

# MEDIA RESEARCH CENTER

## 2004 ANNUAL REPORT



**AMERICA'S MEDIA WATCHDOG**



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*"The Media Research Center is truly  
America's Media Watchdog.  
They don't just growl ... they bite!"*

THE HONORABLE ZELL MILLER  
Former United States Senator

*"Perhaps no conservative  
organization does work as  
important as the  
Media Research Center does.  
It's an indefatigable watchdog,  
exposing the crudities,  
omissions, and inequities of our  
corrupt Fourth Estate."*

RICHARD LOWRY  
Editor, *National Review*

*"The MRC is in the forefront of battling  
this smothering, monolithic culture.  
It plays a crucial, uniquely effective  
watchdog role in exposing media bias and  
partisanship. Conservatives should  
applaud – and financially support! – the  
splendid work being done by Brent Bozell  
and his intrepid, courageous colleagues."*

STEVE FORBES  
Editor-in-Chief, *Forbes* magazine



## A Message from L. Brent Bozell III

The impact of the Media Research Center in 2004 can't be overstated. It's important that we examine what we did so successfully last year because it serves as a benchmark for what needs to be done going forward.

In 2004 we unveiled our "Tell The Truth!" campaign, the most intensive effort ever to expose, confront, and neutralize the leftist media who, we predicted correctly, were going to try everything, including character assassination, to elect a liberal to the Presidency while derailing the war on terror. The goal was as ambitious as it was straightforward: reach a cumulative audience of 50 million Americans every week exposing the Left's manipulation of the news in order to make the leftist media themselves an issue in the campaign.

We tested the concept in April and when we tabulated the results we had reached 51 million Americans weekly. We rolled out the campaign in late June and in July we registered 59 million weekly; in August it was 61 million per week; September, 68 million. By late October we were reaching 72 million, and by December we had reached 95 million households weekly.

We declared that nothing the leftist media tried would go unanswered from us and the more outrageous their efforts, the louder would be our response.

And God knows they were outrageous. When they tried to package first Howard Dean, and then John Kerry as "moderate" and even, believe it or not, "conservative" – we pounced. When they completely blew out of proportion the Abu Ghraib prison scandal to besmirch the American military – we hit back hard. When they tried to sell America on the idea that the very healthy economy we were enjoying last year was, in fact, a disaster – we exposed them.

And then, in desperation, they pushed the nuclear button of character assassination, which I had predicted in my book, *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media*, would happen. On September 8, Dan Rather and CBS unveiled the forged National Guard documents "proving" George Bush was AWOL in 1971. But Dan Rather and CBS were caught flat-footed. Who exposed the fraud, and broke the story? The MRC. On Election Day, the public knew what the leftist media were trying. And they weren't buying it.

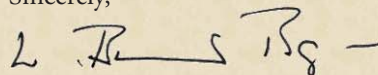
In fact, a day didn't go by when the MRC was not active in the public policy conversation confronting and neutralizing left-wing "news" media attacks. If you flipped on your radio to listen to Rush Limbaugh, or Sean Hannity, or Paul Harvey, or Laura Ingraham, or any one of the hundreds of radio talk show hosts around the country, you heard them using our material to expose the leftist press, day after day. If you flipped on the TV, we were there day and night as well, on FNC, on CNN, on MSNBC, exposing liberal distortions. If you read the papers or news magazines, you saw us in action.

But there was more. We had giant billboards with our "Tell The Truth! Don't Believe the Liberal Media!" message around the country. We ran full-page print ads. We ran saturation national TV ads, as well as radio ads. Our news service, CNSNews.com, was breaking and placing stories all over the country. Our Free Market Project was exposing the leftist media attacks on the business community. On and on it went and, in the end, we won.

But let us be clear about what it is we won. We won a battle – a hugely important battle, to be sure – but the war continues. The political Left is bitter, angry, and is stopping at nothing to derail the conservative movement. They have billions of dollars, literally, at their disposal. And they still have the leftist media as their most important ally in their struggle. The leftist media have been weakened, but they still dominate.

They must be confronted, and they must be neutralized. And so our work must continue.

Sincerely,



L. Brent Bozell III  
MRC Founder and President





# News Analysis Division

## The Leader in Documenting, Exposing, and Neutralizing Liberal Media Bias

The News Analysis Division of the Media Research Center is dedicated to documenting, exposing, and neutralizing liberal media bias. It has done this relentlessly and effectively for the last 18 years, making it America's most reliable and respected media watchdog.

The work of the News Analysis Division is unprecedented. The Division records up to 40 national news programs every day, and each day its team of analysts closely monitor the major networks (CBS, NBC, ABC), cable news networks, and news discussion programs. Their story summaries and transcripts are filed in the MRC's specialized News Tracking System database. From there, the documented examples of liberal bias are further analyzed by the Director of Media Analysis, Director of Research, and the Vice President of Research, who then select, daily, the most important examples of bias for publication on the MRC Web site and in MRC publications, such as *Media Reality Check*, *Notable Quotables*, *Special Reports*, *Cyber Alerts*, as well as in press releases and announcements.

Since its inception in 1987, the MRC has recorded and archived news programming on videotapes. With the introduction of the DVD (digital video disk) and DVR (digital video recording) technology, the Center decided to fully convert its entire taping system to DVD in 2004. The ambitious project eliminated the need for VCRs and now all recording of news programs is done through software that stores the video onto massive computer hard drives from which it can later be combined and transferred, in three-hour blocks, to actual DVDs. The conversion started in July and was completed in December.

Currently, 16 DVR hard-drive computers and 12 PCs with the DVR software record 461 hours of news programming every week (1,844 hours every month). MRC media analysts view shows on computers at their desks just minutes

**Left: MRC's video archives. Below: Webmaster Mez Djouadi and Systems Administrator Ryan Welch beside the MRC's new Digital Video Recording tower.**



**The News Analysis Division Team**

*Standing Left to Right:* Megan McCormack, Jessica Barnes, Ken Shepherd, Kristina Sewell, Brian Boyd, Geoff Dickens, Michelle Humphrey, Michael Chapman.

*Sitting Left to Right:* Tim Graham, Brent Baker, Rich Noyes.

*Not pictured:* Brad Wilmouth.

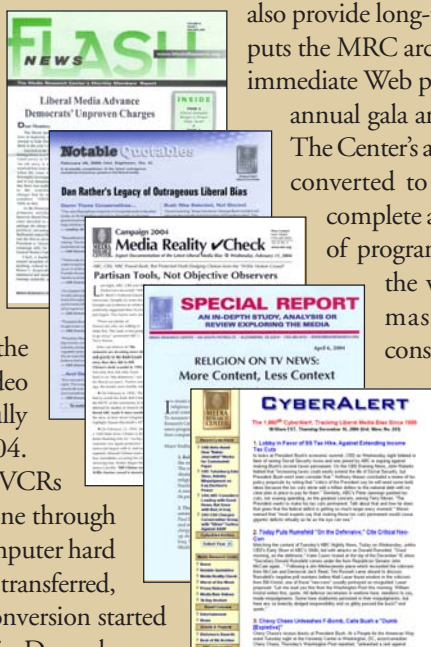
after each program ends. Transcription is eased because the software captures the closed-captioning text, and each recorded program is linked to the News Tracking System database. DVDs also provide long-term storage that will outlast videotapes, and it puts the MRC archive into a digital format more amenable with immediate Web posting and with productions such as the MRC annual gala and awards dinner.

The Center's archive holds 37,000 videotapes, which are being converted to digital video disks, and 8,000 DVDs. The complete archive, as of December, totaled 247,000 hours of programming, the largest broadcast news archive in the world. No other organization operates such a massive and easily accessible archive. As a consequence, other groups, including top media, send their research requests to the MRC. Last year, more than 140 research requests were answered, for such entities as Fox News Channel, *Columbia Journalism Review*, *Janet Parshall's America*, and ABC News 20/20.

Outside of the DVR conversion, the News Analysis Division in 2004 released a barrage of studies, press releases, faxes, email alerts and Web site reports. These included

249 *CyberAlerts*, a near-daily Web-posted analysis of the previous night's news, sent to more than 14,000 national leaders. The Division further produced 58 editions of *Media Reality Check*; 28 major press releases; five *Special Reports*; and 26 editions of *Notable Quotables*, including the *Best of Notable Quotables 2004* – the awards for the worst liberal reporting cited in numerous newspapers, on radio and on the Web. President Bozell also wrote 53 op-eds for his nationally syndicated column.

The work and experts in the Division were cited in more than 700 media outlets. These venues included some of the most influential media in the country, such as Fox News Channel, CNN, MSNBC, CNBC; on top nationally syndicated programs like the *Rush Limbaugh Show*, *Hannity & Colmes*, and *The O'Reilly Factor*; on major Web outlets like *Drudge Report*; and in major print outlets such as *USA Today*, *New York Times*, *Wall Street Journal*, *Chicago Tribune*, *Investor's Business Daily*, *National Review*, *Human Events*, and the *New York Post*.



## Other 2004 News Division Projects

☛ The MRC's Media DisHonors dinner took place in March. More than 850 conservative guests were delighted by Rush Limbaugh's surprise appearance. In his remarks, Rush praised the MRC's effectiveness: "What they publish makes all the difference in the world and inspires others to follow in their lead footsteps." The next day on his radio show, Rush told his 14.5 million listeners about the wonderful time he'd had at the MRC event and endorsed our efforts to combat the liberal media.

☛ In July, the News Division produced reports on coverage of the Democratic National Convention – two reports a day – that were published every day by the *New York Post*, the No. 7 paper in the country in terms of circulation (590,000 readers a day). The same was done for the Republican National Convention in August.



☛ As part of the MRC's Tell The Truth! 2004 campaign, the News Analysis Division handed out a "Worst of the Week" award for the worst bias of the preceding week. These report cards on the media's liberal bias proved to be quite a hit with radio talk show hosts, many of whom booked MRC spokesmen on a regular basis to reveal the "winners" each week. In the closing days of the presidential campaign, the MRC published a lengthy *Special Report* recognizing the 10 worst media distortions of Campaign 2004. Topping the list (of course): Dan Rather's Forgery Fiasco.

*"The MRC has become an indispensable resource for anyone interested in how political attitudes shape news coverage. Its most illuminating technique is the simplest: It monitors journalists' words and quotes them. What it has found time and time again is a skew to the left: a tendency to celebrate, echo, or defend Democrats, liberals, and left-of-center ideas...."*

JEFF JACOBY • BOSTON GLOBE • AUGUST 24  
"Some of Kerry's Biggest Fans Are in the Press"

*"What drives American civilians to risk death in Iraq? In this economy it may be, for some, the only job they can find."*

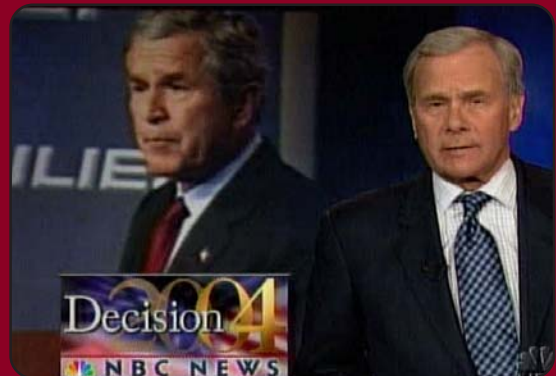
### LIBERAL BIAS QUOTE OF THE YEAR

DAN RATHER • CBS EVENING NEWS  
March 31, 2004 – the day four American civilians were killed and mutilated in Fallujah, Iraq.



### Number of News Analysis Division Products Released in 2004

CyberAlerts .....	249
Bozell Syndicated Columns .....	53
Media Reality Checks .....	58
Notable Quotables .....	26
Press Releases .....	28
Special Reports .....	5
Worst of the Week .....	26



### MRC Catches NBC Putting "I LIE" on Picture of Bush

**NBC Nightly News** ran a presidential election story on October 4 with a graphic of President Bush's face in front of the word "FAMILIES," but at an angle such that the word "ILIE" was directly in front of Bush's mouth for a full 16 seconds. Coincidence? Thanks to the watchful eyes of the MRC's News Analysis Division, which caught the stunt, the story was picked up by the *Drudge Report*, Rush Limbaugh, and was posted on Limbaugh's Web site. With this story, the MRC broke last year's record of 146,000 daily visitors to its Web site — this time, more than 176,000 people logged onto the MRC to read the "ILIE" CyberAlert.

THE RUSH LIMBAUGH SHOW  
EXCELLENCE IN BROADCASTING

Rush On a Roll...  
Post-9/11 Voters Won't Be Moved By Style  
It's not the happy-go-lucky 90s anymore...[tscript\\_audio>](#)

EIB Extra...  
NBC Caught, Will They Apologize?

They went nuts over "RATS" in a single frame...[tscript\\_audio>](#)



# Free Market Project

## Educating America by Educating the Media

The Free Market Project (FMP) is the nation's most respected source for auditing the major media's coverage of the free enterprise system. The Project also provides journalists and the public with common sense explanations of economic issues, information that clearly defines and defends free markets.

The FMP underwent a transition in 2004. In June, veteran journalist Dan Gainor took the reins as FMP Director. In September, Herman Cain, the former CEO of Godfather's Pizza, Inc. and one of the most effective and eloquent defenders of the free market system, became the Project's National Chairman.

Those changes led to a significantly enhanced media presence for the operation. In the three-month span from October through December, FMP made national headlines on numerous instances, including:

- Two appearances by Herman Cain on Fox News Channel's *Your World with Neil Cavuto*.
- Op-ed placements in *Investor's Business Daily*, *Washington Times*, *Human Events Online*, and *Foxnews.com*.
- Nineteen appearances on talk radio shows, including the *Linda Chavez Show*, the *Right Balance with Greg Allen*, the *Chuck Harder Show* and *Battle Line with Alan Nathan*.
- Print media coverage in the *Washington Times*, *Richmond Times-Dispatch* and *Contacto* magazine.
- FMP was featured in *Human Events* as the "Conservative Spotlight" for the December 20 issue.

The Free Market Project also completed three major research projects, included in **FMP Special Reports**, in the second half of 2004, all of which garnered national attention. These included:

**"Destroying America to Save the World"** – a detailed account of liberal media bias about global warming.

**"One Economy, Two Spins"** – a study documenting exactly how the media gave positive coverage to President Clinton and negative coverage to President Bush during similar economic circumstances.

**"Supersized Bias II"** – an update of an earlier FMP study completed by Research Director Rich Noyes, which found an anti-food industry bias in stories about food and obesity.

As 2005 unfolds, the liberal media continue to promote, either through ignorance or design, much economic nonsense. This is evident in the coverage of Social Security reform, tort reform, tax cuts, and climate change, among other stories. These are some of the issues that the Free Market Project is already addressing, providing the public and the media with the economic facts that support free enterprise.



Herman Cain, National Chairman of the FMP, appeared on several television news shows throughout the year to discuss FMP research and reports.

### FMP NATIONAL CHAIRMAN

Herman Cain ..... Former President and Chairman of Godfather's Pizza, Inc.

### FMP BOARD OF ADVISERS

Bruce Bartlett ..... Senior Fellow – National Center for Policy Advisers

John Berthoud ..... President – National Taxpayers Union

Steve Moore ..... President and Founder – Free Enterprise Fund

John Drescher ..... Senior Fellow – The Discovery Institute

Dr. Richard Ebeling ..... President – Foundation for Economic Education

Dr. Jeffrey Herbener ..... Chairman, Department of Economics – Grove City College

Dr. Felix Livingston ..... Professor of Economics and Business – Flagler College

Dr. Walter E. Williams ... Distinguished Professor of Econ. – George Mason University

Daniel J. Mitchell ..... McKenna Senior Fellow in Political Econ. – Heritage Foundation

Dr. Gary Wolfram ..... Professor of Economics & Political Econ. – Hillsdale College

FMP's mission is to audit the major media's coverage of economic issues and provide common sense explanations of economics for journalists and the public, in defense of America's free enterprise system.

# Times Watch

## Documenting & Exposing the Liberal Political Agenda of the *New York Times*

*Times Watch*, MRC's project dedicated to documenting and exposing the liberal bias of the *New York Times*, built on its successful 2003 debut and consolidated its position as the leading authority on the *Times*' bias in 2004.

The *Times Watch* project documents the liberal bias of the *New York Times* by analyzing the paper on a daily basis and exposing it via daily web and e-mail publications. Led by Director Clay Waters in 2004, *Times Watch* produced an average of three critiques of the paper daily (11 daily during the Democratic and Republican conventions).

The project saw strong growth during the election year. The *Times Watch* Web site, [TimesWatch.org](http://TimesWatch.org), ended 2003 drawing an average of 2,500 weekday visitors. By the end of Campaign 2004, the site was capturing 4,700 visitors daily. More than 1,600 public policy leaders subscribe to the *Times Watch* e-mail product, the *Times Watch Tracker*.

*Times Watch* also garnered dramatic press coverage in 2004. In January, the *Jewish Press* reprinted *Times Watch*'s "Top Ten Lowlights of the *Times* in 2003." The March issue of *The American Enterprise* magazine included Waters' article "Public Lives of Liberals," exposing the liberal slant of the *Times*' "Public Lives" feature.

April saw the release of the book *The Battle for Augusta National*, by *Sports Illustrated*'s Alan Shipnuck. The book featured several commentaries from Clay Waters on the advocacy role former *Times* Executive Editor Howell Raines played in pushing feminist Martha Burk and her anti-Augusta National Golf Club crusade onto the national agenda.

During the year, Waters published several op-eds at *National Review Online*. Besides an op-ed on the *Times*' biased coverage of Bush's Martin Luther King Day plans, NRO ran a *Times Watch* opinion piece on the paper's slanted Ronald Reagan obituary; a dissection of a rant from former editor Howell Raines; and a review of plagiarizing-reporter Jayson Blair's self-serving memoir.

In September, *Times Watch* issued a special report, *Double Standard: Times Tars Swift Boat Vets, Plugs False 'Bush AWOL' Story*, which documented how the *Times* pursued Democratic charges that Bush failed to fulfill his National Guard obligations yet dismissed Vietnam controversies involving Kerry as partisan and "unsubstantiated." Top blogger *Instapundit* linked to the report, resulting in a record 19,300 visitors on a single day to [TimesWatch.org](http://TimesWatch.org).



### **TIMES WATCH SPECIAL REPORT**

#### The Top 10 Distortions by the *Times* in Campaign 2004

- 1) Kicking Off the Campaign with Anti-Bush Bias
- 2) Misrepresenting the 9/11 Report
- 3) Suggesting Political Motivation Behind Terror Warnings
- 4) A Tale of Two Campaign Tactics: "Homespun" Kerry vs. Cynical Bush
- 5) A Double Standard on Acceptance Speeches
- 6) Conspiracy Theorizing on Bush's Debate "Bulge"
- 7) Slamming Bush's "Intolerance of Doubt"
- 8) Tarring "Unsubstantiated" Swift Boats Veterans, Plugging False Bush "AWOL" Smear
- 9) The *Times*' Distorted Voter Guide
- 10) "Looted Iraqi Explosives" Scoop: Bombshell

**Topic Index**  
[www.TimesWatch.org](http://www.TimesWatch.org)

- Home
- About
- Articles
- Topic Index
- Bozell's Column
- Elsewhere on the Web
- Cartoon Archive
- TW in the News
- Links
- Support

### Affirmative Action

- June 24 -- **Old Liberal Labeling Habits Die Hard**  
*Meet Sen. Ted Kennedy, "Democrat of Massachusetts"*  
Neil Lewis's Supreme Court story uses the term "conservative" 12 times and call Hatch a "leading conservative," while ultra-liberal Sen. Ted Kennedy is simply a "Massachusetts."
- June 24 -- **Embracing "Diversity"**  
Linda Greenhouse on the Supreme Court's "forceful endorsement of the role of race on campus in achieving a more equal society."
- May 22 -- **OAA with WILLIAM MCGOWAN**  
Author of "COLORING THE NEWS," a 2001 book (newly in paperback) which made criticisms of how the quest for "diversity" was corrupting Times reporting. Times V phone with Mr. McGowan.
- May 19 -- **"Pinch" Flinches From Owning Up to Blair Facts**  
The Times' zealous diversity quest didn't start with Howell Raines: Publisher Arth Sultzberger was on the bandwagon long before. Will Sultzberger now take response management's coddling of Blair?
- May 16 -- **Better Late Than Never**  
The Times lets the author of the diversity-critical "Coloring the News" have his say after the book's publication.
- May 15 -- **Raines Comes Clean—But Soils Times Reputation**  
At a testy staff meeting, Times executive editor (and self-professed guilty white lie) Raines admits he gave reporter Jayson Blair "one chance too many" because he plagiarized.
- May 15 -- **A Tale of Two Plagiarists: Raines Scraped Mike Barnicle, But 5**

The special "Topic Index" section of [TimesWatch.org](http://TimesWatch.org) makes it easy to find biased NYT quotes and articles on more than 1,200 topics from the AARP to World War II.

An op-ed piece by Waters on the *Times*' last-minute attempt to make an anti-Bush scandal out of missing explosives in Iraq appeared in the *Jewish Press* newspaper in October.

On election eve, *Times Watch* issued the *Top Ten Distortions by the Times in Campaign 2004*, which reviewed the worst of the paper's campaign coverage. This report was excerpted in the "Media Watch" column of the *New York Post*. The project's annual 'Quotes of Note' *Worst of 2004* edition was cited in the *Pittsburgh Tribune-Review*.

Clay Waters could also be heard in 2004 commenting on *Times*' campaign coverage on Fort Wayne and Oklahoma City radio, and he provided quotes for a Family News in Focus story on biased economic coverage in the *Times*. In addition, Ann Coulter's best-selling book, *How To Talk To A Liberal (If You Must)*, cited *Times Watch*.

**"Times Watch  
[provides] consistently  
trenchant analysis  
of the distortion and  
bias that have come to  
define the news cover-  
age provided by the  
New York Times."**

**JEWISH PRESS**



# CNSNEWS.COM – Cybercast News Service

## THE RIGHT NEWS. RIGHT NOW.

The Cybercast News Service – CNSNews.com – enjoyed a watershed year in 2004. The organization made the successful transition from a general news agency to an investigative news service and, in the process, broke two of the most explosive news stories of the year.

The first came Sept. 9, 2004, when CNSNews.com, the Internet newswire of the Media Research Center, became the first credentialed news agency in the world to expose the gross deficiencies in the documents used in a CBS *60 Minutes* report to attack the National Guard service of President Bush. As the CBS story was unfolding, MRC staffers noticed what others on the Internet did – the appearance of forgery. CNSNews.com utilized its resources to contact three document experts, each of whom independently confirmed serious problems with the documents. CNSNews.com then published the report, which was picked up by the *Drudge Report* and Rush Limbaugh, reaching millions of people. By the evening of Sept. 9, the story was no longer about the President's National Guard service but the faulty documents used to attack it.

The second story came less than one month later when CNSNews.com published exclusive Iraqi documents demonstrating the extensive ties between Iraqi dictator Saddam Hussein and various terrorist groups, as well as Hussein's acquisition of weapons of mass destruction. Unlike the documents used in the CBS *60 Minutes* National Guard story, those in the CNSNews.com article on Iraqi weapons of mass destruction were reviewed by numerous experts who came

to identical and independent conclusions, resulting in a bulletproof report of unquestioned accuracy.

These and other significant achievements during the course of the year were the result of a compact and dedicated staff that is resourceful enough to gather the

authoritative materials, nimble enough to move with speed, and diligent enough to produce unimpeachable and ground-breaking news. And it is resulting in massive growth for CNSNews.com, which is, today, one of the largest news Web sites in the country.

The audience for CNSNews.com is ever-growing. In 2004 it logged 22,882,266 readers, an increase of 10,000,000 readers from the previous year and an average of more than 1.9 million readers each month. These same readers downloaded more than 51 million pages of news, commentary, analysis, and editorial cartoons directly from the CNSNews.com Web site.

These readers constitute what is referred to as the 'retail' audience of CNSNews.com – those who access CNSNews.com directly. But that is only the beginning. There is also a 'wholesale' audience, which is comprised of the many broadcasters, publications, and news organizations that use CNSNews.com material in their own news coverage, along with other Internet sites that carry our distinctive Cybercast streaming news service.

Wholesale news users in 2004 included such broadcasters and notable news organizations as Fox News and Rush Limbaugh, Sean Hannity and the *Boston Globe*, *National Review* and the *Pittsburgh Post-Gazette*.

Citations of CNSNews.com material are increasingly growing beyond the conservative media into the broader establishment press. A search of the Lexis-Nexis database – the Gold Standard of media tracking – shows millions of other people are reading CNSNews.com material through publications like the Associated Press, United Press International, the *Dallas Morning News*, Scripps Howard News Service, CBS Marketwatch, the *New York Sun*, the *Orlando Sentinel* and the *Sacramento Bee*, to name just a handful.

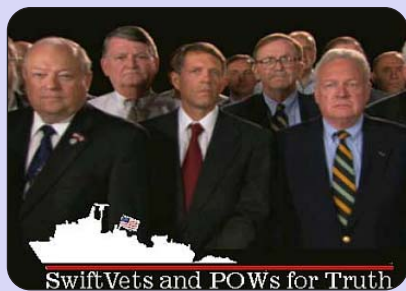
International and specialty media also showed increasing use of CNSNews.com material in 2004. For example, *Aviation Daily*, the highly respected publication of the commercial airline industry, took note of our work to uncover apparent efforts to sink plans to allow pilots to arm themselves against on-board terrorists. *Toronto Star Newspapers* picked-up on our in-depth coverage of the spread of homosexual 'marriage' in Australia, while the All Africa News Service ran reports about our coverage of increasing concerns over terrorists possibly using commercial freighters



CNSNews.com was the first to break the story on CBS's efforts to smear President Bush and affect a presidential election.



CNSNews.com reporter Robert Bluey on FNC to discuss Rathergate.



CNSNews.com was the first credentialed news agency to report on the concerns raised by the Swift Vets and POWs for Truth.



licensed in Liberia to launch future attacks. Respected political dispatches, including *National Journal's Political Hotline* and the White House *Bulletin Frontrunner*, also availed themselves of CNSNews.com coverage in 2004.

Our retail and wholesale audience combines for an astonishing readership of up to 50,000,000 each week, a figure that varies slightly from week to week based on news cycles, and reflects well on the organization.

Much of this audience growth was fueled by our Headline News Service, an innovative, no-cost means by which Web sites can provide CNSNews.com to their visitors. The HNS product was rolled-out in 2004, and an aggressive promotion of the product is planned for 2005, further growing the site's readership.

As with any news organization, the most critical element of success lies in the editorial product and its presentation to the public. Other significant editorial achievements in 2004 include:

- ✓ CNSNews.com was the only independent Internet news agency to provide staff coverage of both the Republican and Democratic National Conventions and Election Night proceedings at the campaigns of George W. Bush and John Kerry.
- ✓ CNSNews.com provided extensive, authoritative, and detailed reporting on John Kerry's anti-war activities during his association with the group Vietnam Veterans Against the War during the 1970s.
- ✓ CNSNews.com was the first credentialed news agency to report on the concerns raised by the Swift Boat Veterans For Truth.
- ✓ CNSNews.com's exclusive reporting from a worldwide global warming conference in Buenos Aires exposed how even liberals don't believe the controversial Kyoto Protocols will reduce climate change.

The response by its audience to the transition of CNSNews.com to an investigative and enterprise news agency in 2004 is significant and encouraging, and CNSNews.com anticipates further increases in both audience and reputation in 2005.

Today, CNSNews.com is one of the largest news Web sites in the country.

The Right News.  
Right Now.

High-Powered Search [Go!](#)
Thursday, May 06, 2004 1:08 PM EST

**News Sections**

[News This Hour](#)

[News on the Web](#)

[Special Reports](#)

[Politics](#)

[Culture](#)

[The Nation](#)

[International](#)

[Sports](#)

[Business](#)

[Fact-O-Rama](#)

**Opinion Sections**

[Letters to Editor](#)

[Commentary](#)

[Bozell's Column](#)

[Cartoons!](#)

**Weather Sections**

[Hurricane Center](#)

[National Weather](#)

**Viewer Poll**

How will the Abu Ghraib prison controversy affect the Bush administration?

☐ Key Defense Dept. officials will resign

☐ Punishment will

## Top Headlines

### Lawmaker: 9/11 Panel Slow to Answer Gorelick Questions

(CNSNews.com) - Rep. Eric Cantor (R-Va.) says the 9/11 commission is taking too long to respond to his concerns about Commissioner Jamie Gorelick's involvement in erecting a "wall" between intelligence and law enforcement agencies. [Full Story](#)

### Arab TV Footage Shows American Hostage

(CNSNews.com) - An Arab television station, Al Arabiya, Thursday aired footage of a blindfolded American engineer who was kidnapped and is being held hostage in Iraq. [Read News on the Web](#)

### Bush Does Not Want Rumsfeld to Step Down

(CNSNews.com) - Despite demands for the contrary, President Bush wants Defense Secretary Donald Rumsfeld to stay in his post regardless of the prison. [Read News on the Web](#)

### Democrats Rumble About A Rumsfeld Resignation

(CNSNews.com) - Ultimately, the buck stops with Defense Secretary Donald Rumsfeld, Sen. John Corzine (D-N.J.) said in a Thursday TV interview, and several members of Democrats' Senate Team, including Sen.



### The CNSNews.com News Team

(Standing left to right): Susan Jones, Kathleen Rhodes, Scott Hogenson, Melanie Hunter, Jeff Johnson, David Thibault, Marc Morano, Randy Hall. *Not pictured:* Eric Pairel, Patrick Goodenough and Julie Stahl.

## Members of Congress Thank the MRC and CNSNews.com for a "Job Well Done"

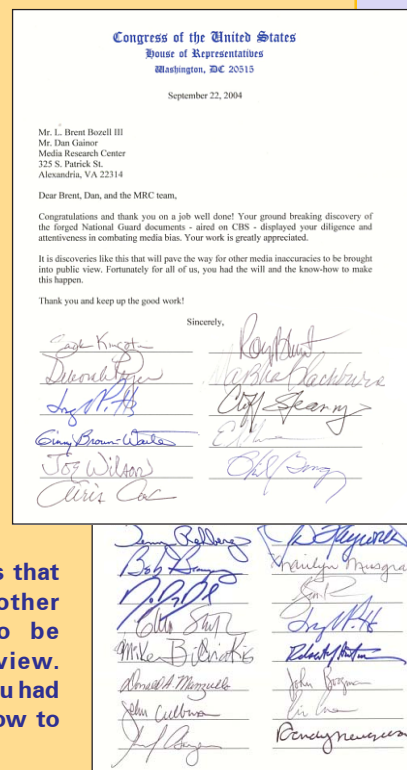
It was the quick work of the MRC, particularly CNSNews.com Managing Editor David Thibault, CNSNews.com reporter Robert Bluey, and FMP Director Dan Gainor that broke the story on CBS and Dan Rather's use of forged documents to smear President Bush's service record in the National Guard. That great investigative work, made possible by MRC supporters, sparked a storm of media coverage and investigative work that has rocked CBS and the liberal media elite and made many Americans aware of media bias. In gratitude, 39 members of Congress signed a letter thanking the MRC for a job well done.

### THE LETTER READ:

**"Congratulations and thank you on a job well done!**

**"Your ground breaking discovery of the forged National Guard documents – aired on CBS – displayed your diligence and attentiveness in combating media bias. Your work is greatly appreciated.**

**"It is discoveries like this that will pave the way for other media inaccuracies to be brought into public view. Fortunately for all of us, you had the will and the know-how to make this happen."**



# Neutralizing the Liberal Media with the \$2.8 Million "Tell The Truth!" Campaign

In June, the Media Research Center launched the largest outreach campaign in its 18-year history, “Tell The Truth!” a \$2.8 million campaign to expose and neutralize liberal media bias in 2004. To reach that goal, the MRC implemented a plan – which is now ongoing – to give at least 50 million Americans every single week the evidence of the liberal bias of the major media.

To start, the MRC used its existing products to aggressively promote the campaign. These included the daily e-mail *CyberAlerts*, *Media Reality Check* faxes, *TimesWatch.org*, four major Special Reports from the Free Market Project, the monthly *FLASH* newsletter, and a weekly fax, *Worst of the Week*. In addition, the MRC purchased advertising on billboards in Dallas, Boston, Atlanta, Cleveland and Philadelphia.

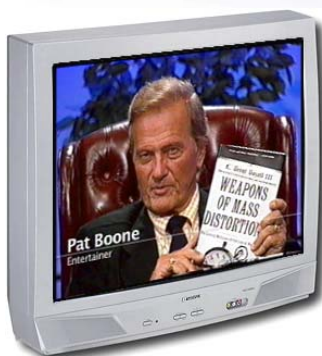
Each billboard was chosen based on opportunity – Boston, for example, just prior to the Democratic National Convention – and the market size and traffic location. Each billboard (see picture) proclaimed, “Tell The Truth! Don’t Believe the Liberal Media! [www.MRC.org](http://www.MRC.org).”

The MRC also purchased advertising on Direct Response TV, Fox News Channel and PAX TV. An e-mail campaign was launched in October, targeting grassroots activists and providing them with the means to send hundreds of thousands of messages to the news networks' headquarters. That campaign overlapped with a grassroots

membership drive by e-mail, which provided “Tell The Truth!” information to MRC supporters. This drive added an additional 29,000 new members to the MRC. Tens of thousands of bumper stickers, coffee mugs, pens, and t-shirts with the “Tell The Truth!” slogan were distributed or sold. And President Bozell’s book, *Weapons of*

*Mass Distortion: The Coming Meltdown of the Liberal Media*, was released in early July, timed to follow the campaign's launch.

MRC material was cited on Rush Limbaugh's radio program, Sean Hannity's radio show, FNC's *Fox & Friends*, CNN, *Special Report with Brit Hume*, the *New York Times*, *USA Today*, and many other outlets. The MRC could thus tabulate its media citations and



The MRC commercial featuring Pat Boone and Brent Bozell reached more than 95 million households.



The MRC's "Tell The Truth!" campaign advertisements (full-and half-page).

corresponding market audience to monitor and calculate the impact of “Tell The Truth!” The numbers showed the campaign was successfully reaching more than 50 million Americans each week.

For instance, following its mid-June launch, “Tell The Truth!” reached an average of 59.5 million people weekly in July. In August, 61 million people a week; September, 68 million; and, in October, 72 million households weekly.

The television advertisements, launched in December, reached more than 95 million households. Weekly audience numbers for the campaign never dipped below the 50 million mark.

On November 5, three days after the presidential election, a Fabrizio, McLaughlin & Associates poll showed that almost 1 in 2 voters saw media coverage as being biased, and overwhelmingly biased with a liberal slant. “Tell The Truth!” had succeeded in exposing, and neutralizing, their bias.

More Americans, day after day, are learning about liberal media bias. The “Tell The Truth!” campaign – along with the longstanding work of the MRC – is in large measure responsible for that.



This massive 80-foot MRC billboard sat at the southern entrance to the Dallas/Fort Worth Airport. Other MRC billboards ran in Atlanta, Boston, Philadelphia and Cleveland.



# MRC: The Source of it All

"Network television news was once the most trusted source of information in America. It also had a monopoly over pictures and television reporting from across the country and around the world. Neither of these things is true anymore."

The State of the News Media 2004: "Annual Report on American Journalism," by the Project for Excellence in Journalism with Andrew Tyndall

"The mainstream media has no right to complain about the [public's] lack of belief in the idea of objectivity anymore because a lot of the mainstream media abused its privilege over the last 20 years."

Newsweek's Howard Fineman, November 28, 2004 – Chris Mathews Show

"The media, I think, wants Kerry to win. And I think they're going to portray Kerry and Edwards – I'm talking about the establishment media, not Fox, but – they're going to portray Kerry and Edwards as being young and dynamic and optimistic and all, there's going to be this glow about them that some, is going to be worth, collectively, the two of them, that's going to be worth maybe 15 points."

Newsweek's Evan Thomas, July 10, 2004 – Inside Washington

"Like every other institution, the Washington and political press corps operates with a good number of biases and predilections. They include, but are not limited to, a near-universal shared sense that liberal political positions on social issues like gun control, homosexuality, abortion, and religion are the default, while more conservative positions are 'conservative positions.'"

Mark Halperin, ABC News Political Director, ABCNews.com – February 10, 2004

## TOM BROKAW vs. MRC

**JANUARY/FEBRUARY 2004**

Asked specifically about the MRC's campaign to expose liberalism in the news media, Tom Brokaw lashed out, "It is a little wearying" and charged, "most of the cases are pretty flimsily made... What I get tired of is Brent Bozell trying to make these fine legal points everywhere, every day. A lot of it just doesn't hold up. So much of it is that bias – like beauty – is in the eye of the beholder." – Interview in the *Columbia Journalism Review*

**JULY 25, 2004**

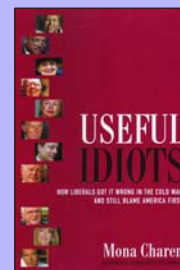
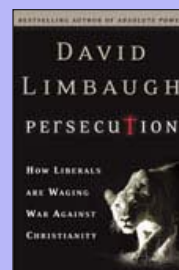
Brokaw: "There are organized interest groups out there. There's a guy by the name of Brent Bozell, who makes a living at, you know, taking us on every night. He's well-organized, he's got a constituency, he's got a newsletter. He can hit a button and we'll hear from him." – In a forum on media coverage of the presidential campaign at Harvard University

**OCTOBER 2, 2004**

Brokaw: "But what has happened now, because of the tools that are available, both across the political spectrum from left to right, is that they [skeptics] can in fact enlist constituencies in a way that, I mean Brent Bozell has, you know, an entire organization devoted to doing as much damage, and I choose that word carefully, as he can, to the credibility of the news divisions."

In a forum with Dan Rather and Peter Jennings sponsored by the *New Yorker*

Just some of the recent best-sellers using MRC's research and findings.



## GRASSROOTS ACTIVISM

On June 28, six million Americans witnessed as some unidentified people standing on the street behind the co-hosts of NBC's *Today* show held up large signs that read, "Don't believe the Liberal Media! www.MRC.org". Almost immediately after the segment aired, telephone calls and e-mails began pouring into the MRC from old supporters and new friends.





# PUBLICATIONS

## NEWSLETTERS

Flash

Media Reality Check

Notable Quotables

Worst of the Week

## BOOKS

*Weapons of Mass Distortion:  
The Coming Meltdown of the  
Liberal Media*

*And That's The Way It Isn't: A  
Reference Guide to Media Bias*

*Dollars & Nonsense: Correcting  
the News Media's Top Economic  
Myths*

*How to Identify, Expose, and  
Correct Liberal Media Bias*

*Out of Focus: Network Television  
and the American Economy*

*Pattern of Deception: The  
Media's Role in the Clinton  
Presidency*

## SPECIAL REPORTS

*The Ten Worst Media Distortions  
of Campaign 2004*

*The Top 10 Distortions by the  
Times in Campaign 2004*

*Double Standard: Times Tars  
Swift Boat Vets, Plugs False  
"Bush AWOL" Story*

*The Liberal Media: Every Poll  
Shows Journalists Are More  
Liberal than the American Public  
— And the Public Knows It*

Ronald Reagan: Overcoming a  
Fierce First Draft of History

One Economy, Two Spins:  
Economic Conditions Portrayed  
as Positive During Clinton  
Presented as Negative for Bush

Religion on TV News: More  
Content, Less Context

Still Liberal, Still Biased

Supersized Bias:  
Big Media's Role in  
Covering and Promoting  
the Obesity Debate

Supersized Bias II:  
Big Media Continue  
Skewing Obesity Debate

Destroying America To  
Save The World: TV's Global  
Warming Coverage Hides  
Cost of Kyoto Treaty

Grading TV's War News

Peter's Peace Platoon: ABC's  
Crusade Against "Arrogant"  
American Power

Megaphone for a Dictator:  
CNN's Coverage of Castro's  
Cuba, 1997-2002

Clamoring for Kyoto:  
The Networks' One-Sided  
Coverage of Global Warming

Four Campaigns,  
Eight Conventions...  
But Just One Spin

Facts Exempt:  
Network News and Taxes

Outgunned: How the Network  
News Media Are Spinning  
the Gun Control Debate

Network Apathy Toward  
Chinese Contributions and  
Espionage

Plain as the News on Your  
Face: Clinton Lies &  
Obstruction TV News Has  
Ignored

Faith in a Box: Network  
News and Religion (1993  
through 1996)

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## WEB PRODUCTS

[www.MediaResearch.org](http://www.MediaResearch.org)

[www.CNSNews.com](http://www.CNSNews.com),

Cybercast News Service

[www.TimesWatch.org](http://www.TimesWatch.org)

[www.FreeMarketProject.org](http://www.FreeMarketProject.org)

MRC CyberAlert

CNSNews.com E-Briefs

DisHonors Awards

Tell The Truth! Campaign

Worst of the Week

The Media vs. Swift Boat  
Veterans for Truth

Memogate: The Liberal Bias  
of CBS and Dan Rather

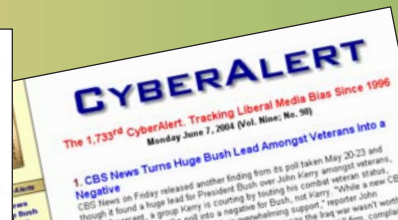
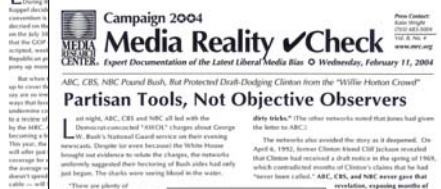
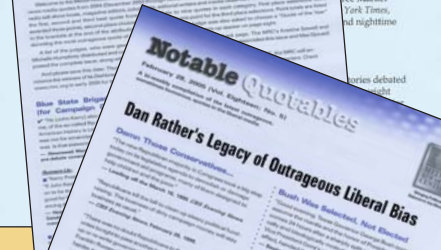
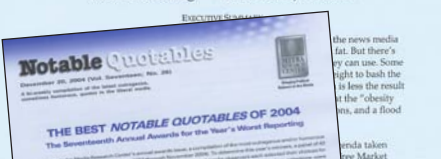
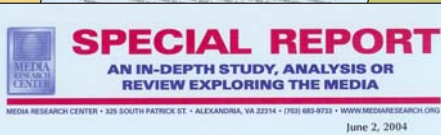
Katie Couric's Decade of  
Loving Liberalism

Media Bias Videos

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"About once a week I spend a few minutes  
quoting from...Notable Quotables. My audi-  
ence loves it. I've even heard from liberals who  
find it hard to believe some of these things have  
actually been said on the record. Keep up the  
great work. Your material not only documents  
the liberal bias in the media, it's entertaining."

Michael W. Rosen  
KOA News Radio • Denver, CO







*“This is an important piece of work and I urge everybody: ‘Get this book!’”*

SEAN HANNITY • FNC’S HANNITY & COLMES

*“No one in America is better qualified than Brent Bozell not only to searingly, enlighteningly examine the sorry bias of so much of our mass media, but also to make the case that this liberal media monopoly mindset is in for an imminent meltdown. A true – and timely – masterpiece.”*

STEVE FORBES  
Editor-in-Chief  
Forbes magazine

## WEAPONS OF MASS DISTORTION: The Coming Meltdown of the Liberal Media

In July 2004, the book *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media* by MRC President Brent Bozell was published by Crown Forum.

Based on more than 60 studies and more than 600 examples, culled from 18 years of research by the MRC, the book documents the liberal bias of the major media in the United States. It also predicts the liberal media’s monopoly on information is coming to an end largely because journalists continue to deny, to an evermore educated public, the bias that infects their news coverage. And that, in turn, prevents the liberal media from effectively competing with the ever-changing alternative media: cable and satellite TV, talk radio, and the Web.



*People* magazine selected *Weapons of Mass Distortion* as one of its “Top 10 Book Picks for 2004.”

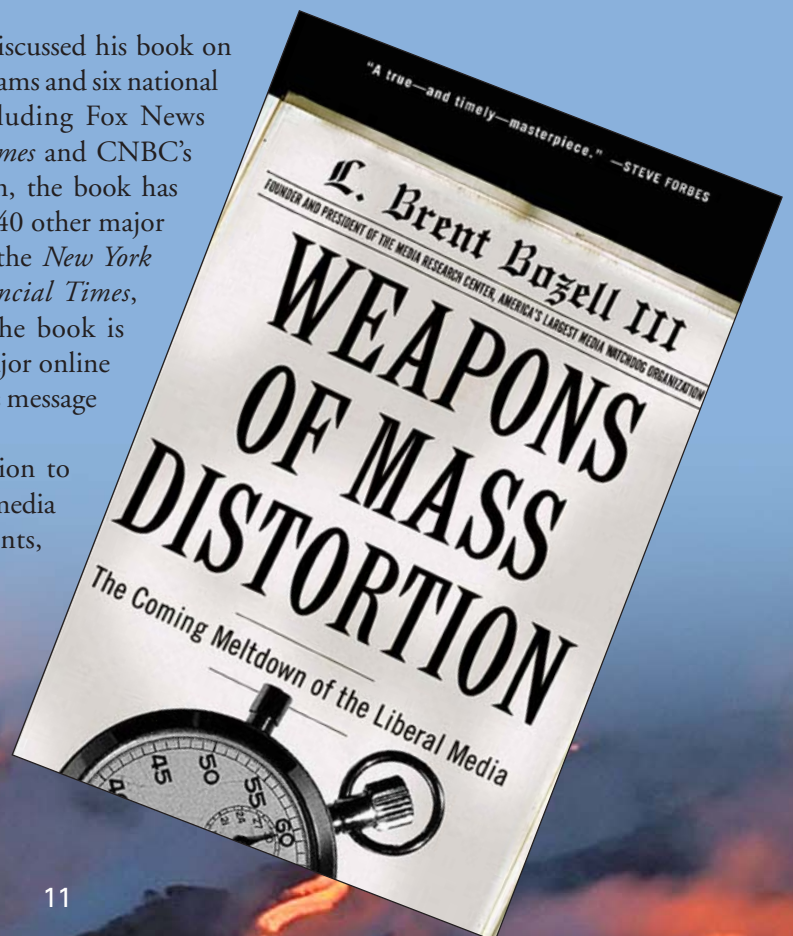
*Detroit News*, and the *Atlanta Journal-Constitution*. The book is available in every major bookstore and through every major online bookseller. Ongoing promotion of the book has spread its message to an estimated 126 million Americans.

*Weapons of Mass Distortion* is selling well. In addition to providing a prescient analysis of the contemporary liberal media world, the book serves as a reliable resource for students, teachers, researchers and public leaders.

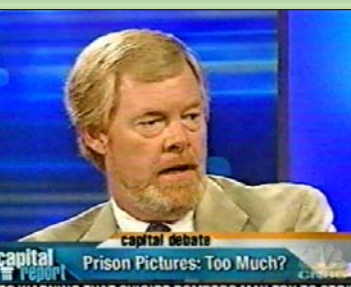
**Published by Crown Forum,  
a member of the Crown Publishing Group.**

*Weapons of Mass Distortion* has been praised by Steve Forbes as “a true – and timely – masterpiece.” Author and columnist David Limbaugh says, “Thanks to Bozell, we now have the goods on the media elite.” *National Review* says that the MRC “is part of an ongoing process of media reformation” and that “this book is a step forward in that direction.” *People* magazine selected *Weapons of Mass Distortion* as one of its “Top 10 Book Picks for 2004.”

President Bozell has discussed his book on more than 130 radio programs and six national television programs, including Fox News Channel’s *Hannity & Colmes* and CNBC’s *Dennis Miller*. In addition, the book has been cited or reviewed in 40 other major media outlets, including the *New York Times*, *USA Today*, *Financial Times*,







# IMPACT: Television, Radio, Print and Web

Technology and competition change the media world every day, every hour. As new replaces old, the MRC has not only kept pace but also moved forward, pushing its message about liberal media bias – through research and MRC spokesmen – to myriad national, regional, and local outlets: talk radio; broadcast, cable, and satellite TV; newspapers and magazines; and Web and Blog sites. The MRC's influence expands every year. Below is a partial listing of the media that interviewed MRC experts or cited the Center's work in 2004.

## TELEVISION

ABC  
Family Channel

CBN  
*The 700 Club*

CNBC  
*Capital Report*  
*CNBC News*

CNN  
*Anderson Cooper 360*  
*Crossfire*  
*Headline News*  
*Live From*  
*Paula Zahn Now*

Fox News Channel  
*Special Report with Brit Hume*  
*Fox News Live*  
*Fox & Friends*  
*Hannity & Colmes*  
*The O'Reilly Factor*  
*Your World with Neil Cavuto*  
*The Big Story with John Gibson*  
*After Hours with Cal Thomas*

MSNBC  
*Countdown*  
*Dayside*  
*Hardball w/ Chris Matthews*  
*Scarborough Country*

## RADIO

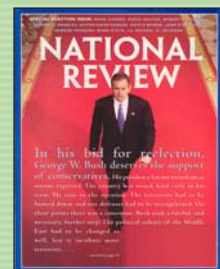
### National & Syndicated

Accent Radio Network  
America at Night  
American Family Radio  
American Journal Radio  
*Ave Maria Radio*  
*Battleline with Alan Nathan*  
*Chuck Harder Show*  
Family News in Focus  
Focus on the Family  
*G. Gordon Liddy Show*  
*Geoff Katz Show*  
*Jane Silk Show*  
*Janet Folger Show*  
*Janet Parshall's America*  
*Jason Gallagher Show*  
*Jeff Katz Show*  
*Karen Grant Show*  
*Ken Hamblin Show*  
*Laura Ingraham Show*  
*Linda Chavez Show*  
*Mark Larson Show*  
*Michael Medved Show*  
*Mike Gallagher Show*  
*Michael Reagan Show*  
*Mitch Albom show*  
*Newsbeat with Blanquita Cullum*  
NRA News  
Radio America  
*Rush Limbaugh Show*  
Salem Radio Network

*Sean Hannity Show*  
Talk One Radio Network  
*The Right Balance*  
*Tom Hughes Show*  
*Tony Snow Show*  
Voice of America News  
Wisconsin Public Radio

### Other Radio Programs

WWDB – Philadelphia, PA  
WOND – Atlantic City, NJ  
WMUZ – Detroit, MI  
WDUN – Gainesville, GA  
WYDE – Birmingham, AL  
WLNI – Lynchburg, VA  
WWBA – Tampa, FL  
WBAL – Baltimore, MD  
WAIC – Springfield, MA  
WFLA – Orlando, FL  
KHOW – Denver, CO  
WWL – New Orleans, LA  
WTKS – Savannah, GA  
KARN – Little Rock, AR  
WDEL – Wilmington, DE  
KLIF – Dallas, TX  
KOGO – San Diego, CA  
WABC – New York, NY  
KTTH – Seattle, WA  
WYDE – Birmingham, AL  
KARN – Little Rock, AR  
WSPA – Toledo, OH  
WRKO – Boston, MA  
KFAB – Omaha, NE







WOR – New York, NY  
 WLS – Chicago, Ill  
 KFX – Fremont, CA  
 KTSA – San Antonio, TX  
 KLO – Salt Lake City, UT  
 KERN – Bakersfield, CA  
 KVI – Seattle, WA  
 WLW – Cincinnati, OH  
 WSBA – York, PA  
 KDKA – Pittsburgh, PA  
 WMAL – Washington, DC  
 WFLA – Orlando, FL  
 WOOD – Grand Rapids, MI  
 WPTF – Raleigh, NC  
 KOA – Denver, CO  
 KIRO – Seattle, WA  
 WCHS – Charleston, WV  
 WNTA – Rockford, Ill  
 WYLL – Chicago, Ill  
 KFNN – Phoenix, AZ  
 WGBF – Evansville, IN  
 WIBA – Madison, WI  
 WIBC – Indianapolis, IN  
 KION – Modesto, CA  
 KMED – Medford, OR  
 KOLE – Beaumont, TX  
 WRVA – Richmond, VA

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## PRINT

Akron Beacon-Journal  
 Albany Times Union  
 Associated Press  
 Atlanta Journal-Constitution  
 Baltimore Sun  
 Boston Globe  
 Boston Herald  
 Chattanooga Times-Free Press  
 Chicago Tribune  
 Christian Science Monitor  
 Copley News Service  
 Cox News Service  
 Denver Post  
 Detroit News  
 Financial Times  
 Florida Times-Union  
 Ft. Worth Star-Telegram  
 Guardian (UK)  
 Hartford Courant  
 Human Events  
 Investor's Business Daily  
 Irish Times  
 Jewish Press  
 Kansas City Star  
 Knight-Ridder Tribune Bus. News

Los Angeles Times  
 Miami Herald  
 Minneapolis Star-Tribune  
 Newsday  
 New York Post  
 New York Times  
 Philadelphia Inquirer  
 Pittsburgh Tribune-Review  
 Record (New Jersey)  
 Richmond Times Dispatch  
 Reuters  
 San Diego Union-Tribune  
 San Francisco Chronicle  
 San Jose Mercury News  
 Seattle Post-Intelligencer  
 Smoky Mountain News  
 St. Petersburg Times  
 Sun-Sentinel (Florida)  
 Sydney Morning Herald  
 Toronto Free Press  
 Union Leader  
 USA Today  
 Washington Post  
 Washington Times

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## MAGAZINES

Editor & Publisher  
 Limbaugh Letter  
 National Journal  
 National Review  
 People  
 Reason  
 U.S. News & World Report  
 Weekly Standard  
 World

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## INTERNET NEWS SERVICES

Agape Press  
 American Enterprise Mag.com  
 Associated Press Online  
 BostonChannel.com  
 ChannelOklahoma.com  
 Drudge Report  
 Family.org  
 FOXNews.com

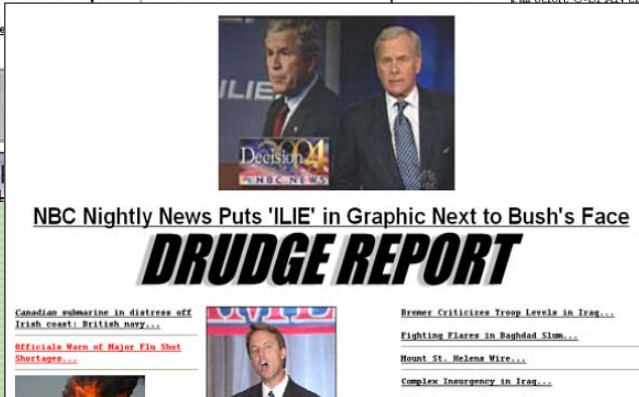
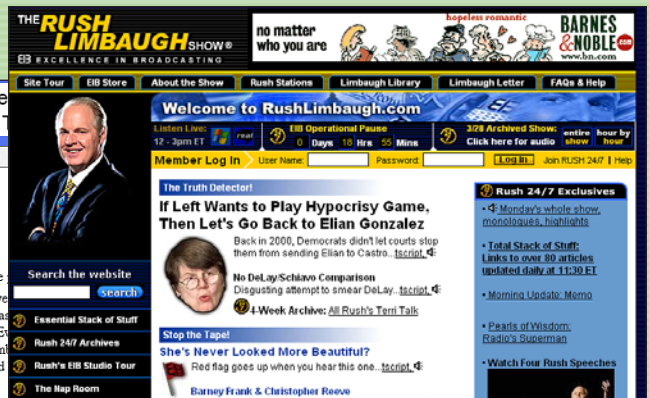
Frontpagemag.com  
 Intellectual  
 Conservative.com  
 Life News.com  
 Lucianne.com  
 MarketWatch.com  
 MSNBC.com  
 Men's News Daily  
 MichiganLive.com  
 National Review Online  
 NBC San Diego.com  
 News Max.com  
 PittsburghChannel.com  
 Reporter.com  
 Rush Limbaugh.com  
 Slate.com  
 SportsIllustrated.com  
 Tech Central Station  
 TownHall.com  
 USAToday.com  
 Weekly Standard.com  
 World Net Daily

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ers stories about the man and the of country and belief in the power his unique placement in history as liberalism — in both parties. Et often having to drag along a numl democrats. Everything he changed

add: He did it all before Fox News. He did it all He did it all before the instant battle cry of his call before C-SPAN caught on and people could





## MEDIA RESEARCH CENTER'S ANNUAL GALA AND *Media DisHonors Awards*

The MRC's Annual Gala and Media DisHonors Awards is "the hottest ticket in town," says Joe Scarborough, former congressman and host of MSNBC's *Scarborough Country*. The 2004 gala proved to be particularly exciting when talk radio giant Rush Limbaugh made a surprise appearance and spoke to the more than 850 conservatives gathered at the Omni Shoreham Hotel in Washington, D.C.

The gala roasts the year's most outrageously biased liberal reporters. In his remarks, Rush thanked the conservative movement for its efforts in exposing the media and noted, "So much progress is being made and one of the reasons is Brent Bozell and the Media Research Center documenting what [liberal journalists do].... In my case, I would not be able to do what I do were it not for people like Brent."

The annual event is modeled after the Oscars ceremony. The winning journalists are selected on the basis of how liberally biased their comments or reports have been. Prominent conservatives accept the awards – and make a few remarks – on behalf of the "winning" journalists.

The winners are chosen by a panel of distinguished judges. Judges last year included Robert Novak, Steve Forbes, William Rusher, Lawrence Kudlow, Kate O'Beirne, and others. Syndicated columnist Cal Thomas emceed the event in 2004.

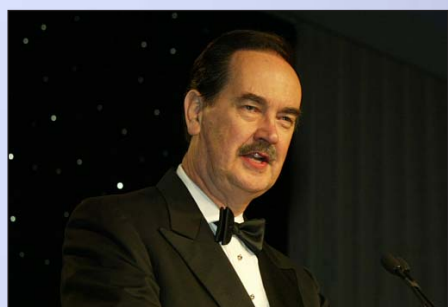
While the ceremony is a fun-filled occasion, it has the serious purpose of making a national statement about the liberal media. In past years, the Awards have been broadcast by C-SPAN and covered nationally by many other media outlets, including FNC, NPR and the *New York Times*.



The crowd went wild for Rush.



The man with all the surprises, L. Brent Bozell III.



FNC talk show host and top syndicated columnist Cal Thomas served as Master of Ceremonies.



MSNBC's Joe Scarborough presented two awards.



Award presenters Michelle Malkin and Jonah Goldberg.



Radio talk show host Laura Ingraham "accepted" the *Ozzy Osbourne Award for Wackiest Comment of the Year*.

A true sport, Sam Donaldson "crashed" the party and got the crowd hissing... and laughing.



Al Regnery "accepted" the *Media Know it All Award*.



William Donohue "accepted" the *I'm Not a Political Genius but I Play One on TV Award*.



The Honorable Jeane Kirkpatrick "accepted" the *Baghdad Bob Award for Parroting Enemy Propaganda*.



Event photography by  
Mark Young





Vi and Tom Matey



Norma and Brent Bozell



Mark Stock and Mark Brunell



Loydee Stonebrink and  
The Honorable Leon Weil



Doug and Joanie Mills



Elizabeth and Keith Twiggs



Cliff and Joan Rae



Richard Viguerie



William Rusher



Gail and Dan Cook

### SOME SCENES FROM THE THE 2004 GALA AND THE MRC'S ANNUAL BOARD MEETING



Barbara Clark



Tat Hillman



Harry Johnson



Marj and Will Smith



B.V. Brooks



Michael Brown, Bernie Moyers, Tom  
Linnen, & Frances Bringham Johnson



Gordon Johnson  
and Emily Staude



Harold and Lois Kelly



Mary and John Kruse with  
Barbara Hansen



Jim Hock and  
Beverly Danielson



Prewitt and Ginny Semmes



Margaret and Gerry Carden, Virginia  
Manheimer and the late Jim Fairleigh



Marlane Fairleigh  
and Vi Matey

# The MRC's **Youth Education & Internship** Program

The MRC's Youth Education and Internship Program is designed to teach young people to understand the problem of liberal media bias and the need for balanced journalism as the solution. The Program is further designed to train young people to enter careers in journalism, public relations, marketing or government.

In the Program, interns are assigned to a division of the MRC where they gain hands-on experience – in the News Analysis Division, CNSNews.com/ Cybercast News Service, Free Market Project, or the Marketing or Development department. The interns' work is specifically designed to sharpen the skills they will use in their careers.

In the News Analysis Division, for instance, interns work as analysts, monitoring news programs and entering story summaries and transcripts into the News Tracking System database. They also make contributions to Division publications, such as *Notable Quotables* and *Media Reality Check*, as well as to the Web site and the daily *CyberAlerts*.

At CNSNews.com, interns work as reporters, researching articles, conducting interviews and writing stories for the news site. Interns also experience the high-speed atmosphere of a newsroom and participate in weekly staff meetings.

Free Market Project interns monitor print and broadcast media coverage of business and economic issues to document liberal bias and the media's ignorance of basic economics. They also monitor coverage of specific economic/business issues and synthesize research for Special Reports, op-eds, and the FMP Web site.

Development and Marketing interns work directly with the professional staff. They conduct member/donor and prospect research, and assist with fulfillment, public relations and event planning.



(Left to Right) Intern coordinator Anne Ellerbrock with interns Mary Fisher, Nathan Burchfield, Heather Wier, and Roch Hammond. The interns not only attended *Crossfire*, they also appeared on CNN.



**“I interned at the MRC as a CNSNews.com writer in the summer of 2000. As a Republican nominee for the Oklahoma House of Representatives, district 87, I won a four-way primary on July 27, 2004 with 54% of the vote – part of my campaign then included the work I did for CNSNews.com in disclosing the unfair advertising practices of the New York City subway system. My involvement in this story helped me win the primary and I was just elected to the state House of Representatives.”**

**TREBOR WORTHEN  
Oklahoma City, Oklahoma**

This practical approach has proven effective for both the organization and the interns. Trebor Worthen, for example, credited his recent election to the Oklahoma Legislature partly to the work he did as a CNSNews.com intern, where he wrote a story on the unfair advertising practices of the New York City subway system. “My involvement in this story helped me win the primary and I was just elected to the state House of Representatives,” said Worthen.

Kathleen Rhodes, a graduate of Franklin and Marshall College, writes: “Imagine having the opportunity to write stories with a byline of your own, do research with amazing staff writers, and cover press conferences and current events. That is exactly what I got as an intern with CNSNews.com.”

From Mary Fisher, a senior from Providence College and summer 2004 intern for the News Analysis Division: “My summer has been well spent at the MRC. From the exciting external events to the educational workshops, to the interesting hands-on work experience, I have learned a great deal from the MRC.”

In addition to their training at the MRC, interns attend presentations from other leading conservative organizations in Washington, D.C. and the region, such as the Heritage Foundation, Young America's Foundation, Cato Institute, American Enterprise Institute, Leadership Institute, and George Mason University's Institute for Humane Studies. Interns also attend tapings of CNN's *Crossfire* at George Washington University.

Students and parents interested in MRC internships can learn more about the program by visiting the intern page on the MRC Web site ([www.mediaaresearch.org/jobs/intern/welcome.asp](http://www.mediaaresearch.org/jobs/intern/welcome.asp)) Or contact Anne Ellerbrock at (703) 683-9733.



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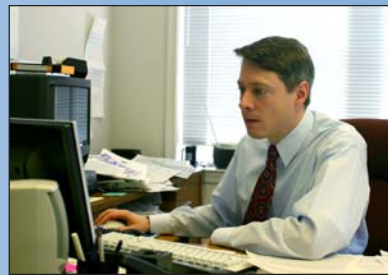
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**JEFF JACOBY**  
**Boston Globe**

## 2004 FINANCIAL REPORT

### AUDITED FINANCIAL STATEMENTS STATEMENT OF ACTIVITIES

*Year Ended December 31, 2004 (With comparative totals for 2003)*

	Unrestricted	Temporarily Restricted	Total 2004	Total 2003
<b>Revenue and Support*</b>				
Contributions	\$ 5,763,736	\$ 197,558	\$ 5,961,294	\$ 8,067,042
Subscriptions	20,242	—	20,242	34,999
Rental and other	315,602	—	315,602	288,074
Interest/Investment Income	(221,115)	—	(221,115)	109,117
Net assets released from restrictions	1,523,172	(1,523,172)	—	—
<b>Total revenue and support</b>	<b>7,401,637</b>	<b>(1,325,614)</b>	<b>6,076,023</b>	<b>8,499,232</b>
<b>Program Services Expenses</b>				
News Division	2,827,555	—	2,827,555	2,162,354
Cybercast News Service	1,468,071	—	1,468,071	1,968,397
Free Market Project	682,259	—	682,259	304,899
Youth Education & Intern Program	109,400	—	109,400	81,607
<b>Total Program services</b>	<b>5,087,285</b>	<b>—</b>	<b>5,087,285</b>	<b>4,517,257</b>
<b>Support Services</b>				
Resource development	1,374,883	—	1,374,883	1,076,172
General and administrative	557,066	—	557,066	398,460
<b>Total Support Services</b>	<b>1,931,949</b>	<b>—</b>	<b>1,931,949</b>	<b>1,474,632</b>
<b>Total Expenses</b>	<b>7,019,234</b>	<b>—</b>	<b>7,019,234</b>	<b>5,991,889</b>
<b>Change in Net Assets</b>	<b>382,403</b>	<b>(1,325,614)</b>	<b>(943,211)</b>	<b>2,507,343</b>
<b>Net assets, beginning of year</b>	<b>3,976,953</b>	<b>3,050,821</b>	<b>7,027,774</b>	<b>4,520,431</b>
<b>Net assets, end of year</b>	<b>\$ 4,359,356</b>	<b>\$ 1,725,207</b>	<b>\$6,084,563</b>	<b>\$7,027,774</b>

\* Contributions for 2003 included \$3,050,821 in pledges receivable in 2004 and beyond as required by Generally Accepted Accounting Standards. As a result, \$1,290,615 of contributions received in 2004 are not counted as Revenue in the 2004 Statement of Activity and have a negative impact on Change in Net Assets for 2004.

*“What the MRC does is a national treasure,  
 a national resource!”*

**SEAN HANNITY • FNC'S HANNITY & COLMES**



# *“The infallible Media Research Center.”*

**WLADY PLESZCZYNSKI, *The American Spectator***



## **BALANCE SHEET STATEMENT OF FINANCIAL POSITION**

*December 31, 2004 and 2003*

	2004	2003
<b>Assets</b>		
Current Assets		
Cash and cash equivalents	\$ 692,431	\$ 767,329
Pledges receivable	1,725,207	3,050,821
Due from PTC	12,649	3,320
Prepaid and other	66,458	74,912
Total current assets	2,496,745	3,896,382
Investments	1,479,764	459,224
Property and equipment – net of accumulated depreciation and amortization	3,239,167	3,274,300
<b>Total Assets</b>	<b>\$ 7,215,676</b>	<b>\$ 7,629,906</b>
<b>Liabilities and Net Assets</b>		
Current Liabilities		
Accounts payable	\$ 205,053	\$ 125,300
Accrued expenses	147,809	150,568
Deferred subscription revenue	--	10,230
Mortgage payable, current portion	--	10,455
Line of credit	728,465	--
Annuity payment liability, current portion	9,622	6,502
Total Current Liabilities	1,090,949	303,055
Non Current Liabilities		
Mortgage payable	--	267,320
Annuity payment liability	40,164	31,757
<b>Total Liabilities</b>	<b>1,131,113</b>	<b>602,132</b>
<b>Net Assets</b>		
Unrestricted	4,359,356	3,976,953
Temporarily restricted	1,725,207	3,050,821
<b>Total Net Assets</b>	<b>6,084,563</b>	<b>7,027,774</b>
<b>Total Liabilities and Net Assets</b>	<b>\$7,215,676</b>	<b>\$ 7,629,906</b>

“So much progress is made and one of the reasons is Brent Bozell and the Media Research Center documenting what these people [liberal media do]. In my case, I would not be able to do what I do were it not for people like Brent.”

**RUSH LIMBAUGH**

*“The Media Research Center  
folks don’t give the media hell;  
they just tell the truth and  
the media think it’s hell.”*

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**BERNARD GOLDBERG**

*Arrogance: Rescuing America From the Media Elite*



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