

MEDIA RESEARCH CENTER

2005 ANNUAL REPORT

**Creating a Media Culture Where
Truth and Liberty Flourish in America**



AMERICA'S MEDIA WATCHDOG



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"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

President and Editor-in-Chief,
Forbes magazine

"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

"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, has 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."

TOM BROKAW

In a forum with Dan Rather and Peter Jennings
sponsored by the *New Yorker* ~ October 2, 2004



A Message from L. Brent Bozell III

The year 2005 was not good for liberal media. Many of the top players in that world retired early, quit, or were fired: Tom Brokaw, Dan Rather, and CNN's Aaron Brown to name a few. Daily circulation at all but one of the top newspapers declined. Liberal talk radio remained dead on arrival. Polls showed that more and more Americans are aware of liberal media bias.

Yet even though the liberal media have suffered heavy losses in viewership and readership, they still dominate. More than 40 million Americans get their news from ABC, NBC, and CBS alone every day. But the alternative media – talk radio, cable TV, the Internet – grew dramatically in 2005. And the Media Research Center – the leader in documenting, exposing, and neutralizing liberal media bias – continued to supply the new media with impeccable research, and numerous products and services that they need to challenge the mis-named “mainstream” press.

The MRC helped break the barriers for the new media in 2005 and we have no intention of slowing down or holding our ground. We are advancing.

With our Digital Video Recording system, the MRC is on the technological edge, recording up to 50 news programs every day and “burning” them onto DVDs for research on liberal media bias. With more than 277,000 hours of programming to date, the MRC archive is unrivaled – and an indispensable resource for talk radio, cable TV, the Web, and other outlets.

The MRC blog (a Web log), NewsBusters.org, was launched in 2005, expanding the MRC's reach in the Cybersphere and especially among the young conservatives who populate it. The online site allows MRC analysts to post examples of liberal media bias 24 hours a day, seven days a week. These posts are frequently cited by Rush Limbaugh, *The Drudge Report*, the *Washington Times*, Fox News Channel, CNN and even CBS. For 2006, the MRC division *Times Watch* will be redesigned to operate as a blog site, like *NewsBusters*, making it more interactive with readers.

The MRC's Free Market Project, which analyzes liberal media bias against the free enterprise system, saw its Web site redesigned in 2005. FMP's staff expanded and its director and national chairman conducted many interviews for radio and TV. In addition, MRC Trustee and businessman Boone Pickens offered a \$1.5 million “Challenge” grant to fund FMP for three more years and to establish the Boone Pickens Free Market Fellow position.

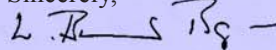
Cybercast News Service (CNSNews.com) is, in and of itself, a “new media” product. An international newswire service, CNSNews.com breaks through the establishment media barriers to provide news coverage that would otherwise be unreported or presented in a biased manner. In 2005, the newswire's daily Web site audience grew to over 100,000.

In an aggressive drive to mobilize conservatives about liberal media bias and bring in more financial supporters, a grassroots campaign, MRC Action, was launched in 2005. By December's end, at least 100,000 people had signed on as MRC Action members.

All of the work by the MRC divisions in 2005 coalesced to advance the company's largest ongoing campaign, “Tell the Truth!” This multi-year and multi-million dollar effort is designed to spread the MRC message across America. Last year, this campaign reached an average of 50 million Americans each week. “Tell the Truth!” is helping to smash the barriers of liberal media bias and drive the truth onward. The polls on liberal media bias prove it, as does the ongoing meltdown of the old media.

Yes, the liberal media suffered some significant defeats in 2005. Yet they have billions of dollars at their disposal, millions of allies, and still can be a culturally and politically destructive influence in America. That's why the MRC exists. It's also why we are not giving an inch, and always moving forward.

Sincerely,



L. Brent Bozell III
Founder and President



News Analysis Division

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

It all started back in 1987 with one TV and one videotape recorder. The News Analysis Division of the Media Research Center was born. In the intervening years, the News Analysis Division, or NAD, acquired dozens of TVs, VCRs, PCs, sophisticated software, and expert analysts and marketing personnel. NAD became the leader in documenting, exposing, and neutralizing liberal media bias: America's media watchdog.

NAD is the model that all others follow. And NAD's research and products are the information source for hundreds of people and companies working in new media and providing Americans with alternative news choices and more politically balanced journalism.

The News Analysis Division is unique in that it records up to 50 national news programs every day through a sophisticated Digital Video Recording system (the DVRs have replaced the VCRs). Recorded shows include the Big Three networks – ABC, NBC, and CBS – and top cable news, such as CNN, MSNBC, and Fox News Channel, as well as dozens of other news programs.

With their Digital Video Recorders, NAD analysts review the major news programs for liberal bias directly from the PCs at their work stations. Their findings are then placed in the MRC's specialized News Tracking System database. From there, the most relevant examples of bias are selected and distributed to the public through a variety of means: e-mail, faxes, the MRC Web page, the MRC's *NewsBusters* blog, press releases, and the *CyberAlerts*, *Media Reality Checks*, *Notable Quotables*, Special Reports, nationally syndicated columns and op-eds.

With the DVR system, the recorded programs are "burned" onto DVDs. About 210 DVDs are "burned" each week, or about 30 per day. There are 277,050 hours of recorded programming in the NAD archive. This makes it the largest broadcast news archive in the world.

Numerous requests come in each month from outside researchers. In 2005, NAD answered research requests for Fox News Channel, ABC's *20/20*, the Republican National Committee and the Family Research Council, among others.

In 2005, NAD launched several new products: *Hear the Bias!* and *NewsBusters.org* (see page 8) among them. *Hear the Bias!* comprises short audio clips, taken from news shows, which clearly reveal liberal media bias. These clips, featured on the MRC Web site, are promoted often to talk radio and



The News Analysis Division Team

Standing Left to Right: Michelle Humphrey, Megan McCormack, Scott Whitlock, Karen Hanna, Mike Rule, Geoff Dickens, Brian Boyd, Brad Wilmouth, Michael Chapman. *Sitting:* Tim Graham, Brent Baker, Rich Noyes

conservative activists, to be re-played on-air or used to inform more Americans of liberal media bias.

The MRC Vice President for Research and Publications, Brent Baker, wrote *CyberAlerts* (e-mail reports of liberal media bias). These hard-hitting analyses, complete with photos, and often audio and video of the previous night's news, are e-mailed, nearly daily, to 10,000 national leaders. Further, about 35,000 people access the MRC Web site each day to read the *CyberAlerts* and related items.

At year's end, NAD produced the *Best Notable Quotables of 2005: The 18th Annual Awards for the Year's Worst Reporting*. More than 50 opinion leaders served as the judges who picked the winning quotes. These were posted with video, which enabled dozens of prominent radio shows, as well as Fox News Channel, to play them on-air.

Also in 2005: The MRC produced 32 *Media Reality Check* faxes, 26 *Notable Quotables* newsletters, 19 press releases, four Special Reports, 66 *Hear the Bias!* audio clips, 12 issues of *Flash News*, and 51 syndicated columns by MRC President L. Brent Bozell. The result was

phenomenal. In 2005, MRC and its experts were cited or interviewed in 667 newspapers.

Add up some of the daily circulation numbers of just some of the outlets that carried the MRC's work – *USA Today*, 2.1 million; *Wall Street Journal*, 1.8 million; *New York Times*, 1.1



Senior News Analyst Geoff Dickens



The video and DVD library of the News Analysis Division contains more than 277,000 hours of programming, the largest broadcast news archive in the world.

million; *Time*, 3.5 million (weekly); *Los Angeles Times*, 925,000; *Washington Post*, 750,000—and the MRC message reached more than 31 million people. And that's just for the top papers. It doesn't include the readership for the MRC citations in the 657 other publications.

In radio, NAD experts were interviewed or cited 408 times in 2005. Some of the shows included the *Rush Limbaugh Show*, *Sean Hannity Tuned Into America*, and the *Laura Ingraham Show*. They also appeared or were cited on national television 86 times, reaching tens of millions of people. These included spots on NBC's *Today*, CBS's *Evening News*, *The O'Reilly Factor*, *Hannity & Colmes* and *Meet the Press*. On the Internet, NAD research and experts were cited more than 300 times by Web sites and blogs. Some of the Web hits included *The Drudge Report*, read by 3 million people every day, *Rush Limbaugh.com*, *The Huffington Post*, *Townhall*, and *National Review Online*.

In all, MRC experts and NAD products were cited more than 1,500 times in about 750 different media outlets last year.

Some 10,000 conservative leaders across America and in the halls of Congress subscribe to the MRC's near-daily e-mail report, *CyberAlert*.

On C-SPAN's *After Words*, MRC President Brent Bozell interviewed Mary Mapes, the ex-CBS producer of the infamous Bush National Guard memo story. Despite overwhelming evidence that the memos used in that story were forgeries, Mapes insisted to Bozell that they were not forgeries and that she and Dan Rather were victims of a political "witch hunt."

WWW.MRC.ORG

The MRC Web site is updated several times per day and features all of the MRC's publications and several other special items. The Web site averaged 35,000 unique visitors per day and 700,000 per month in 2005.

Number of NAD Products Released in 2005

CyberAlerts	228
Bozell Syndicated Columns	51
Media Reality Checks	32
Notable Quotables	26
Press Releases	19
Special Reports	4
Hear the Bias!	66
Flash News	12
TOTAL	438

Free Market Project

Auditing the Media's Coverage of the Free Market System



The Free Market Project Team

Charles Simpson, Amy Menefee, Dan Gainor,
Warren Anderson and Ken Shepherd

FMP NATIONAL CHAIRMAN

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

FMP BOARD OF ADVISERS

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The Free Market Project (FMP) is a division of the Media Research Center that works to expose and correct media bias against the business community and the culture of free enterprise. This means FMP focuses on how the media handle business and economic issues that can include everything from taxes to an unfair media hit piece on a particular company.

In 2005, FMP realized a huge increase in both media recognition and donor support. It was also a strong year of growth for the department. FMP expanded its staff, adding both Deputy Editor Amy Menefee and Staff Writer Ken Shepherd. Author Herman Cain, the former CEO of Godfather's Pizza, Inc., continued to serve as FMP's national chairman.

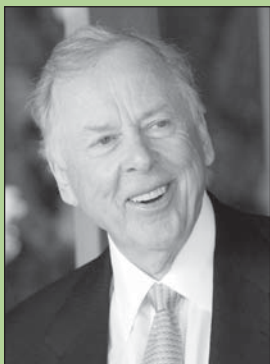
The FMP staff had their work cut out for them in 2005. Despite a year of strong economic news, the view in the media was decidedly downbeat. Journalists made one negative prediction after another. If they weren't saying gas would hit \$5 per gallon, they were guessing that the U.S. would lose 500,000 jobs in the month of September. In all, FMP analyses covered a wide range of topics from taxes and Social Security to obesity, global warming, and the media attacks on American business. FMP published five Special Reports in 2005, among them: *Tax & Spin: Five Ways the Media Distort Tax Issues*; *Biased Accounts: Networks Guarantee Liberal View of Social Security* (a three-part study); and *Media Malpractice: Journalists Ignoring Tort Reform to Report One-Sided Stories Against Business*.

Those topics gave FMP a chance to establish itself in the media. FMP appeared on more than 120 radio programs throughout the year. These included shows hosted by Joe Scarborough, Janet Parshall (radio and TV show), Linda Chavez, Blanquita Cullum, Jerry Doyle, Chuck Harder, Martha Zoller, Ron Smith, Alan Nathan, and Greg Allen, among others.



National Chairman, Herman Cain, frequently serves as a spokesman for the FMP

The FMP op-ed strategy scored several successes, thanks in no small part to the efforts of Communications Director Michael Chapman. FMP op-eds landed in such newspapers as *The Washington Times*, *Investor's Business Daily*, the *Orange County Register*, the *Philadelphia Inquirer*, the *San Diego Union-Tribune* and even Canada's *Financial Post*. They also hit the Web in places such as *American Spectator* online, *Human Events* online, *National Review Online*, and *Front Page Online*. IntellectualConservative.com featured op-eds by Herman Cain, Dan Gainor and Research Analyst Charles Simpson.



MRC Trustee Boone Pickens Offers \$1.5 Million Challenge to Defend Free Enterprise

In 2005, MRC Trustee Boone Pickens pledged \$1.5 million to help fund the MRC's Free Market Project, in three \$500,000 annual installments, on the condition that others match him. This "Challenge" donation – some of which has been matched through the generous gifts of other MRC donors – will help finance the Free Market Project's operations and fund the new Boone Pickens Free Market Fellow, a position now held by FMP Director Dan Gainor. The Free Market Fellow takes a leading role in documenting, exposing, and neutralizing the anti-free enterprise culture of the major media.

The MRC launched the Free Market Project in 1992 to combat the liberal media's outright bias against America's free enterprise system and to defend the business community from the attacks waged against them by the press. The Free Market Project has assembled a blue-ribbon Advisory Board comprised of distinguished economic scholars to participate directly in this effort. It has undertaken a number of significant projects with studies exposing the anti-business agenda of environmental extremists; it has documented exactly how the liberal media are distorting tax issues; and has proven how journalists are ignoring runaway litigation while promoting lawsuit excesses against the business community. These are but some endeavors; the Free Market Project is involved in countless other efforts. The work of the Free Market Project is cited, and its spokesmen interviewed regularly on programs such as the Fox News Channel's *Your World with Neil Cavuto*, in *Investor's Business Daily*, in *The Wall Street Journal*, and numerous other media outlets.

Mr. Pickens' \$1.5 million "Boone Pickens Challenge" donation is taking the Free Market Project to the next level – not only to defend the culture of free enterprise from liberal media attacks but, in the process, more effectively promote the virtues of the entrepreneurial spirit at the national level and across a spectrum of media: print, radio, television and the Internet. The MRC is extremely grateful to Mr. Pickens and encouraged by his commitment and confidence in the Free Market Project.

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 campaign 2004 success and maintained its position as the leading authority on *Times* bias in 2005.

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, *Times Watch* produced an average of four critiques of the paper every weekday, as well as the biweekly feature "Quotes of Note" and the year-end Special Reports "Quotes of Note, Worst of 2005" and the "Top 10 Lowlights of the *New York Times* in 2005."

Times Watch is geared to a highly specialized audience, many of them members of alternative media who closely monitor the *New York Times* because it is the newspaper that sets the agenda for most other papers and network and cable news shows. The Web site, TimesWatch.org, reached 4,500 visitors daily in 2005. More than 3,300 people now subscribe to the *Times Watch* email product, the *Times Watch* Tracker, doubling the total from 2004.

Clay Waters was heard in 2005 on talk radio shows in Washington, D.C., New Orleans, San Francisco and San Antonio. He made three appearances on the Linda Chavez show, appeared on MSNBC's *Connected: Coast to Coast* with Monica Crowley and Ron Reagan, Jr., and also on Wisconsin Public Radio.

Tammy Bruce's book, *The New American Revolution*, heartily recommended *Times Watch* research, and *Times Watch* material appeared on *National Review Online's* Media Blog, as well as in the *Washington Times* and the *Jewish Press*. Biased quotes collected by *Times Watch* appeared several times in the *Pittsburgh Tribune-Review* newspaper.

"The indispensable Clay Waters catalogues the amazing ability of the New York Times to find a negative angle in every story about the economy."

Stephen Spruiell, Media Blog, National Review Online





The CNSNews.com News Team

Left to Right: Randy Hall, Sherrie Gossett, Marc Morano, Susan Jones, David Thibault, Monisha Bansal, Jeff Johnson, Nathan Burchfiel, Melanie Hunter and Craig Bannister. Not pictured: Eric Pairel, Patrick Goodenough and Julie Stahl.

Cybercast News Service (CNSNews.com) is the division of the MRC that provides politically balanced news for consumers, news organizations and, increasingly, alternative media: cable, talk radio and the Web. The division was launched in 1998 for consumers and media who put a higher premium on balance than spin and seek news that's ignored or under-reported as a result of liberal media bias. CNSNews.com endeavors to fairly present all legitimate sides of a story and debunk popular, albeit incorrect, myths about cultural and policy issues.

CNSNews.com has a full staff of credentialed journalists at its world headquarters in Alexandria, Virginia, staffs full-time news bureaus in Jerusalem and the Pacific Rim, and works with credentialed correspondents in London, Paris, Moscow, Ottawa and Nairobi. In addition to news, CNSNews.com is proud to present a full slate of commentaries by some of the brightest minds in the nation, and a full stable of cartoonists to provide a political chuckle.

CNSNews.com provides its services and information to the public at no cost, thanks to the generous support of our thousands of donors and their tax-deductible contributions.

Cybercast News Service made giant strides in 2005. The news service's audience, for instance, was close to 29 million — a 26 percent increase over the 23 million in 2004. More than a third of this audience was driven to CNSNews.com by the increasingly successful Headline

News Service, or HNS. This service is a news ticker box with scrolling headlines and links to regularly updated CNSNews.com stories. The HNS box is posted on hundreds of Web sites in America and abroad, including, for instance, those operated by Salem Radio Network stations in Los Angeles, Chicago and Dallas, as well as the Web sites of nationally syndicated radio talk hosts G. Gordon Liddy, Michael Medved and Janet Parshall.

The numerous references to CNSNews.com's news articles by media titans like Rush Limbaugh, Sean Hannity and Brit Hume, as well as the many citations in print by newspapers like the *Wall Street Journal* and the *Washington Times* exposed our content to millions of other Americans. In light of all of this, our wholesale audience approached or topped 50 million on several occasions.



CNSNews.com's Headline News Service is posted on hundreds of Web sites in America and abroad.

Among the many highlights in 2005 were the following:

- ✓ Investigative reporter Marc Morano exposed anti-war demonstrations taking place in front of the Walter Reed Army Medical Center in Washington, D.C., where wounded veterans were being treated. Marc's Aug. 25 report included video of a protester holding a sign reading "Maimed for a Lie." The report led to numerous high-profile media guest appearances by Marc, including two on Fox News Channel. Our coverage of the story ended up reaching an estimated 50 million Americans through television, radio and the Internet.
- ✓ The AFL-CIO, for decades the rock of the American labor movement, began disintegrating over the summer and CNSNews.com staff writer Randy Hall was one of the only reporters chronicling the union's troubles in the early stages. Hall wrote eight news articles on the fracturing of the AFL-CIO alliance between July 7 and Sept. 28.



The investigative reports of CNSNews.com's Marc Morano, who exposed the radical antics of left-wing demonstrators outside a veterans' hospital, led to national coverage of the issue, including interviews on the Fox News Channel.

- ✓ On July 28, investigative reporter Jeff Johnson exposed the contradiction in Sen. Edward Kennedy's demand that Supreme Court nominee John G. Roberts "answer fully" any questions about his views on controversial issues. Using a 38-year-old interview clip, Johnson showed how Kennedy had taken the opposite point of view when defending liberal court nominee Thurgood Marshall in 1967.



- ✓ Investigative reporter Sherrie Gossett's exclusive article on Aug. 11 focused on a video from western Bosnia that she had obtained showing the desecration of a church and the murder of a Serbian soldier in 1995. These disturbing images, Gossett reported, were still being circulated as a fund-raising tool for terrorists in 2005.
- ✓ Gossett was also the first reporter, following the July 7 terrorist bombings in London, to point out the radical leanings of London Mayor Ken Livingstone. Livingstone had previously hailed a Muslim cleric with a history of advocating suicide bombings as a "man of peace" and a "moderate."

**In 2005,
CNSNews.com's
audience was
close to
29 MILLION**

**That's a 26%
increase over the
23 million in 2004**

- ✓ Marc Morano attracted more national attention in July when he traveled to Atlanta to cover the ceremonies commemorating the 40th anniversary of the signing of the Voting Rights Act. Celebrity activist Harry Belafonte told Marc that prominent African-American officials in the Bush administration were "black tyrants" and he compared the Bush administration to

Adolf Hitler's Nazi Germany. Marc's subsequent reports earned him two more guest appearances on Fox News Channel as well as numerous appearances on nationally syndicated radio talk shows.

- ✓ Also in 2005, CNSNews.com's Jerusalem Bureau Chief Julie Stahl chronicled Israel's abandonment of long-held settlements in the Palestinian-controlled Gaza Strip. Her dozens of articles were datelined from hot spots all over Israel, the Gaza Strip and the West Bank.

Julie Stahl's coverage was only part of CNSNews.com's increased commitment to international news coverage. With International Editor Patrick Goodenough managing a roster of freelance reporters, the news wire published hundreds of news articles in 2005 from Ottawa, London, Paris, Moscow, Nairobi and Bangkok, among others.

Increasingly, news consumers in the United States and all over the world turned to the Internet for breaking news developments. They turned to CNSNews.com, not only for the latest developments on the momentous issues of the day, but for the angles that the establishment media had ignored. We appreciate the trust and loyalty of our readers, and promise the same level of commitment and intensity in 2006.

CNSNews.com WEB SITE STATS

- Total CNSNews.com audience in 2005 was 28,878,020, a 25.5% increase over the 2004 audience.
- Average weekday audience in December 2005 was 105,674, a 53.6% increase over the December 2004 audience.
- Weekday audience topped 100,000 53 times in 2005 compared with 27 times in 2004.
- Weekday audience topped 200,000 on three occasions in 2005.

"Tell The Truth!" Campaign

In 2005 the Campaign Reached 50 Million Americans Weekly

The MRC continued its successful "Tell the Truth!" campaign into 2005 with an aggressive push on all media fronts and strong, direct appeals to conservative activists across America.

The goal of "Tell the Truth!" 2005 was to reach at least 50 million Americans every week with the MRC's message about liberal media bias – to inform and to spur conservatives to take action against the liberal media.

That goal was achieved. Here's how it worked. All MRC products and services were aggressively promoted to the alternative media, to various government departments and members of Congress, to conservative activists and to the general public. It was an all-out effort to combat and counter the liberal news media. This \$3.1 million, multi-year campaign got off the ground in mid-summer. It focused largely on spreading the truth about bias against the war on terrorism, economic policies, and political and social policies.

In August, for instance, CNSNews.com published a Special Report, *Anti-War Protests Target Wounded at Army Hospital*. This story, about leftist radicals protesting outside a hospital for wounded veterans, generated scores of media interviews for the MRC and CNSNews.com. Ultimately, the story reached over 50 million people in just four days.

A News Analysis Division Special Report, *Public Broadcasting: Your Taxes Fund Liberal Bias*, documented the leftist bias of PBS and was released in June 2005, when the *New York Times* and liberals in Congress were attacking conservative attempts to bring political balance to PBS.

In October, the NAD published *TV's Bad News Brigade: ABC, CBS and NBC's Defeatist Coverage of the War in Iraq*. This report documented the networks' overwhelmingly negative coverage of the war on Iraq. It received significant media attention and even liberal columnist Juan Williams praised its research during a joint-appearance with MRC Founder and President Brent Bozell on Fox's *Hannity & Colmes*.

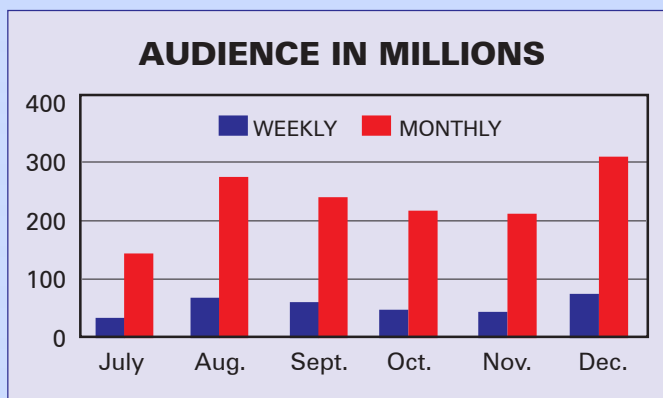
On economic issues, the Free Market Project produced several reports that were widely distributed. Also, op-eds by the FMP director and FMP chairman were published in influential newspapers, such as *Investor's Business Daily* and the *Washington Times*.

In addition, thousands of bumper stickers, coffee mugs, pens and t-shirts with the "Tell the Truth!" slogan were distributed or sold in 2005. The paperback edition of Brent Bozell's book, *Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media*, was released in mid-2005.

The "Tell the Truth!" 2005 campaign enjoyed a banner month in August, reaching more than 275 million Americans, an average of 68 million Americans each week. In September, "Tell the Truth!" reached approximately 60

million Americans each week; October, 54 million; November and December, slightly more than 50 million per week.

More Americans, day after day, are learning about liberal media bias and how to combat it. Further, the establishment media are in a meltdown and new media choices and more politically balanced coverage is emerging. The "Tell the Truth!" campaign, advancing the long-standing work of the MRC, is in large measure responsible for that.



Support Our Troops 'Dog Tags.' The "Tell the Truth!" 2005 campaign included a grassroots-outreach program called "Support Our Troops," designed to combat the liberal media bias against U.S. troops fighting terrorism abroad. The mailing included two simulated "dog tags," one for a soldier abroad and one for his supporter at home. The soldier's dog tag, distributed to troops on the frontlines in Afghanistan and Iraq, read, "Don't Believe the Liberal Media – America Supports Our Troops!" and provided space for the donor to send a personal message to the soldier. The sender's matching dog tag could be put on a key chain and it included a reminder to pray daily for the troops.



More than 450,000 "Support Our Troops!" packages were mailed and about 21,000 signed dog tags were sent to U.S. troops fighting terrorism in the Middle East. This campaign will continue in 2006. The goal is to get a "Don't Believe the Liberal Media – America Supports Our Troops!" dog tag to each and every one of the 150,000 U.S. soldiers on the front lines as well as troops and families right here in America.

The MRC Grassroots Program

To effectively expose and neutralize liberal media bias, the MRC uses the many resources it has developed over the years. But to maximize the effect of those resources, the MRC needs conservative activists to join in the battle and take practical steps, such as write letters, sign petitions, call the networks, contact talk radio, post items on Web sites and blogs, send e-mails – in all, hold the liberal media accountable across the board.

Toward that end, the MRC began a strategic partnership in 2005 with Grassfire.net. More than 1.7 million conservative activists belong to Grassfire. The goal was to get 100,000 of those activists to respond to *MRC Action Alert* e-mails about liberal media bias and officially sign-on and join the MRC in its long-term mission.

It worked. Starting in August, the *MRCAction.org* Web page was up and e-mails concerning liberal media bias were sent to blocks of thousands of Grassfire members. Topics included Iraq, Katrina relief, and Supreme Court nominee John Roberts, as well as the top items from the homepage of the MRC and its divisions. This increased the reader traffic at the MRC Web site and it mobilized grassroots level conservatives.

In response to an August e-mail, more than 38,000 new members signed petitions demanding the media drop their liberal biases and tell the truth. Those petitions were then hand-delivered to ABC, NBC, CBS and CNN.

More than 65,000 people responded to the MRC's call to action. They phoned the networks. They signed online petitions. They wrote letters and they e-mailed. By December's end more than two million *MRC Action Alert* e-mails had been distributed. With the "grassfire effect," the total audience reach is conservatively estimated at 10 million Americans. While e-mails went directly to two million people, the MRC Action Team members passed their messages along an average of seven

times – thus, the total audience estimate of at least 10 million.

By mid-January 2006, 115,452 conservative activists had officially become MRC Action Team members.

That's an effective way to mobilize conservative activists at the grassroots and build up the MRC army of supporters. It's also an impressive example of the power of the alternative media, and exemplifies how the MRC is breaking the barriers for new media.

With the "grassfire effect," the total audience reach is conservatively estimated at 10 million Americans.

NewsBusters

MRC's New Blog Combating Liberal Media Bias

Rush Limbaugh says the MRC's blog, *NewsBusters.org*, is "cool," and he frequently cites it on his radio show and provides links to it from his Web site. Matt Drudge of *The Drudge Report* also posts items from *NewsBusters* on his Web site and this often drives hundreds of thousands of readers to *NewsBusters* and to the MRC. That's not bad for a new product launched in August 2005.

The *NewsBusters* "blog" is an Internet log where MRC experts post examples of liberal media bias and readers respond with comments and Internet links to related stories. In producing the blog, the MRC joined forces with the creators of the highly influential Web site *RatherBiased.com*, Matthew Sheffield and Greg Sheffield. Since the launch, an average 25,000 people visit the site every work day. Other blog and Web sites mention and provide Internet links to *Newsbusters* stories, as well. Highlights include the following:

➤ On Oct. 22, *The Drudge Report* posted a *NewsBusters* item about left-wing author Al Franken joking about an "execution" of I. Lewis "Scooter" Libby and Karl Rove. That "hit" was potentially viewed by 3 million people (Drudge's average daily audience) and it helped drive more than 400,000 people to *NewsBusters.org* to read the story.

➤ On Oct. 14, *NewsBusters* posted a video of a staged story produced by the *Today* show. NBC's Michelle Kosinski was reporting "live" on flooding in New Jersey from inside a canoe she was paddling through a "flooded" street. Then two men walked by in hip-waders, proving that the water was only a few inches deep. That post brought more than 250,000 visitors to *NewsBusters*. Two weeks later, the highly influential *Weekly Standard* magazine ran a story on the topic.

➤ One day after the launch of *NewsBusters*, Rush Limbaugh cited a blog-post by economist Noel Sheppard on his EIB radio show, saying, Sheppard



On Oct. 14, CNN's *The Situation Room* carried, on-screen, a *NewsBusters* item by MRC V.P. Brent Baker, and discussed how blogs increasingly influence the establishment media.

"contributes to the Media Research Center's *NewsBusters* squad. Brent Bozell and his boys have put up a new blog. They've got their own blog called the *NewsBusters* and they've got an RSS feed so I subscribed to it last night. And it's cool." Rush, who frequently cites *NewsBusters*, has an average daily audience of 3 million.

On Aug. 14, the *London Observer* reported: "The Internet firmament is littered with Web sites monitoring the U.S. media for evidence of impartial coverage, and *NewsBusters.org*, which launched quietly last week, looks set to become the most influential." Indeed it does. To visit the blog, go to www.NewsBusters.org.

Youth Education & Internship Program

Preparing America's Youth for the Future

The MRC's Youth Education and Internship Program, sponsored in 2005 in part by the WINREP Foundation, teaches young people to understand the problem of liberal media bias and the need for balanced journalism as the solution. The Program also trains young people to enter careers in journalism, public relations, marketing or government. Interns in the Program are assigned to an MRC division 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 learn to manage 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 media 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 staff. They assist with fulfillment, public relations, event planning and conduct market research.

This practical approach is fruitful for both the organization and the interns. In 2005, 14 young men and women participated in the Program. Among the hard work and highlights:



Nathan Burchfiel's superlative story about left-wing activist Cindy Sheehan landed him an interview on the nationally broadcast Fox News Channel.

50th anniversary of *NR*, and another for the 2006 gala that incorporates the MRC's watchdog. Her work is of such a high quality that it allowed the MRC to bring a major mailing project in-house, which resulted in a \$20,000 savings.

Robert Warren Anderson, a graduate student in economics at George Mason University, assisted the Free Market Project in its daily monitoring of the liberal media's coverage of economic issues. Warren wrote several stories for FMP and his research was integral to three Special Reports. He also fact-checked FMP's e-mail newsletter, *The Balance Sheet*. In 2005, he and the rest of the FMP team met with U.S. Congressman Jack Kingston to discuss the Fair Tax. On March 1, 2006, Warren joined the FMP staff as a full-time media analyst.

In addition to their training at the MRC, interns are introduced to, and 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. Students and parents interested in MRC internships should visit the YEIP page on the MRC Web site (www.MRC.org/jobs/intern/welcome.asp) to learn more about the Program or contact the MRC's Intern Program Coordinator, Jane Carter, at (703) 683-9733.

The logo for the WINREP Foundation, featuring the word "WINREP" in a large, stylized blue font with a white outline, and the word "FOUNDATION" in a smaller, red, sans-serif font below it.

"This is an internship where any kind of journalist can feel comfortable – from the most inexperienced newbie to a seasoned vet, CNSNews.com manages to tailor the experience to your needs and works with you to make sure you're always learning and developing."

NATHAN BURCHFIEL
CNSNews.com Intern,
Woodstock, Maryland

Nathan Burchfiel, a University of Maryland journalism student, wrote more than 40 articles for CNSNews.com as an intern (and he will start as a full-time CNSNews.com reporter in June 2006). One of his articles was cited in *The Hotline*, published by the *National Journal*. Another story, about radical left-wing activist Cindy Sheehan, led to Nathan's appearance on the nationally broadcast Fox News Channel. Upon graduation in May 2006, Nathan will join CNSNews.com as a full-time staff writer.

Fatimeh Rajabi graduated from George Mason University with a graphic design degree. At the MRC, Fatimeh contributed to organization-wide projects and the various Web sites. She designed two *National Review* ads, one commemorating the





Once again, the Times provided a Christmas bounty of material whether it was a pattern of biased coverage -- Hurricane Katrina,





IMPACT: Television, Radio, Print and Web

Numbers don't lie. The number of media appearances and citations for MRC experts in 2005 confirm that the MRC is the leading force in exposing liberal media bias and neutralizing its effect. Every week, an average of 50 million Americans learn about liberal media bias from the MRC, on TV, radio, in print and on the Web. No other media watchdog has such an impact. Perhaps no conservative organization, period, generates as much attention. Below is a partial listing of the media hits for the MRC in 2005.

TELEVISION

Fox News Channel

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

NBC

Meet the Press
Today

CBS

CBS Evening News
Dan Rather Remembers

CNN

Crossfire
Dolans Unscripted (CNNFN)
Reliable Sources
The Situation Room

MSNBC

Connected: Coast to Coast
Countdown
Dayside
Hardball
Scarborough Country

C-SPAN

After Words, Book TV
Q&A with Brian Lamb

Other TV Appearances

Canadian Broadcasting Company
 CBN-TV
 Hearst-Argyle TV

RADIO

National & Syndicated

American Family Radio
 Ave Maria Radio
 Battleline w/Alan Nathan
 Bob Barr on Radio America
 John Batchelor Show
 Bottom Line with Herman Cain
 Chuck Harder Show
 Dennis Prager Show
 Faith2Action with Janet Folger

Family News in Focus
 Fresh Air with Terry Gross
 G. Gordon Liddy
 Insight from Washington
 J.D. Balart Show
 Janet Parshall's America
 Jerry Doyle Show
 Laura Ingraham Show
 Linda Chavez Show
 Live w/Mike McConnell
 MetroNews Radio Network
 Mike Gallagher Show
 Mitch Albom Show
 Michigan Talk Radio Network
 Neal Boortz Show
 News You Can Use w/ Jane Silk
 Newsbeat w/Blanquita Cullum
 NPR: All Things Considered
 NRA News
 Point of View
 Right Balance w/Greg Allen
 Ringside Politics
 Rush Limbaugh Show
 Sean Hannity Tuned Into America
 Stacy Taylor Show
 Straight Talk
 The CORE Hour
 The Right Balance
 The World Tonight

Other Radio Programs

BOTT Radio Network
 KABC — Los Angeles, CA
 KCOL — Colorado Springs, CO
 KDKA — Pittsburgh, PA
 KDUX — Salt Lake City, UT
 KERN — Bakersfield, CA
 KFAX — Fremont, CA
 KFNN — Phoenix, AZ
 KFTK — St. Louis, MO
 KGAB — Cheyenne, WY
 KHOW — Denver, CO
 KIRO — Seattle, WA
 KIT — Yakima, WA
 KLLA — Los Angeles, CA
 KLO — Salt Lake City, UT
 KLVI — Houston, TX
 KMED — Medford, OR
 KOA — Denver, CO
 KOGO — San Diego, CA
 KONP — Port Angeles

KPCC — Los Angeles, CA
 KSFO — San Francisco, CA
 KSGF — Springfield, IL
 KSLR — San Antonio, TX
 KSRO — Santa Rosa, CA
 KTEM — Temple, TX
 KTSa — San Antonio, TX
 KUIK — Portland, OR
 KVI — Seattle, WA
 KWIX — Moberly, MO
 KXJZ — Sacramento, CA
 WAAM — Ann Arbor, MI
 WACV — Montgomery, AL
 WAIC — Springfield, MA
 WBAP — Dallas, TX
 WBT — Charlotte, NC
 WCHS — Charleston, WV
 WDAY — Fargo, ND
 WFLA — Orlando, FL
 WGBF — Evansville, IN
 WGL — Ft. Wayne, IN
 WGST — Atlanta, GA
 WHO — Des Moines, IA
 WIBA — Madison, WI
 WIBC — Indianapolis, IN
 WJR — Detroit, MI
 WLNI — Lynchburg, VA



MRC research is used nearly every day by top media outlets on television, radio, and in print.





WLPP — Parkersburg, WV
 WLS — Chicago, IL
 WLW — Cincinnati, OH
 WMAL — Washington, D.C.
 WMAX — Saginaw, MI
 WMET — Washington, D.C.
 WMUZ — Detroit, MI
 WNTA — Rockford, IL
 WOOD — Grand Rapids, MI
 WOR — New York, NY
 WOWO — Ft. Wayne, IN
 WPTF — Raleigh, NC
 WRVA — Richmond, VA
 WSAU — Wausau, WI
 WSBA — York, PA
 WTN — Nashville, TN
 WTOP — Washington, D.C.
 WTWB — Lakeland, FL
 WVOM — Bangor, ME
 WWBA — Tampa Bay, FL
 WWNN — Boca Raton, FL
 WYLL — Chicago, IL
 WYMM — Jacksonville, FL

NEWSPAPERS

Agence France Press
 Arkansas Democrat-Gazette
 Arkansas News
 Associated Press (AP)
 Augusta Free-Press
 Austin American-Statesman
 Boston Globe
 Brookhaven Daily Leader
 Buffalo News
 Catholic Standard & Times
 Charlotte Observer



Chicago Sun-Times
 Chicago Tribune
 Christian Science Monitor
 Cleveland Plain Dealer
 Columbus Dispatch
 Contra Costa Times
 Dallas Morning News
 Detroit Free Press
 Federal News Service
 Financial Times
 Ft. Wayne Journal-Gazette
 Gallatin News Examiner
 Gary Post-Tribune
 Globe & Mail
 Gwinnett Daily Post
 Hartford Courant
 Houston Chronicle
 Human Events
 Intl.Herald Tribune



Investor's Business Daily
 Itar-Tass (Russian News Agency)
 Kansas City Star
 Keene Sentinel
 Knight Ridder
 Lansing State Journal
 Los Angeles Times
 Minnesota Daily
 Mobile Register
 Montana News Association
 Montgomery Advertiser
 Nashua Advocate
 New York Post
 New York Press
 New York Sun
 New York Times
 New York Times Magazine
 Newsday
 Newtown Bee
 Orange County Register
 Orlando Sentinel
 Philadelphia Inquirer
 Pittsburgh Post-Gazette
 Pittsburgh Tribune Review
 Press-Enterprise
 Richmond Times-Dispatch
 Rocky Mountain News
 Sacramento Bee
 San Bernardino Sun
 San Diego Union Tri-bune
 San Francisco Chronicle
 San Jose Mercury News
 Sarasota Herald-Tribune
 Scripps Howard News Service
 Seattle Times
 South China Morning Post
 St. Petersburg Times
 Tampa Tribune
 The Examiner
 The Hill



The Observer
 Times Picayune
 Tribune Media Services
 Union Leader
 United Press International (UPI)
 USA Today
 Ventura County Star
 Village Voice
 Washington Post
 Washington Times
 Wichita Eagle
 Winston-Salem Journal
 Zenit News Agency



MAGAZINES

American Spectator
 Broadcasting & Cable Magazine
 Columbia Journalism Review
 Congressional Quarterly
 Editor & Publisher
 Insight on the News
 National Journal
 Television Week
 The American Enterprise
 The American Prospect
 The New Yorker
 The Weekly Standard
 TIME
 U.S. News & World Report
 Variety

INTERNET NEWS SERVICES

Agape Press
 Blogger News Network
 CBS News.com
 CBS The Public Eye
 Christian Today.com
 ChronWatch
 CJR Daily
 Concerned Women for America.org

Conservative Voice
 Crosswalk.com
 DetNews.com
 Dissident Voice
 Fox News.com
 FreeRepublic.com
 FrontPageMag.com
 GOPUSA
 Hotline (National Journal)
 Human Events Online
 Intellectual Conservative
 JAWA Report
 Jewish World Review
 Life News.com
 Lucianne.com
 Mediaweek.com
 Men's News Daily
 Montana News.com
 National Association of Manufacturers' Blog
 National Review Online
 News Max.com
 Newsbull
 Newshounds
 NewsMax.com
 OCREgister.com
 One Republic
 Outside the Beltway
 Petroleumworld.com
 Philly.com
 Power Line blog
 Poynter Forums
 RealityCheck.org
 RedState.org
 Rush Limbaugh.com
 Sierra News.com
 TAEmag.com
 Tech Central Station
 The Drudge Report
 The Ledger.com
 Toronto Free Press.com
 Townhall.com
 Washington Dispatch
 White House Bulletin
 World Net Daily

~ PARTIAL LISTING ON ALL MEDIA



In Dan Rather: A Reporter Remembers, his resignation show in March 2005, CBS Evening News anchor Dan Rather criticized the new media in general and the MRC in particular – Web site on-screen – for undermining CBS's credibility.





Neal Boortz



Ann Coulter



Colin McNickle



Zell Miller



The MRC Gala

Featuring the DisHonors and
The Conservative of the Year Award

APRIL 21, 2005 • WASHINGTON, D.C.

The MRC Gala is one of the most popular events for conservative leaders in America, and an opportunity to poke good-natured fun at liberal media bias, with the hundreds of conservatives from across America coming to the nation's capital to partake in the festivities.

In 2005, more than 950 conservatives – the largest crowd to date – attended the Gala at the J.W. Marriott in Washington, D.C. Columnist and Fox News Channel talk show host Cal Thomas served as master of ceremonies. Talk radio hosts Sean Hannity and Neal Boortz and author Ann Coulter served as official Presenters of the DisHonors Awards. Vietnam veteran John O'Neill, a founder of the Swift Boat Vets and POWs for Truth, accepted the Conservative of the Year Award on behalf of the Swift Vets.

The Gala, modeled after the Oscars®, roasts the previous year's most outrageously biased liberal reporters. The winning journalists are selected on the basis of how liberally biased their comments or reports have been. Prominent conservatives accept the awards on behalf of the journalists. The winners are chosen by a panel of distinguished judges, which have included William F. Buckley, Jr., Robert Novak, Michelle Malkin, Steve Forbes, William Rusher, Laura Ingraham, Rush Limbaugh, and many others. Acceptors in 2005 included philanthropist Boone Pickens, talk radio host Janet Parshall, author Midge Decter, reporter Colin McNickle and former Democratic Senator Zell Miller.

In his remarks, Mr. O'Neill explained the purpose of the Swift Vets, which caused great controversy during the 2004 elections. "How could we, in good conscience, permit the American public to unknowingly select someone as commander-in-chief, someone who didn't know the difference between the good guys and the bad guys?" said Mr. O'Neill. "It was as simple as that."

Senator Miller, in accepting a DisHonors on behalf of CBS reporter Byron Pitts, said: "I know why I came on this program. I believe in Brent Bozell and the Media Research Center, and all it does and all it stands for."

The 2005 Gala was fun-filled and allowed the MRC to make a national statement about the liberal media. The event, ironically enough, garnered much media attention, with reports from Fox News Channel, Scripps Howard News Service, the *Washington Times*, and *Editor & Publisher*, among other media.



Sean Hannity



Cal Thomas



Janet Parshall



Boone Pickens



Midge Decter



MRC's 2005 Conservative of the Year Award

John O'Neill, a Vietnam veteran and a founder of the Swift Vets and POWs for Truth, accepted the MRC's Conservative of the Year Award in 2005 on behalf of the Swift Vets. Mr. O'Neill and his veteran colleagues had publicly denounced presidential candidate John Kerry's anti-war activism, and his anti-American testimony before the Senate in 1971, which benefited the North Vietnamese communists. They also ran TV and radio ads, and produced a documentary, which exposed Kerry's left-wing views and proved how Kerry was unfit to lead America in wartime. The Swift Vets and POWs for Truth did what the liberal media refused to do – tell the truth. For their tenacity and courage, the Swift Vets merited recognition and the MRC was proud to give them the Conservative of the Year Award.



Brent Bozell & Sean Hannity



Karl & Judy Ottosen



Sean Hannity with
Ginny & Prewitt Semmes



John Garvey & Herman Cain



Richard Rahn & Beverly Danielson
with Sean Hannity



Herman Cain visits with guests
at the Gala reception



Sean Hannity with
Fran & Nick Newell



Rich Noyes, Cheryl
Michener & Kristina Sewell



John O'Neill signs his book
for some guests at the Gala



Sean Hannity
& Louise Young



John O'Neill with
Margaret & Jerry Carden



Bill Van Hoy, Sara Harris,
& Geoff Dickens



Dick Eckburg, Dan Gainor
& Herman Cain



Brandie Ratcliffe, John Ostronic
& Thom Golab



John O'Neill with Phil
Hardy & his daughter



Tat & Bobbie Hillman
with Sean Hannity

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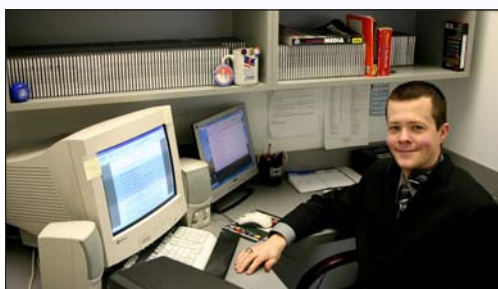
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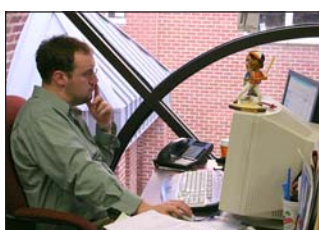
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Fatimeh Rajabi, Jane Carter, Jennifer
Bookwalter, and Doug Mills



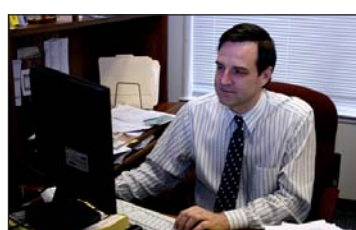
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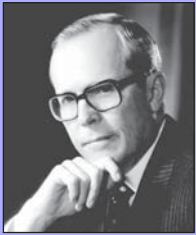


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To meet the growing demands and opportunities of the present and to secure its future, the MRC's Board of Directors and Board of Trustees have authorized the MRC's Light of Truth Campaign to raise \$80,000,000 by December 31, 2007. At the close of 2005 the Light of Truth Campaign had received \$30,455,910 in gifts and pledges toward the \$80,000,000 goal.

2005 Annual Board of Trustees Meeting & Luncheon



Ed Young



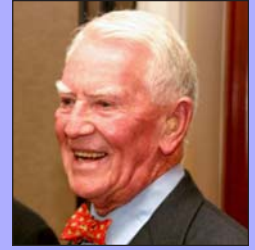
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Cliff Rae



Jack Camp



Ingrid Warshaw



Michael Keiser



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Herman Cain



Rich DeVos, Herman Cain & William Rusher



Elnora & Alfred Bockelman



Brent Bozell & Gerald De Simone



Barbara Lynch

Steven Pierpont Jeffris Wood • 1917-2005

His family's official obituary is straightforward and points to a remarkable career. Steven Pierpont Jeffris Wood was born on May 2, 1917 in Forsythe, Montana. He graduated from Phillips Exeter Academy and attended Princeton University and the University of Chicago. He served his country in World War II as an Officer of the 33rd Armored Division. Following his discharge from the U.S. Army as a major in World War II, Mr. Wood joined Warner Electric Brake and Clutch Company of South Beloit, Illinois. In 1984, he retired as Chairman of the Board from Warner Electric when the company was sold. He retired with his wife, Colette, to their home in Cannes, France where he passed away on September 22, 2005.

But Steve Wood leaves behind something else: a legacy of extraordinary philanthropy. Many conservative organizations were benefactors of his generosity, including the Leadership Institute, the Heritage Foundation, Young America's Foundation, and the Media Research Center. All of these organizations, and others too, have now suffered a great loss.

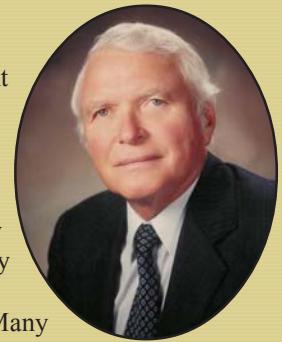
Steve Wood was as charming as he was generous. A visit with him was always a delight even when, in his final days, the visit had to be short in deference to his deteriorating physical condition. But even then the visitor would still be awed by the grace and gentility of the man with the shocking white hair and heavy black eye glasses, always smiling, always hospitable.

Several years ago, I visited with Steve at his home in Cannes to request that he consider a legacy gift for the Media Research Center in his estate. We had lunch in his sunlit dining room, after which I presented him with the voluminous written materials he would want to examine in consideration of my proposal, and then laid out, for some 20 minutes, my pitch. All the while he sat impassively listening, but his body language told me nothing. When I finished, it was the moment of truth. Had I made my case? Still, for several agonizing moments, he said nothing. Finally he turned, slowly, to his assistant, then winked. "Should we tell him?" he asked her impishly. She nodded, and he turned back to me and announced this had already been done.

And indeed it was. After Steve Wood left us I received a call from his daughter, Paula Wood Loud. Steve had left behind a legacy gift of \$2.875 million to the Media Research Center.

One grasps at straws attempting to express the appropriate gratitude, knowing it will be insufficient. I can say it was the final act of many acts of kindness from this man, a role model of philanthropy, and as gracious an individual as I have ever met.

~ L. Brent Bozell III



2005 FINANCIAL REPORT

“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 infallible Media Research Center.”

.....
WLADY
PLESZCZYNSKI,
American Spectator

“Of course, the proof of the pudding is in the tasting, and for tasting liberal bias in journalism, no one tops the Media Research Center. It has become an indispensable resource for anyone interested in how political attitudes shape news coverage.”

.....
JEFF JACOBY
Boston Globe

MEDIA RESEARCH CENTER STATEMENT OF ACTIVITIES *

Year Ended December 31, 2005 (With comparative totals for 2004)

	Unrestricted	Temporarily Restricted	Total 2005	Total 2004
Revenue and Support*				
Contributions	\$ 8,750,544	\$ 2,074,472	\$ 10,825,016	\$ 5,961,294
Subscriptions	17,092	—	17,092	20,242
Rental and other	332,802	—	332,802	315,602
Interest/Investment Income	27,413	—	27,413	(221,115)
Net assets released from restrictions	903,919	(903,919)	—	—
Total revenue and support	10,031,770	1,170,553	11,202,323	6,076,023
Program Services Expenses				
News Analysis Division	2,535,916	—	2,535,916	2,827,555
Cybercast News Service	1,610,886	—	1,610,886	1,468,071
Free Market Project	943,298	—	943,298	682,259
Youth Education & Intern Program	176,298	—	176,298	109,400
Total Program services	5,266,398	—	5,266,398	5,087,285
Support Services				
Resource development	1,970,191	—	1,970,191	1,374,883
General and administrative	531,497	—	531,497	557,066
Total Support Services	2,501,688	—	2,501,688	1,931,949
Total Expenses	7,768,086	—	7,768,086	7,019,234
Change in Net Assets	2,263,684	1,170,553	3,434,237	(943,211)
Net assets, beginning of year	4,359,356	1,725,207	6,084,563	7,027,774
Net assets, end of year	\$ 6,623,040	\$2,895,760	\$ 9,518,800	\$6,084,563

* Audited financial statements are available upon request, please write: Media Research Center, Attn: Accounting Department, 325 South Patrick Street, Alexandria, VA 22314

“What the MRC does is a national

SEAN HANNITY • FNC's



BALANCE SHEET STATEMENT OF FINANCIAL POSITION*

December 31, 2005 and 2004

	Year 2005	Year 2004
Assets		
Current Assets		
Cash and cash equivalents	\$ 1,786,151	\$ 692,431
Pledges receivable	2,895,760	1,725,207
Due from PTC	8,660	12,649
Prepaid and other	111,667	66,458
Total current assets	4,802,238	2,496,745
Investments	2,574,153	1,372,537
Investments – Annuity	321,879	132,202
Property and equipment – net of accumulated depreciation and amortization	3,074,755	3,239,167
Total Assets	\$ 10,773,025	\$ 7,240,651
Liabilities and Net Assets		
Current Liabilities		
Accounts payable	\$ 299,595	\$ 205,053
Accrued expenses	290,257	172,784
Deferred revenue	2,000	—
Line of credit	528,511	728,465
Annuity payment liability, current portion	26,198	9,622
Total Current Liabilities	1,146,561	1,115,924
Non Current Liabilities		
Annuity payment liability, long-term portion	107,664	40,164
Total Liabilities	1,254,225	1,156,088
Net Assets		
Unrestricted	6,623,040	4,359,356
Temporarily restricted	2,895,760	1,725,207
Total Net Assets	9,518,800	6,084,563
Total Liabilities and Net Assets	\$10,773,025	\$ 7,240,651

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

.....
BERNARD GOLDBERG
Arrogance: Rescuing America From the Media Elite

“...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.”

.....
TOM BROKAW
In a forum on media coverage of the presidential campaign at Harvard University ~ July 25, 2004

“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*

treasure, a national resource!”

Hannity & Colmes

**“We don’t want a ‘conservative’ news media.
We want, and demand, truth.
We want the news media to strive for objectivity at all times.
We want balance. We want fairness.”**

L. BRENT BOZELL III – FOUNDER AND PRESIDENT, MRC



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A M E R I C A ' S M E D I A W A T C H D O G

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