brent predicted, while the press gave a pass to the originators, the communist Chinese, they relentlessly attacked the president.

*The Washington Post*, for instance, said this is “Trump’s Chernobyl” and CNN’s Chris Cillizza labeled it “Trump’s Katrina.” *The New York Times’* Gail Collins said the pandemic should be renamed “Trumpvirus.” On ABC’s *The View*, co-host Meghan McCain chimed in, “[The pandemic] could be the silver bullet that takes out this administration.” And things went downhill from there.

NewsBusters collected the most obnoxious “pandemic politics” quotes:

“He’s [Donald Trump] a public health menace, and he has rivers of blood on his hands because of what he and these Republican governors have done.” — Jonathan Alter, MSNBC’s *The Last Word*

“Trump says he didn’t want Americans to panic. No, he just wanted to sit by and watch them die.” — MSNBC’s Joe Scarborough

“The president was taking another victory lap, yet again. The graves are still fresh but this president ignores them.” — CNN anchor Anderson Cooper

“First, it’s a hoax. And then ‘All along I knew it was serious, I knew it was a pandemic.’ How much more? How many people have to die?” — Host Don Lemon, *CNN Tonight*

“Donald Trump should be on trial for 220,000 murders! Death penalty for each count!” — Host Keith Olbermann on his YouTube show, *Worst Person in the World with Keith Olbermann*

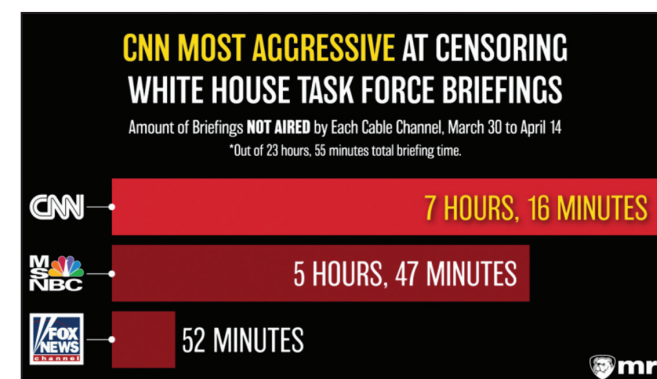
“Now he wants to kill your kids” — *Washington Post* columnist Jennifer Rubin about President Trump’s desire to re-open schools in the fall

Unsurprisingly, the press referred to maskless Antifa or BLM riots with an innocuous title such as a “Block Party,” and nary a mention of COVID or social distancing. But any congregation of conservatives or Trump supporters was a “Superspreader Event.” MRC was there to point out this media hypocrisy.



“The coronavirus is a serious health issue. Americans will rally together as a nation to defeat it and save lives. But the leftist media don’t see it that way. It’s political to them, a means they can use to tear down President Trump and cripple his chance of reelection. That is their only goal.”

L. BRENT BOZELL III • March 13, 2020



On Apr. 16, Sean Hannity highlighted an MRC study noting, “CNN, according to a study on NewsBusters, they tuned out more of the Task Force briefings than any other network... skipping seven hours in the last two weeks.”



On America’s Voice Live, NewsBusters Senior Editor Rich Noyes discussed the media’s criticism of President Trump’s handling of the COVID-19 virus versus their praise of President Obama’s handling of the H1N1 “swine flu” virus.



Since her personal account was banned and censored by Twitter at the time, on April 26, Kayleigh McEnany used the @PressSec account to tweet the latest NewsBusters study detailing how *The Washington Post* was trying to undermine the administration’s handling of COVID.



# mrcEXTERNAL AFFAIRS

By forging strategic coalitions, overseeing public relations efforts, coordinating high-level meetings on Capitol Hill, and creating the Free Speech Alliance (FSA), MRC External Affairs establishes the MRC as the leader in making media bias and online censorship the #1 issue of the conservative movement.

A major focus for MRC External Affairs in 2020 was working to reform "Section 230," a dated law that allows Big Tech to censor conservatives without repercussion. In that effort, External Affairs partnered the MRC with the American Principles Project (APP) and met with high-level policymakers to address Big Tech censorship and strategies to combat it. In one such meeting with conservative members of the Senate Committee on Science, Commerce, and Transportation, Sen. Mike Lee (R-UT) commented, "this is the best work I've ever seen on 230." Soon afterward, Sen. Marsha Blackburn (R-TN), another attendee,



MRC External Affairs coordinated a number of additional avenues for Brent Bozell and other MRC spokespeople to discuss media bias of the day, including a Jan. 23 chat with Ben Shapiro on his nationally syndicated show.



In conjunction with MRCTV, External Affairs coordinated, "We Hold These Truths: Our Answer to the Mob," a landmark video of numerous prominent conservative leaders, lawmakers and media personalities that took aim at the destructive Marxist "racial justice" movement.

introduced the Online Freedom and Viewpoint Diversity Act to modify Section 230.

In 2020, External Affairs expanded the Free Speech Alliance to 76 members. To increase pressure on the social media giants, whose reach is global, External Affairs recruited six international organizations into the FSA. Guided by the MRC, these organizations formed a powerful block to fight the Big Tech conglomerates.

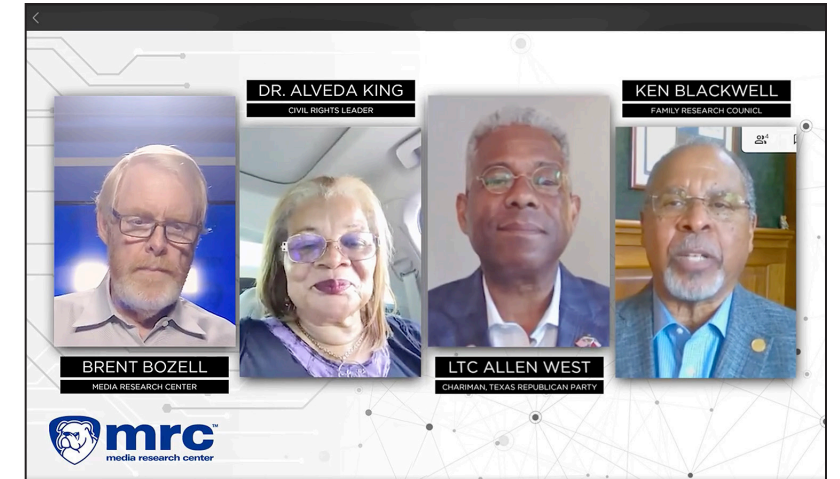
In May, External Affairs organized the FSA Video Forum — led by MRC President Brent Bozell, and featuring other prominent conservatives — to address Facebook's new left-leaning Oversight Board and the censorship implications for conservatives.

Throughout the year, External Affairs organized speaking engagements, video conferences, and PR appearances for MRC President Brent Bozell with conservative movers and shakers. Of note, Bozell's Facebook chats with Rich Lowry, Newt Gingrich, Jim DeMint and other conservative leaders were very popular and seen by almost two million viewers.

In July, External Affairs brought together prominent conservatives leaders and lawmakers, including Charlie Daniels in his last public appearance, to be a part of a landmark video that took aim at the destructive Marxist "racial justice" movement. Titled "We Hold These Truths: Our Answer To The Mob," the patriotic video was viewed 1.9 million times.

To keep MRC top of mind with conservative influencers and tap into their massive audiences, External Affairs created *Fight For America*, a new action-oriented weekly email promoting MRC's top stories and initiatives. Notable readers include Dan Bongino, Charlie Kirk, Diamond & Silk, Jim DeMint, Kellyanne Conway, Cal Thomas, and Jason Chaffetz.

The External Affairs team also managed the LTC Allen B. West Senior Fellowship, sharing Col. West's op-eds and videos, which generated more than 1.5 million views each quarter. Col. West, who now chairs the GOP in Texas, is still part of the MRC as an FSA member.



Brent Bozell hosted a Virtual Roundtable with Alveda King, LTC Allen West, and Ken Blackwell to discuss black conservatives' values and how they differ greatly from the stated goals of the Black Lives Matter (BLM) movement.



"This is the **best work I have ever seen** on 230."

**SENATOR MIKE LEE** •  
regarding MRC/APP evidence of Big Tech censorship and strategies to combat it.  
— Senate Committee on Science, Commerce and Transportation



In 2020, to increase pressure on the Big Tech giants, whose reach is global, External Affairs recruited six international organizations into the Free Speech Alliance from Poland, France, Brazil, Spain, and Australia.







Answering the “call to action,” the MRC Grassroots Army is a group of conservative movers and shakers mobilized to defeat egregious actions by the left-leaning media establishment through email petitions, call-in campaigns, and social media activism. Numbering a quarter of a million, these patriotic “boots on the ground” also share and retweet MRC stories and blogs, expanding our reach, producing more than 10 million citizen actions every year.

In Orwellian fashion, the Big Tech companies censored conservative speech with reckless abandon in 2020, courtesy of Section 230, an archaic provision of the 1996 Communications Decency Act, which protected the Silicon Valley giants from being sued for their content and censorship of their content. In September, the FCC requested public comments on Section 230. After a clarion call from MRC to contact the FCC, our grassroots supporters went all in. By the close of the campaign, more than 21% of all comments on the FCC’s docket were submitted by MRC Grassroots Army members. In a BIG win for freedom of speech and against Big Tech, on October 15th, FCC Chairman Ajit Pai announced that the FCC would indeed “clarify the meaning” of Section 230, opening the way to free speech online. Chalk one up for the good guys.

In March, an unseen enemy would bring life to a screeching halt, the coronavirus. On cue, within weeks, the politicization of the pandemic had begun. Media mob pundits became

fear-mongers pushing lockdowns and demonizing anyone calling the invisible monstrosity the “Wuhan Virus” as xenophobic — at the same time, blaming President Trump for every single death. MRC Action members sent messages to the “usual suspects” in the media, CNN and MSNBC, to accurately and honestly report the pandemic. By the end of the year, the Grassroots Army took over 21,000 actions.

Beware the wolf in sheep’s clothing (“BLM”). In a trance-like state, the groupthink media characterized the on-going Marxist-led “social justice” protests as “peaceful,” despite the apocalyptic scenes of fire and brimstone raining down on U.S. cities. All the

while, berating their favorite targets: Trump and “systemic racism” for the uprising. The MRC Action Team asked Grassroots supporters to send comments to NBC, MSNBC, CNN, CBS, and ABC to stop eulogizing the protests. The Grassroots Army stepped up and participated fervently, with more than 14,000 actions taken!

The MRC Grassroots Army was urged to contact CNN and MSNBC and tell them to stop using COVID-19 for political gain. By year’s end, over 21,000 emails, calls, and tweets had been sent.



## BELIEVE IN AMERICA NOT THE MEDIA



As valued and respected supporters, our Grassroots Army also provides a conservative sounding board for MRC. In June, members participated in a survey to choose a slogan for our latest bumper sticker and billboard campaign. The winner was “Believe in America Not the Media.” In the initial volley, more than 13,000 bumper stickers with this slogan were requested, and billboards with the slogan were put up around the country, including Sunset Boulevard in the liberal bastion of Hollywood.

*“The press should be not only a collective propagandist and a collective agitator, but also a collective organizer of the masses.” — Vladimir Lenin.* The mainstream media is doing Lenin’s bidding. Propagandists for the Marxist agitators trying to uproot America’s foundation.

To confront and explain the “cultural revolution,” MRC surveyed grassroots supporters to see if they understood the tenets of communism and the dangerous precedent these forms of government have wrought on its citizens.

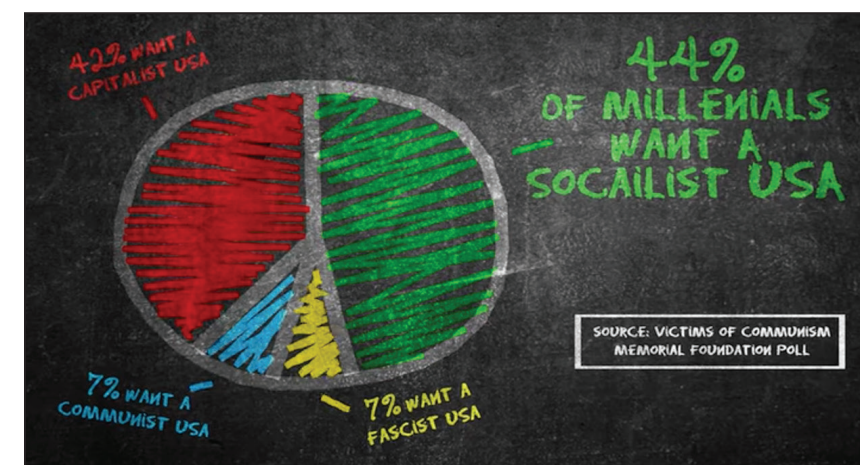
Based on the survey results, the MRC Action Team began creating a series of educational videos addressing these topics, connecting history to present-day issues and the media. This project started in the 4th quarter with a scheduled release in 2021.

The videos will be accompanied by bonus information, such as quizzes, talking points for conversations with friends, and suggestions for social media posts — empowering MRC supporters to speak knowledgeably and for parents and teachers to share with students.

As long as free speech and the free flow of information are under assault, the spirited patriots of the MRC Grassroots Army stand at the ready, prepared to take action and effect change.



The MRC Grassroots Army petitioned the FCC to hold Big Tech accountable for censoring conservatives. By the close of the campaign, more than 21% of all comments nationally were submitted by MRC Grassroots Army members. In a BIG win for free speech and against Big Tech, on October 15th, FCC Chairman Ajit Pai announced that the FCC would indeed “clarify the meaning” of Section 230, opening the way to free speech online. Chalk one up for the good guys.



In December, to set the record straight about the rise and dangers of Marxism in America, the MRC began production of an 11-part video series: *College Unbound: The MRC's Liberty Learning Program*. This educational and entertaining series consists of videos and quizzes, connecting Marxism’s history to present-day issues and the media.



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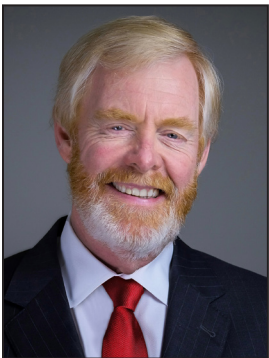
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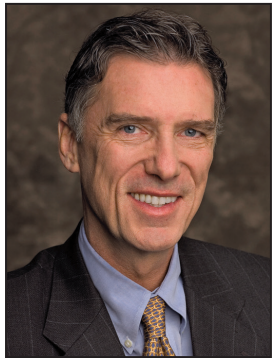
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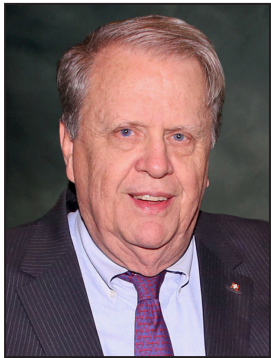
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“The MRC has played a key role in our culture, not just documenting and exposing liberal bias, but helping to pave the way for the growth of an alternative media.”



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MARK LEVIN

“Brent Bozell and the MRC have been huge assets to the conservative movement over the last 25+ years. The folks at the MRC fight the good fight every day, every week, every year.”





MELISSA EMERY

CHAIRMAN, MRC TRUSTEE CIRCLE



Melissa Emery

Dear Friends of the MRC,

It’s been a year of big changes! If you have been a supporter of the MRC for a few years, like I have, you know that they have always had the world’s greatest database when it comes to news broadcasts. Their information is quoted by Rush Limbaugh, Fox News, and many, many others, including President Trump, because it is 100% reliable.

This year, however, saw a change in the positioning of the MRC, from supplier of data and news to the #1 leader in the fight against news and big tech’s silencing and censoring of Conservatives. Recognizing that much of the bias in news reporting comes not from tilted reporting but from not reporting at all or silencing the other side, the MRC stood up and said, “Enough.”

The MRC is spearheading an effort by numerous Conservative organizations to bring these biases and censorship issues to light and to find ways to overcome or eliminate them. Reforming Section 230 is an important step in this direction. Brent, with others, has been working with Senators Blackburn (R-TN) and Lee (R-UT) to provide the data needed to push their efforts to reform Section 230 forward. MRC’s new website, CensorTrack, is building an archive of concrete examples of big tech’s efforts to silence conservatives online.

The Hunter Biden scandal showed all of us how effective the broadcast media and social media can be at censoring and ignoring a story. In a study conducted by the MRC after the election, 36% of Biden voters said they were not aware of the evidence linking Joe Biden to corrupt financial dealings through his son, and 13% of those voters said they would not have voted for Biden had they known. Another study showed that over 35% of Biden voters in swing states were unaware of Tara Reade’s allegations against Senator Biden, and almost 9% of them said they would have changed their vote had they known.

One of my favorite programs at the MRC is the Intern Program. Collegiate conservatives come to the MRC for the chance to create blogs, tweets, advertising, and stories that are often shared by Donald Trump, Jr., Mark Levin, Ben Shapiro, and others. The fall class of 13 was the largest class ever, and a total of 32 interns participated this year. These interns go on to populate conservative newsrooms, work for Congresspeople or other conservative organizations, or even stay on at MRC as full-time employees. It is an invaluable training ground for future Conservative opinion-leaders.

All of these programs are made possible by your donations to MRC. It’s worth reiterating that nothing happens without you, and there is so much more that needs to be done. Thank you for your generosity to the MRC. It is vitally important, much appreciated, and very well invested. No one is fighting harder.

Sincerely

Melissa

Melissa Emery  
Chairman, MRC Trustee Circle



MEDIA RESEARCH CENTER

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The MRC Legacy Society is a special community of individuals whose dedication to truth, liberty, and traditional American values inspired them to support the Media Research Center through gift planning. Their meaningful gifts, which take many forms, including bequests and charitable gift annuities, ensure the MRC has the resources it needs — now and in the future — to fight against the leftist media’s distortions and propaganda and tell the American people the truth.

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STEVEN AND RAFFAELLA FEINSTEIN  
Co-Chairs MRC Legacy Society

Inheriting a legacy

Teresa Rowland has always been skeptical of the media going back to the days of the big three networks. “My college roommate thought Walter Cronkite was a literal god,” recalls Teresa. Though she wasn’t overtly political in those days, Teresa did not trust what she was hearing. “I wasn’t buying it. I had read an Allen Drury book about news media that opened my eyes to bias in the press.”

Teresa’s dormant conservative views awoke one day when she overheard her dad listening to Rush Limbaugh. She was hooked. “Rush gave me a new point of view.” Her interest in politics ignited, Teresa still could not find a trustworthy network news source until she discovered Bill O’Reilly on Fox News. “My cable company didn’t carry Fox at the time, so I cut ties and switched to DirecTV, who did.”

And then in 2004, as she puts it, “I inherited the MRC.” As executor of her father’s estate, Teresa handled his personal affairs after he passed. “I came across paperwork relating to his charitable donations, which included the Media Research Center.” Teresa quickly did her homework. “I was impressed by MRC when I got into it.” She decided to honor her father’s legacy, referred to as “intergenerational giving,” and continue donating to the MRC. Teresa has been a steady and spirited supporter ever since, becoming a member of the MRC Legacy Society by making planned gifts to the MRC: “As part of my estate plan, I have set up Roth IRAs, a Charitable Remainder Trust, and a Charitable Gift Annuity to benefit the MRC. These charitable investments really help out at tax time, too.”

Teresa enjoys the financial perks related to her charitable giving, but her favorite return on investment is an intrinsic one,

“The MRC magnifies my voice and expresses what needs to be said, across all of its divisions.”

In September, Teresa attended an MRC donor retreat where she learned about MRC’s plans to hold Big Tech accountable for censorship. “I am so glad MRC is taking on the Big Tech tyrants, it’s a serious issue. The irony is that I have never done social media,” she muses. As a principled conservative who doesn’t suffer leftists gladly, she followed, “I stopped using Google.” She prefers DuckDuckGo now.

Teresa graduated from UNC with a major in Zoology. “My favorite job was as a naturalist at Reynolda Gardens in my hometown of Winston-Salem.” After taking night classes in programming, she switched careers to become an accounting analyst for the government. “Though, I learned not to like government.” Her #1 hobby is international folk dancing, where she once plied her passion six days a week. “With Covid, you can’t hold hands anymore.” So temporarily, social distancing has excised dancing. She quips, “Now, I just putter around and enjoy life!”



TERESA ROWLAND  
Winston-Salem, NC

To find out how gift planning can benefit your financial and charitable goals, contact Coley Jackson, Vice President of Development, at 571.267.3500 or cjackson@mrc.org





**Summer Intern Class 2020** — (L to R) Megan Marzzacco, John Jakubisin, Anna Gould, Ryan Heard, Eileen McCreery, Logan Baer, Simona Barca, Duncan Schroeder, Clay Robinson, Michael Dellanno, Alaina Lopez, Adam Burnett, Bailey Duran, Andrew Davenport, Jonah Lackey

# INTERNSHIP PROGRAM

Since 1992, MRC’s Youth Education Internship Program has prepared more than 400 of the best and brightest young college students to become leaders in the conservative movement.

MRC interns play an active role in all aspects of organizational operations, receiving hands-on training in writing, reporting, news analysis, video editing, graphic design, IT, digital communications, and social media.

With an aggressive campaign targeting conservative colleges and organizations, such as Young America’s Foundation, Turning Point USA, and Students for Life, the MRC had one of its largest internship programs ever, training 32 young conservative students in 2020 — one of the only conservative organizations to host in-person internships during the pandemic.

To nurture their patriotic spirit and build critical contacts for the future, interns participate in

workshops with other conservative organizations, including the Heritage Foundation, National Journalism Center, Talent Market, and the Leadership Institute. As in the “real world,” the interns are held to account to responsibly follow the MRC curriculum and produce exceptional work. And they do. More than 40 conservative organizations have hired MRC interns, with many also landing full-time positions at MRC. After graduating, interns leave MRC with an extensive portfolio, well equipped to confront liberalism at every turn in all forms of media.

This year, MRC formed our first-ever intern alumni network, which includes a Facebook group, national database, and annual intern alumni event, which was held in Washington D.C. in February. Notable organizations with MRC alumni in attendance included *The Daily Caller*, RNC, *Washington Times*, *Townhall*, *Breitbart*, and FAIR.

Our hope for the group is to foster camaraderie and networking/job opportunities within the conservative community.

The following is a small sampling of the impressive accomplishments of the 2020 internship program:

- CNSNews intern Bruce Truax’s article, “Poll: 67% of Americans Say Economy is ‘Very/Somewhat/Lean Toward’ Good,” was sent in a White

House email as a part of ‘The Great American Comeback Continues,’ which included economic news.

- NewsBusters intern Aiden Jackson was featured twice on NewsBusters top 10 most viewed blogs. Mark Levin retweeted her article, “SERIOUSLY? Time magazine Once Compared Soleimani to Lady Gaga, James Bond,” Donald Trump Jr. retweeted her article, “Donald Trump Jr. Slams Media ‘Disdain and Hate’ for President’s Supporters.”



On October 13, Marketing and MRCTV intern Audrey Wikan conducted on-the-street interviews outside the Supreme Court during Amy Coney Barrett’s nomination, generating 100,000 social media impressions.

- CNSNews intern Lucy Collins’ article, “Pompeo to Levin: ‘Tide Has Turned’ on Nations Recognizing China as a Threat,” was tweeted by Mark Levin, generating 2,300 interactions.
- CNSNews intern Lucy Collins’ questions at a Capitol Hill press conference were picked up by multiple outlets and influencers, including C-SPAN, *Townhall*, Matt Walsh, and *Tucker Carlson Tonight*. Lucy’s work generated 1.4 million page views on CNSNews.com.
- Marketing intern Megan Marzzacco was hired full-time at Americans for Limited Government.
- Graphic Design intern Anna Gould designed a patriotic 4th of July graphic shared on Twitter by President Trump.
- Marketing and MRCTV intern Audrey Wikan conducted on-the-street interviews during Amy Coney Barrett’s Supreme Court nomination, generating 100,000 impressions.

Former MRC interns are now working at Fox News, RNC, *Washington Free Beacon*, *Washington Examiner*, Catholic News Agency, and many more!



Hats off to former CNSNews intern Elizabeth Harrington who held her own defending the administration against CNN’s Christiane Amanpour during the last days of the election.

*“I will always be grateful to CNSNews for giving me an opportunity, and helping launch my career. At a time during the abysmal Obama-Biden economy, with no clips to my name, CNS gave me a shot to go out, learn, and succeed. Giving young conservatives a chance has had an immeasurable impact in the fight to uphold America’s founding principles.”*

**ELIZABETH HARRINGTON**  
National Spokesperson, Republican National Committee (CNSNews intern, 2011)



During a Capitol Hill press conference, CNSNews intern Lucy Collins’ question to Nancy Pelosi about Biden’s radical plans for transgender students was picked up by multiple outlets and influencers, including C-SPAN, *Townhall*, Matt Walsh *Show*, and *Tucker Carlson Tonight*.

*“The MRC puts you on the ground running. By my second day of work, I published two articles and got a quote from a US Senator. This internship teaches you how to be a reporter, a writer, and a thinker.”*

**LUCY COLLINS**  
(CNSNews intern, Fall 2020)



**Fall Intern Class 2020** — (L to R) Max Dugan, Sergie Daez, Maria Bello, Sebastian Aquino, Lucy Collins, Donta Smith, Audrey Wikan, Alexander Watson, Mai Tejapaibul, Joseph Norris, Alaina Lopez





The MRC team produces and distributes a massive amount of content each day. From news analysis, to original reporting, to email messaging, and social media posts, the MRC's dedicated team is relentless in its drive to expose and neutralize left-wing media bias and Big Tech censorship.

### News Analysis Division & MRC Latino



Brent Baker



Jorge Bonilla



Bill D'Agostino



Geoffrey Dickens



Kyle Drennen



Tim Graham



Nicholas  
Fondacaro



Kathleen  
Krumhansl



Curtis Houck



Rich Noyes



Scott Whitlock

### CNSNews



Melanie Arter



Craig Bannister



Michael Chapman



Patrick Goodenough



Terry Jeffrey



Susan Jones



Craig Millward



Rob Shimshock

### MRC Business/Culture/TechWatch



Dan Gainor



Alex Hall



Gabriel Hayes



Michael Morris



Matt Philbin



Kayla Sargent



Alec Schemmel



Joseph Vazquez



Corinne Weaver

### MRCTV



Ben Graham



Brittany Hughes



Nick Kangadis



Katie Moon



Cory Parks



Eric Scheiner

### Information Technology



Joshua Jones



Miguel Leal



Eric Pairel

### Development, Marketing & Digital Communications



Gabriella  
Castro-Vidal



Anthony  
Christopher



April Deibert



Kurt Etheridge



Harry Gagnon



Kirk Henderson



Coley Jackson



Iris Miller



Ed Molchany



Zach Montanaro



Rachel O'Rourke

### Administration & External Affairs



L. Brent Bozell III



Earl Kaufman



Melissa Lopez



Dave Martin



Cheryl Michener



Julie Mitchell



Christian Robey



Rhiana Wilks



# THE MRC PHILANTHROPY TEAM

The Philanthropy Team serves as a resource to those who want to achieve more with their giving. Working closely with philanthropists, our advisors offer a tailored service to ensure that our donors’ philanthropy goals are met. The team is available to answer questions, provide information about the MRC, arrange meetings with MRC program staff, and discuss the benefits of investing in the Media Research Center.



**SCOTT RUSSELL**  
Vice President of Philanthropy

Scott formerly led fundraising efforts at the Georgia Center for Opportunity, the Family Foundation of Virginia, and the Mercatus Center. He also dabbled in the political arena, working as a Special Assistant to Gov. Bill Owens (R-CO) and as Political Director of the Colorado Republican Party.



**PAUL OLIVETT**  
Philanthropic Advisor, Northeast Region

Before joining the MRC in 2019, Paul spent many years working for organizations in the free market and conservative movement, including *National Review*. He graduated from Penn State with a master’s in higher education.



**LARRY GOURLAY**  
Senior Philanthropic Advisor, Southeast Region

Larry is one of MRC’s “Founding Fathers,” having worked side-by-side with Brent Bozell since MRC’s founding in 1987. The pair have been conservative soulmates for quite a while, also working together at the National Conservative Foundation.



**MARTY WADDELL**  
Senior Philanthropic Advisor

In 2000, Marty joined the organization as a gift officer for the MRC’s Parents Television Council, transitioning to the MRC’s philanthropy department in 2012. Marty once served as campaign manager for State Senator Kelly Given (R-WV).



**JASON QUICK**  
Philanthropic Advisor, Western Region

Before arriving at the MRC in 2020, Jason worked at the National Rifle Association, earning many accolades, including the “NRA Executive Vice President Award.” Jason is a rare California conservative, residing in Paso Robles.

*“In 2020, to better serve our valued donors, the Philanthropy Team expanded, adding experienced and knowledgeable personnel with solid conservative credentials. Our donors are the organization’s lifeblood, and we thank them for their unwavering and patriotic support.”*

— SCOTT RUSSELL



**BETHANY WHITLOCK**  
Philanthropic Advisor, Great Lakes/Plains Region

Before joining the MRC in 2015, Bethany earned her conservative bona fides working for Rep. Chuck Fleischmann (R-TN), and the National Center for Public Policy Research.



**DAVID KULIVAN**  
Senior Philanthropic Advisor, South Central Region

After dedicating his career working for conservative nonprofits, including the National Rifle Association, David arrived at the MRC in 2020. David graduated from Louisiana State University with degrees in wildlife and forestry.



**LANA DEJESUS**  
Philanthropic Advisor

A former Army National Guard member, Lana landed at the MRC in 2017, joining the Philanthropy Team in 2020. She attended Rutgers University, graduating cum laude with a degree in political science and entrepreneurship.



**AMY COPPE**  
Manager of Institutional Giving

Amy’s career as an accomplished wordsmith spans 30 years, including a stint at The Heritage Foundation. A Rollins College graduate, she joined the MRC family in 2017.

# 2020 MEDIA RESEARCH CENTER FINANCIAL REPORT

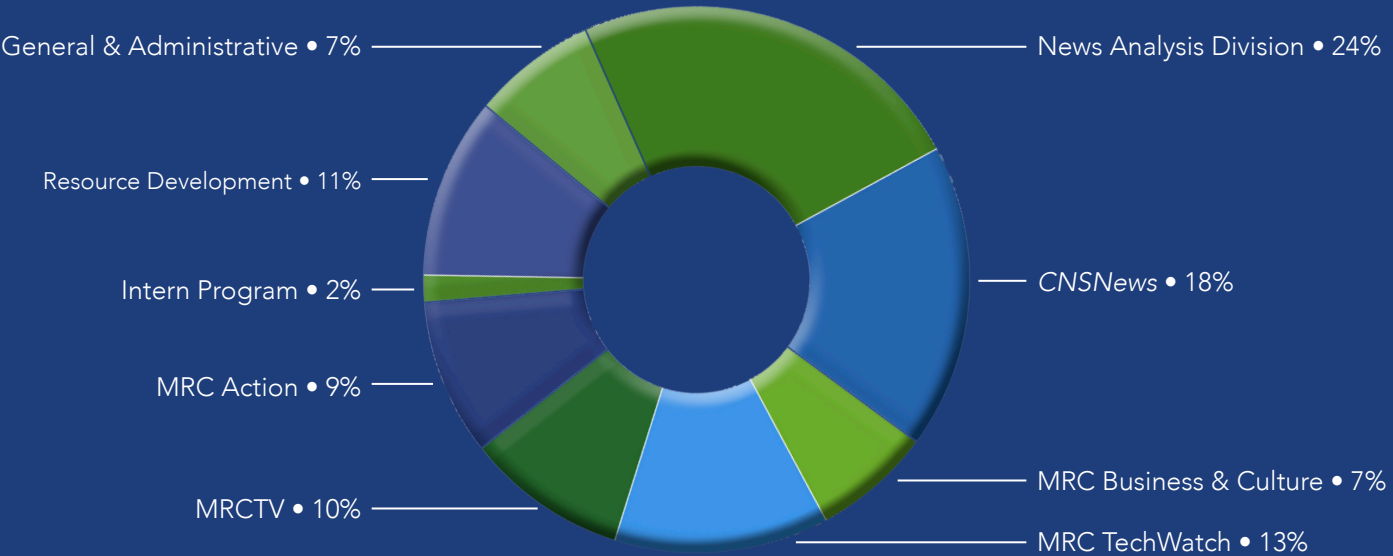
## STATEMENT OF ACTIVITIES \* For the Year Ended December 31, 2020

REVENUE AND SUPPORT	Total 2020
Contributions	\$ 17,522,655
Advertising Income	469,984
Other Revenue	99,997
Interest/Investment	1,901,641
<b>Total Revenue and Support</b>	<b>\$ 19,994,277</b>
<b>PROGRAM SERVICES EXPENSES</b>	
News Analysis Division	3,521,027
CNSNews	2,678,790
MRC Business & Culture	1,044,507
MRC TechWatch	1,886,388
MRCTV	1,420,472
MRC Action/Digital Communication	1,374,749
Youth Education & Intern Program	237,393
<b>Total Program Services</b>	<b>\$ 12,163,326</b>
<b>SUPPORT SERVICES</b>	
Resource Development	1,588,883
General and Administrative	1,094,542
<b>Total Support Services</b>	<b>\$ 2,683,425</b>
<b>Total Expenses</b>	<b>\$ 14,846,751</b>
<b>Change in Net Assets</b>	<b>\$ 5,147,526</b>
<b>Net Assets – January 1, 2020</b>	<b>\$ 12,331,400</b>
<b>Net Assets – December 31, 2020</b>	<b>\$ 17,478,926</b>

## STATEMENT OF FINANCIAL POSITION \* December 31, 2020

ASSETS	Total 2020
Cash and Cash Equivalents	\$ 475,495
Contributions Receivable	5,395,361
Prepaid Expense/Other	251,285
<b>Total Current Assets</b>	<b>\$ 6,122,141</b>
Investments	14,664,388
Investment – Deferred Compensation	1,548,989
Property and Equipment – Net	103,369
<b>Total Assets</b>	<b>\$22,438,887</b>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts Payable	535,791
Accrued Expenses	101,307
Line of Credit	1,300,000
Loans	1,310,097
Deferred Rent Liability	241,501
Deferred Compensation Liability	1,075,866
Annuity Payment Liability	395,399
<b>Total Liabilities</b>	<b>\$ 4,959,961</b>
<b>Net Assets Unrestricted</b>	<b>\$17,478,926</b>
<b>Total Liabilities and Net Assets</b>	<b>\$22,438,887</b>

\* These are unaudited interim financial statements. To receive a copy of the MRC’s audited financial statements, please contact us: Media Research Center, Attn: Accounting Department, Tel: (571) 267-3500







**mrc**<sup>TM</sup>

**AMERICA'S MEDIA WATCHDOG**

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Reston, Virginia 20191  
(800) 672-1423 • (571) 267-3500

MRC.org

NewsBusters.org

CNSNews.com

MRCTV.org

*The mission of the Media Research Center  
is to create a media culture in America  
where truth and liberty flourish.*

The MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible. The Media Research Center participates in the Combined Federal Campaign (CFC). The MRC's CFC code is 42353.