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A Message from L. Brent Bozell III

In 2006, the liberal media did what we here at the Media Research Center predicted: During wartime and in an election year, the liberal media skewed the news and increasingly relied on personal attacks, instead of facts, to undermine conservative ideas and help liberals win the elections.

We did our part in 2006. The MRC cannot, and will not advocate anyone’s election or defeat. But we can, and did expose the liberal media’s agenda, spreading the truth to an average 60 million Americans each week. The MRC reached so many people because we are the leading source on liberal media bias for the New Media, such as Fox News Channel, Rush Limbaugh, Sean Hannity, and The Drudge Report, among so many others. We also continued to regularly provide intellectual ammunition to conservative activists, arming them with the weapons to fight the leftist press.

The MRC documented and exposed the political biases of the “news” media through our divisions and programs: News Analysis Division, Business & Media Institute, CNSNews.com, NewsBusters blog, TimesWatch, MRC Action Team, and our newest venture, the Culture & Media Institute, founded in 2006 to counter the liberal media’s assault on traditional values.

We exposed the liberal media’s defeatist attitude toward the war on terrorism. This was documented in late 2005 in an oft-cited MRC Special Report, TV’s Bad News Brigade, and follow-up documentation was posted throughout 2006 by the MRC divisions and in another Special Report, The Media vs. The War on Terror. These efforts generated national and international press coverage.

CNSNews.com’s reports, particularly on the war, were cited by countless media, including The Drudge Report with its 15 million readers daily, and in best-selling books in 2006 by David Limbaugh and Ann Coulter.

When The New York Times published a story blowing the cover of an anti-terrorist financial-tracking program, the MRC responded with a press release denouncing the treachery, along with analyses of the scandal on TimesWatch, on the MRC Web site, and on NewsBusters. Our actions led to extensive coverage, including appearances on Fox & Friends, Hannity & Colmes, Your World with Neil Cavuto, the Mark Levin Show and the USA Radio Network.

While the liberal media pandered to the far left on illegal immigration, the MRC documented their biased coverage and produced Election in the Streets: How the Broadcast Networks Promote Illegal Immigration. This also garnered widespread attention, including a full report on CNN’s Lou Dobbs Tonight.

Ongoing analysis of the liberal media’s promotion of global warming misinformation was provided by the Business & Media Institute, which produced a Special Report on the issue that was cited on the floor of the U.S. Senate. BMI’s director also testified about this issue before a Senate committee.

The liberal media distorted the facts about the strong economy in 2006, resorting to floating actual conspiracy theories about gas prices and the federal deficit, for instance, as well as downplaying low unemployment figures and consistent job growth since 2003. MRC analyses of the slanted coverage were discussed on Fox’s Special Report with Brit Hume, CNBC’s Kudlow & Company, CNN’s Paula Zahn NOW, in the Chicago Sun-Times, The Washington Times, The Limbaugh Letter, and The American Spectator.

A series of MRC reports on Hollywood’s portrayal of U.S. businessmen were cited in The Wall Street Journal, The Washington Post and The Chicago Tribune. MRC’s blog, NewsBusters, continued to grow in influence, with 80,000 readers a day and in less than two years has the No. 4 ranking among “The Most Popular Conservative Blogs.” Also, the MRC’s work with grassroots conservatives saw tremendous growth, recruiting now more than 400,000 members to the MRC Action Team, which takes direct action against the liberal media through petitions, telephone calls, and e-mail campaigns.

The liberal media made a laughingstock out of the term objective journalism in 2006. They were instead the microphones for the Democratic Party and liberalism. The MRC — unique in its mission and under constant attack by liberals — anticipated this bias and provided abundant evidence and intellectual ammunition to fight against it. The conservative movement must stay vigilant and on the offensive against liberalism and its media propagandists. The MRC is proud to be in the vanguard of this battle.

Sincerely,

L. Brent Bozell III
Founder and President
The News Analysis Division of the Media Research Center, launched in 1987, is America’s leader in exposing and neutralizing liberal media bias. No other organization can do what the News Analysis Division (NAD) does. It provides the quotes, the clips, the research – the ammunition – to combat the liberal media from wherever they operate. This is why NAD is also the leading source of information about liberal media bias for the New Media: the Internet, talk radio and cable television.

The NAD’s voluminous output is accomplished with the help of a sophisticated Digital Video Recording system (DVR), which is connected to 42 MRC computers. The DVR records up to 100 news programs every day, which are “burned” onto DVDs. More than 330,000 hours of news programs have been recorded, which makes the MRC’s digital and video library the largest broadcast news archive in the world.

In 2006, NAD produced 541 products. These included the CyberAlerts posted on the MRC Web page, weekly op-eds from MRC President Brent Bozell, the bi-weekly Notable Quotables, audio-video clips of liberal media bias, and in-depth Special Reports. (Note: More than 8,000 items were posted, or blogged, on NewsBusters, the MRC blog, in 2006. That information along with all the MRC divisions reached, on average, 60 million Americans every week.)

In 2006, MRC experts and NAD products were cited more than 1,600 times in about 800 different media outlets, including 67 national television programs and more than 600 newspapers. Some of the highlights, illustrating the effectiveness and sweep of the News Analysis Division, include the following:

- In an October report about Senator John Kerry’s insulting remarks about the U.S. military and the power of blogs, ABC’s World News (audience: 9 million) broadcast an on-screen photo of the MRC blog, NewsBusters.org. This blog was also shown on-screen on Fox News Channel by Michelle Malkin on Election Day, Nov. 7, and was described as “one of the leading mainstream media blogs.”
- CNN’s Lou Dobbs Tonight devoted an entire story to the Special Report, Election in the Streets: How the Broadcast Networks Promote Illegal Immigration, which included on-air comments from the report’s author, MRC Director of Media Analysis Tim Graham.
- Research Director Rich Noyes published a Special Report, The Media vs. The War on Terror, which received massive – and continuing – coverage, including an editorial devoted to the report’s findings in The Wall Street Journal, which has a daily circulation of 1.8 million people. Another Special Report on Katie Couric’s liberal bias garnered much attention and was quoted extensively in Cal Thomas’s nationally syndicated column, which is carried by more than 430 newspapers and reaches millions of Americans.
- CyberAlert, written by MRC Vice President for Research and Publications Brent Baker, is regularly picked up by the national media and reaches millions of Americans through such outlets as Fox’s The O’Reilly Factor, Hannity & Colmes, MSNBC’s Scarborough Country, Fox News Watch, Rush Limbaugh’s radio show, the Washington Times, and the Pittsburgh Tribune-Review, among other media.

Every day, MRC research is cited, directly and indirectly, by numerous media outlets – print, television, radio and the Internet.
A nationally syndicated column in September by MRC President Brent Bozell on the ABC TV movie Path to 9/11 led to interviews on CNN’s Showbiz Tonight, FNC’s Fox & Friends, the Lars Larson Show, Your World w/ Neil Cavuto and MSNBC’s Scarborough Country.

A Hear & See the Bias! clip about the movie The Da Vinci Code was carried by The Drudge Report (audience of 15 million), driving tremendous Web traffic to the MRC Web site.

A national press release demanding that the New York Times be investigated and potentially prosecuted for treason because it exposed a secret anti-terrorist program received widespread media attention, including interviews of MRC President Brent Bozell on FNC’s Fox & Friends and Hannity & Colmes.

When Dan Rather left CBS in June, MRC material on the former Evening News anchor was cited by the Washington Times, Pittsburgh Tribune Review, and USA Today, the No. 1 paper in the USA (daily circulation 2.5 million).

NAD’s research on media coverage of oil and gas prices was quoted by columnist and radio newscaster Paul Harvey, who regularly reports the MRC’s findings. His broadcasts are carried on 1,200 radio stations and 400 Armed Forces Network stations around the world, reaching millions of people.


At year’s end, NAD produced the Best Notable Quotables of 2006: The 19th Annual Awards for the Year’s Worst Reporting. The winning quotes were posted online with audio-video, which enabled dozens of prominent radio shows to play them on-air. The New York Post, the No. 11 paper in the country (691,000 daily readers), published the winning quotes, which were also cited in other prominent print, radio and Web venues.

The MRC Web site, www.MRC.org, is updated throughout the day and contains the latest examples and analyses of liberal media bias and links to the MRC divisions, reports, products and archives. The Web site averaged 36,000 visitors per day in 2006, about 1.1 million per month.
Conservative talk-radio giants Rush Limbaugh, Sean Hannity, Laura Ingraham, Mark Levin, Glenn Beck, and many others, as well as Internet giants The Drudge Report and Michelle Malkin, are but some who now regularly use NewsBusters, the Media Research Center’s blog, or Web log. This sends news of liberal media bias from the MRC to millions of people every single day.

NewsBusters has become one of the most popular conservative blogs on the Internet, averaging over 80,000 unique visitors to its site in a single day. It is ranked regularly in the top ten “Most Popular” conservative and political blogs. NewsBusters is also unique in that it is the first political blog to combine a community of activists, think tank staff, and outside experts into a single, powerful force for change and information. And, according to the Web monitoring firm Technorati, NewsBusters is the 61st most popular blog in the world, more read than millions of other blogs.

Not bad for an operation that began only 18 months ago.

NewsBusters has two primary goals: to provide a “war room” facility for the MRC to respond to media bias in almost real time, and to engage a new generation of online readers, keeping the MRC on the cutting edge of technological evolution. As more and more people move online to get their news, NewsBusters is there to help them learn the truth about left-wing misinformation that often passes for news. Some of the NewsBusters highlights for 2006 include the following:

■ During coverage of the Nov. 7 elections, Fox News Channel featured NewsBusters on-screen and conservative author-blogger Michelle Malkin described the site as “one of the leading mainstream media blogs.”

■ On Oct 31, ABC’s World News highlighted, on-screen, the role NewsBusters played in publicizing Sen. John Kerry’s insulting remarks about the education and intelligence of U.S. troops in Iraq, sending the NB blog image to an audience of more than 9 million people.

■ On Aug. 29, NewsBusters had its most-read article of all time, over 400,000 reads. The Drudge Report (which has a daily readership of 15 million people) and other prominent sites linked to an item about Kyra Phillips, a CNN anchor who accidentally spoke into her wireless microphone during a speech by President Bush.

■ On Feb. 16, 390,000 people read a story linked to NewsBusters by The Drudge Report about Bryant Gumbel, who had casually claimed there were so many white athletes at the Olympics it made the “Winter Games look like a GOP convention.”

■ A May 19 NewsBusters item about the liberal political background of a USA Today reporter, who mis-reported the facts about telephone companies’ involvement with the National Security Agency’s anti-terrorist monitoring, was cited by Rush Limbaugh on his radio show, reaching 3 million listeners.

■ A June 13 NewsBusters post concerning MSNBC journalist David Shuster’s inaccurate reporting that Karl Rove would be indicted received massive attention, drawing thousands of readers and leading to a mention on ABC’s World News, which reaches 9 million people.

■ On July 12, 2006, NewsBusters Executive Editor Matthew Sheffield appeared on MSNBC’s Tucker to discuss Dan Rather’s retirement from CBS.

■ On October 9, MSNBC’s Countdown host Keith Olbermann denounced NewsBusters by name and included it among his “Worst Persons in the World” segment.

In November, NewsBusters ranked No. 4 among “the Most Popular Conservative Blogs,” according to Sitemeter.com. Also, according to the Web monitoring firm Technorati, NewsBusters is the 61st most popular blog in the world, more read than millions of other blogs.
The MRC’s TimesWatch project is dedicated to documenting and exposing the liberal bias of The New York Times. This project is the leading authority on Times bias, and it covered myriad instances of such bias throughout the election year 2006.

TimesWatch analyzes the paper on a daily basis and exposes its bias through daily Web and e-mail publications. Led by Director Clay Waters, TimesWatch produced an average of four critiques every weekday, as well as the bi-weekly feature “Quotes of Note,” and the year-end Special Reports “Quotes of Note, Worst of 2006” and “Top 10 Lowlights of The New York Times in 2006.” TimesWatch also produced a Special Report on the Times’s coverage of Sen. Hillary Clinton, and Mr. Waters’ op-ed based on the report was published in Human Events Online.

TimesWatch upgraded its Web site in 2006 with photo, audio, and video capability and introduced new features, such as interviews with prominent Times critics and guest-posting capability.

Praise for TimesWatch continued last year. WABC host Mark Levin called TimesWatch “a great Web site,” and American Enterprise Institute scholar James Rubin lauded the site on National Review Online.

TimesWatch material appeared on the highly popular blog run by Michelle Malkin, on the Wall Street Journal’s Best of the Web, on the granddaddy of all political blogs, Instapundit, and on the major gossip Web site for journalists, Romenesko’s Media News.

TimesWatch Director Clay Waters was also interviewed twice on FNC’s Your World with Neil Cavuto, reaching more than 3 million Americans with the MRC message.

“The old joke about The Times — that if a Republican walked on water, The New York Times would headline that he couldn’t swim — remains true. The folks over at www.TimesWatch.org do a very good job of pointing out lapses in The New York Times’s journalistic integrity, both in the case of Linda Greenhouse and across the newsroom.”

Michael Rubin of the American Enterprise Institute, on National Review Online’s The Corner, Oct. 8, 2006

“…the great Web site TimesWatch.org….”

Host Mark Levin on WABC Radio, Oct. 12, 2006

“As races tighten, the folks over at TimesWatch are doing a masterful job of parsing the Gray Lady’s election coverage.”

Michael Rubin of the American Enterprise Institute, on National Review Online’s The Corner, Oct. 25, 2006

“Clay, You were fantastic! Great job on my show and great reaction too! Thanks for joining me!”

Neil Cavuto, host of FNC’s Your World with Neil Cavuto, Nov. 29, 2006
Business & Media Institute
Advancing the Culture of Free Enterprise in America

The Business & Media Institute works to expose and correct media bias against the business community and the culture of free enterprise. Formerly the Free Market Project, the division's name was changed in March 2006 to the Business & Media Institute (BMI) to more accurately reflect its mission.

Last year, BMI completed and distributed 468 products exposing the media's bias against business and free enterprise. That output generated widespread notice and the research and information influenced the national debate on a wide variety of issues.

BMI’s senior staff and National Chairman Herman Cain were cited and interviewed in major and national newspapers and magazines, on talk radio, on the Web, and on television throughout the year, on topics ranging from gas prices and the economy to obesity and to taxes. Some of the highlights of BMI’s effectiveness in 2006 include the following:

- On Dec. 6, BMI Director and Boone Pickens Free Market Fellow Dan Gainor testified about media coverage of climate change before the Senate Environment and Public Works Committee, chaired by Sen. James Inhofe and broadcast by C-SPAN.
- Newsweek magazine, weekly circulation of 4 million, published a clarification in October of its climate change reporting from over the years in response to a Senate floor speech by Sen. James Inhofe, which relied heavily on BMI’s Special Report, Fire & Ice.
- In May, BMI Director Dan Gainor was interviewed on Fox’s Hannity & Colmes – audience 2 million – about Al Gore and global warming.
- BMI Director Dan Gainor was interviewed in September about alleged gas price conspiracies on CNN’s Paula Zahn NOW, reaching 530,000 viewers.
- MRC President Brent Bozell was interviewed on CNBC’s Kudlow & Company in October about BMI’s Bad News Bears report, reaching 500,000 viewers.
- Also in October, Fox’s Special Report with Brit Hume, with 1.5 million viewers, cited BMI’s Bad News Bears report.
- Nationally syndicated columnist Clarence Page wrote a column that cited BMI and Director Dan Gainor on Hollywood’s treatment of business characters. This op-ed was carried in numerous papers, including The Chicago Tribune (680,000 readers), The Baltimore Sun (300,000 readers), and the Orlando Sentinel (258,000 readers).
- In November, The Limbaugh Letter published a full-page story about liberal media coverage of the economy and cited extensively from the BMI Special Report, Bad News Bears.
- The Chicago Sun-Times, the No. 13 paper in the country with a daily circulation of 480,000 readers, published an op-ed

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**Number of BMI Products in 2006**

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in September by BMI Director Dan Gainor about the liberal media promoting conspiracy theories about gas prices.

- The American Spectator magazine ran a lengthy article in October on media mis-coverage of the economy, written by BMI Director Dan Gainor.

- A BMI op-ed in April about gas prices was published by The Washington Times, and then cited by Sean Hannity on his radio program and read in its entirety on the G. Gordon Liddy radio show. BMI Director Dan Gainor was also interviewed twice about the topic on Liddy’s program.

- The Special Report, Bad Company, about Hollywood’s portrayal of businessmen, was cited in The Wall Street Journal (circulation 1.8 million) and The Washington Post (750,000 readers).


BMI was also active in reaching out to other organizations, especially to journalists. Boone Pickens Free Market Fellow Dan Gainor and well-known economist Brian Wesbury participated in a panel discussion on business reporting at the Society of Professional Journalists conference. BMI also hosted a panel on energy reporting including Rep. Jack Kingston (R-GA), Jerry Taylor from the Cato Institute, Bob Slaughter from The National Petrochemical & Refiners Association and Quin Hillyer from The American Spectator.

“The Business & Media Institute knows what many of us have forgotten: a true free market and capitalism are the only economic philosophies that will permanently lift people out of poverty. BMI keeps us on track and holds our elected officials’ feet to the fire. The left likes to say that they ‘speak truth to power.’ BMI is truth to power.”

Martha Zoller, conservative talk radio host, Sept. 20, 2006
Cybercast News Service (CNSNews.com), launched in 1998, 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 puts a high premium on balance and seeks news that’s ignored, under-reported or misreported by the liberal news media.


2006 saw a tremendous increase in the output and effectiveness of CNSNews.com. The total audience — the total number of people who viewed the division’s materials — topped 40 million, a 40 percent increase over the 2005 audience. This includes a constantly growing list of Web sites that carry our Headline News Service (HNS) ticker or RSS feed, including major market radio affiliates in Los Angeles, Chicago, Dallas, Phoenix, Cleveland and Minneapolis. Some of the highlights from 2006 include the following:

- The Drudge Report (15 million readers a day) ran headlines and provided links to 13 stories by CNSNews.com reporters, which, in turn, drove more than a million readers to the CNSNews.com Web site.
- On his radio show, Rush Limbaugh (3 million listeners a day) cited and/or quoted from dozens of CNSNews.com stories. For one article about DNC Chairman Howard Dean, Mr. Limbaugh placed the story on his Web site’s front page, along with an artistic parody of Dean as a left-over hippie.
- Reporter Nathan Burchfiel was interviewed on Fox’s Hannity & Colmes (2 million viewers) about anti-war activist Cindy Sheehan, and two stories by reporter Kevin Mooney were cited on Hannity & Colmes.
- Fox’s Special Report with Brit Hume (1.5 million viewers) cited multiple CNSNews.com stories; Fox’s Dayside cited a story; and reporter Jeff Johnson was interviewed on Fox & Friends about how state and local governments had undermined federal laws to prevent identity theft by posting confidential personal information on the Internet. Among the potential victims of this information theft were U.S. Secretary of State Colin Powell and former CIA Director Porter Goss.
- Limbaugh’s best-selling book cited several other news articles published by CNSNews.com, including one in which Democratic National Committee Chairman Howard Dean asserted that America was about to return to the
The CNSNews.com audience totaled 40,062,585 in 2006, by far the largest audience in the organization's eight-year history. The average weekday audience for the entire year of 2006 was 125,635.

morals of the 1960s, and another featuring Julian Bond, chairman of the National Association for the Advancement of Colored People (NAACP), alleging that Republicans had intentionally blocked assistance to victims of Hurricane Katrina in New Orleans.


In all, CNSNews.com reporters and editors appeared on more than 700 nationally broadcast or major-market related radio programs in 2006, discussing numerous political and cultural issues that had already been reported on CNSNews.com. Simply put, 2006 was the most successful year ever for CNSNews.com.
In October, the MRC proudly launched a new and unique division: the Culture and Media Institute (CMI). The mission of CMI is to advance, preserve, and help restore America's culture, character, traditional values, and morals against the assault of the liberal media. CMI is special in that it is the only organization in the country doing this work and it has the benefit of utilizing the MRC's unparalleled media archive and technologically advanced research tools.

A three-year, $1 million challenge grant from the John Templeton Foundation provided the funds to start CMI, and the program is headed by Robert Knight, a veteran newsman and long-time culture analyst.

While CMI worked to get its operation running – its Web site, www.cultureandmediainstitute.org, debuted Dec. 15 – it achieved some significant and immediate successes in its first few months of operation in 2006. Among these are the following:

- Concerning the debate over gay marriage and media coverage of Vice President Dick Cheney's lesbian daughter, CMI Director Robert Knight was interviewed on numerous national television programs and in print, reaching tens of millions of Americans. These media outlets included: USA Today, Washington Post, Boston Globe, Los Angeles Times, CNN's The Situation Room, Anderson Cooper 360 and Paula Zahn NOW, as well as Bill O'Reilly's The Radio Factor.
- An Eye on Culture report by CMI about the war on Christmas received coverage on Fox News Live and Fox Weekend Live.
- An op-ed by CMI Senior Editor Brian Fitzpatrick about liberal media attempts to discourage conservative voters was cited by Rush Limbaugh on his radio show, reaching 3 million listeners.

In December, CMI, in conjunction with the polling firm Fabrizio, McLaughlin & Associates, conducted a National Cultural Values Survey to determine what the American people believe, how these moral beliefs affect their opinions on key cultural issues, and how Americans feel about the news and entertainment media's role in corroding morality. Slated for release on March 7, 2007, “America: A Nation in Moral and Spiritual Confusion” will equip Americans to better recognize attacks on faith and personal responsibility.

In addition to the overall findings of the National Cultural Values Survey, CMI plans to publish three subsequent survey-based reports looking more closely at the role of the media, economic issues (in conjunction with MRC's Business & Media Institute) and one on what political candidates need to know about what inspires the American people.

CMI will also publish a weekly Culture & Media Report online, which will be sent to thousands of opinion-makers, activists and journalists. Further steps for 2007 include establishing a board of advisers and recruiting a national chairman to assist in spreading CMI's message to the public; and working with like-minded organizations to fight and win the culture war in America.

CMI Director Robert Knight is a journalist, author, and long-time conservative policy expert. CMI media appearances from October to December 2006 reached more than 20 million Americans.
Preparing America’s Youth for the Future

Created to mentor America’s youth to have a positive impact as future reporters, educators, and leaders, the MRC’s Youth Education and Intern Program educates and trains students to recognize liberal media bias and the need for balanced journalism. Sponsored in part by the WINREP Foundation, the program offers students a positive mentoring atmosphere and a supportive environment working side by side MRC employees to gain knowledge and experience for their future careers.

Interns receive hands-on experience in the News Analysis Division, Cybercast News Service (CNSNews.com), Business & Media Institute, Culture and Media Institute, the Marketing department, and in the Development department to assist their pursuit of professional careers in journalism, mass media, public relations, marketing and government. Interns also attend weekly workshops that include seminars on the MRC, media ethics, and public speaking, as well as tours of D.C. landmarks, such as the Pentagon and the White House. In addition to these activities, interns also have the opportunity to attend a variety of outside events at organizations such as the Heritage Foundation, Leadership Institute and the National Press Club.

In 2006, the MRC received more than 100 applications from students at more than 40 colleges in 20 states and eight countries. A total of 14 students interned with the MRC in 2006, including spring interns Fatimeh Rajabi, Nathan Burchfiel, and Robert Warren Anderson, all of whom joined the MRC as full-time employees during 2006.

Some of the highlights of the 2006 internship program include the following:

- Summer interns in the News Analysis Division saw their hard work featured on the MRC’s NewsBusters blog 17 times, which included highlights from Matt Lauer’s Sci-Fi Channel special on global warming and Chris Matthews’ biased tirades on MSNBC against President Bush.
- Summer interns at CNSNews.com wrote a combined total of 80 stories that were published online.
- An intern with the Marketing division, Philippa Wood, designed the covers of three Special Reports and the MRC’s 20th Anniversary logo.

“Interning at the MRC really gave me an opportunity to work hands-on with both peers and professionals.”

Philippa Wood

“As an intern at the Media Research Center I began to realize the fervor and zeal that is essential for every journalist to have.”

Kai Sandvig

“In a city that often expects interns to get coffee and run errands for little or no pay, the CNSNews.com internship is a diamond in the rough. From day one, interns are given the opportunity to be professional journalists covering important current events, but they still receive valuable training and mentoring from seasoned veterans.”

Nathan Burchfiel

SUMMER 2006 INTERNS
Philippa Wood, Rachel Waters, Sarah Larkins, Kate Monaghan, Eugene Gibilaro, Chadd Clark, Kai Sandvig.
(not pictured: Allison Espach)

Interns receive hands-on experience in the News Analysis Division, Cybercast News Service (CNSNews.com), Business & Media Institute, Culture and Media Institute, the Marketing department, and in the Development department.
The MRC "Tell the Truth!" Grassroots Campaign

“Tell the Truth!” Campaign

In June 2004, the Media Research Center launched the largest outreach campaign in its history: “Tell the Truth!” 2004. The landmark objectives for this multi-year campaign were to expose and neutralize the left-wing media through a $2.8 million effort to reach more than 50 million Americans weekly. Through aggressive monitoring of the news and the election cycle and a fully integrated campaign promoting the MRC’s research through public relations, paid advertising, Special Reports, and stories covered by each of its four divisions, the MRC met its goal in 2004. The years 2005 and 2006 saw similar success.

With an aggressive push on all media fronts and strong direct appeals to all MRC supporters and readers across America, in fact, the MRC continually met and exceeded its goal to reach 50 million households every week. Throughout 2006, the MRC message reached 60 million Americans on average each week.

But media measurement is just half the story. What exactly was the MRC doing in 2006 that resulted in such incredible growth? The answer lies in the momentum of three new programs:

- MRCAction.org, a new Web site comprised of citizens demanding “Truth” in the media.
- FightMediaBias.org, an ongoing effort to support our troops in Iraq and Afghanistan; and,
- NewsBusters.org, the MRC blog.

Throughout 2006, the MRC message reached 60 million Americans on average each week.

American soldiers in Iraq receive notes and MRC “dog tags” that read, “Don’t Believe the Liberal Media – America Supports Our Troops!” This MRC grassroots campaign, FightMediaBias.org, has been enormously successful with, as of December 2006, more than 100,000 “dog tags” delivered to U.S. troops in Afghanistan and Iraq.

MRCAction.org — The Grassfire Effect

To maximize the effect of its work, the MRC needs conservative activists to help hold the liberal media accountable across the board. Toward that end, the MRC entered into a strategic alliance with Grassfire.net, a conservative activist group of 1.7 million Americans, in August 2005 that has been extremely successful up to the present day.

The goal was to engage conservative activists in the MRC’s fight to expose, document, and neutralize liberal bias through a two-step process. First, activists were invited to learn more about the MRC. This was accomplished through e-mails of Special Reports, news stories, and the MRC’s best analyses. Once they were familiar with the MRC, individuals were asked to become a member of the MRCAction Team and commit to contact the media directly regarding stories that were blatantly biased.

By January 2006, the MRCAction Team had 115,000 members and had contacted the media on topics ranging from the Supreme Court nominations to the Iraq War, and from ABC’s speculation that Saddam Hussein wasn’t getting a fair trial to the media’s misrepresentation of the U.S. economy.

Only 14 months since the inception of MRCAction.org, it has become an army of more than 250,000 Americans who regularly sign petitions, e-mail the media, make phone calls, and pass on the “call to action” to family and friends. The average MRCAction Team member passes along each e-mail to seven additional people, enabling a message originally sent to 250,000 members to reach 1.7 million households. This is termed “the grassfire effect.”
Only 14 months since the inception of MRCAction.org, it has become an army of more than 250,000 Americans who regularly sign petitions, e-mail the media, make phone calls, and pass on the “call to action” to family and friends.

MRC’s Doug Mills and Brent Bozell say “Thank You” to the MRCAction Team for generating 60,000 grassroots petitions against ABC’s The View in response to Rosie O’Donnell’s rant that “Radical Christianity is just as threatening as radical Islam in a country like America.”

By the end of 2006, the MRC had delivered 101,894 “dog tags,” with individual messages of support from all across America.
Publications and Web Products

NEWSLETTERS
The Watchdog [formerly FLASH]
Media Reality Check
Notable Quotables

BOOKS
Weapons of Mass Distortion: The Coming Meltdown of the Liberal Media
Pattern of Deception: The Media’s Role in the Clinton Presidency
Dollars & Nonsense: Correcting the News Media’s Top Economic Myths
How to Identify, Expose and Correct Liberal Media Bias
And That’s the Way It Isn’t: A Reference Guide to Media Bias
Out of Focus: Network Television and the American Economy

SPECIAL REPORTS
The Media vs. The War on Terror
Meet the Real Katie Couric
Election In The Streets: How The Broadcast Networks Promote Illegal immigration
The Trashing of the Christ
TV’s Bad News Brigade
Public Broadcasting: Your Taxes Fund Liberal Bias
The Life of Pope John Paul: Shepherd of Souls or Antiquated Authoritarian?
Religion on TV News: Secular Orthodoxy Still Reigns
The Ten Worst Media Distortions in Campaign ’04
Dan Rather in Crisis
Media vs. Swift Vets
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
Religion on TV News: More Content, Less Context
Still Liberal, Still Biased
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
Liberal Spin Prevails: How CBS Led the Networks’ Charge Against the Bush Tax Cut
GDP Convention
Dem Convention
Media’s Top 10 Economic Myths of ’05
Media Myths: More Hot Air
Media Myths: The Housing Bubble Is Bursting
Media Myths: Gas Hysteria – Media Hype Harm of Rising Gas Prices Despite Drop of 45 Cents Per Gallon
Trade Secrets: Lou Dobbs Tonight Hides Good News Behind Negative View of Free Market
Crazy 8s: Live 8, G-8 Coverage Cheerleads Sending Billions of U.S. Dollars to Africa
Confidence Game: ABC Skips 3-Year High in Consumer Confidence But Reports Heavily on Negative Number
Tax & Spin: Five Ways the Media Distort Tax Issues
Biased Accounts Part III: Networks Guarantee Liberal View of Social Security
Government-Sponsored Enron: Billion-Dollar Scandal Not Ready for Prime Time
Media Malpractice: Journalists Ignoring Tort Reform to Report One-Sided Stories Against Business
Double Standard: Times Tars Swift Boat Vets, Plugs False “Bush AWOL” Story
The Times Watch “Quotes of Note Worst of 2006”
Top 10 Lowlights of the New York Times in 2006
A Summer of Skewed News: The Liberal Tilt in TV’s Economic Reporting
Plain as the News on Your Face: Clinton Lies and Obstruction that TV News Has Ignored
Facts Exempt: Network News and Taxes
Biased Accounts Part IV: Networks Guarantee Liberal View of Social Security
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www.MRC.org
MRC CyberAlert
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CNSNews.com E-Briefs
www.TimesWatch.org
TimesWatch Tracker
www.NewsBusters.org
www.businessandmedia.org
The Balance Sheet
www.cultureandmediainstitute.org

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Numbers don’t lie. The number of media appearances and citations for MRC experts in 2006 confirm that the MRC is the leading force in exposing liberal media bias and neutralizing its effect. Every week, an average of 60 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 2006.

**TELEVISION**

- CBN
  - The 700 Club
  - NewsWatch
- CNBC
  - Kudlow & Co.
- CNN
  - Glenn Beck Show
  - Reliable Sources
  - Showbiz Tonight
  - Lou Dobbs Tonight
  - Paula Zahn Now
- C-SPAN
  - Fox News Channel
  - Hannity & Colmes
  - Fox & Friends
  - Fox News Watch
  - The O'Reilly Factor
  - Fox News Live
  - Your World with Neil Cavuto
  - Special Report with Brit Hume
- MSNBC
  - Scarborough Country
  - Tucker
  - Countdown
  - MSNBC Live!

**RADIO**

**National & Syndicated**

- ABC Radio
- Accent Radio Network
- America at Night
- American Family Radio
- Ave Maria Radio
- BizRadio Network
- Catholic Connection
- Coral Ridge Ministries
- Dateline Washington
- Entertainment USA
- Faith2Action w/ Janet Folger
- Faith Broadcasting
- Family News in Focus
- Financial Sense Newshour
- Focus on the Family
- Fox Live with Alan Colmes
- G. Gordon Liddy Show
- Home Talk USA
- Hugh Hewitt Show
- Investor’s Radio Network
- Janet Parshall’s America
- Jerry Doyle Show
- Jim Bohannon Show
- John Batchelor Show
- Lars Larson Show
- Laura Ingraham Show
- Linda Chavez Program
- Michael Reagan Show
- MI Talk Radio Network
- Money Matters
- National Public Radio
- NRA News
- Paul Harvey Show
- Radio Colorado Network
- Radio Factor
- Relevant Radio
- RightTalk Radio Network
- Ringside Politics
- Rush Limbaugh Show
- Sean Hannity Show
- State Government Radio, CO
- State Government Radio, NC
- Steve Gill Show
- Syndicated Solutions
- Talk Radio News Service
- The Core Hour
- The Right Balance
- Tom Hartman Show
- Tony Snow Show
- USA Radio Network
- Wisconsin Public Radio

**Other Radio Programs**

- WCHS, Charlestown, SC
- KPDQ, Portland, OR
- WAMT, Orlando, FL
- WIBA, Madison, WI
- KTSA, San Antonio, TX
- KDKA, Pittsburgh, PA
- KOGO, San Diego, CA
- KCBI, Dallas, TX
- KWIX, Columbia, SC
- WIBC, Indianapolis, IN
- WPHT, Philadelphia
- WMET, Washington, D.C.
- WHO, Des Moines, IA
- WLW, Cincinnati, OH
- KSTE, Sacramento, CA
WHAS, Louisville, KY  
WGST, Atlanta, GA  
WERC, Birmingham, AL  
KSFO, San Francisco, CA  
WBAL, Baltimore, MD  
KCOL, Colorado Springs, CO  
KFN, Phoenix, AZ  
KAHL, San Antonio, TX  
WILM, Philadelphia, PA  
KVI, Seattle, WA  
KSLR, San Antonio, TX  
WAAM, Ann Arbor, MI  
WKBN, Youngstown, OH  
KGNW, Seattle, WA  
KWQ, Portland, OR  
WPG, Pittsburgh, PA  
WMUZ, Detroit, MI  
WFJA, Tallahassee, FL  
WBT, Charlotte, NC  
WHP, Harrisburg, PA  
WLFR, Daytona Beach, FL  
WORD, Pittsburgh, PA  
WTTH, Boston, MA  
WDUN, Atlanta, GA  
KPCC, Los Angeles, CA  
WRVA, Richmond, VA  
WSPD, Toledo, OH  
WAUG, Ft. Lauderdale, FL

Philadelphia Inquirer  
Pittsburgh Post-Gazette  
Pittsburgh Tribune-Review  
Reuters  
Richmond Times-Dispatch  
Rocky Mountain News  
San Diego Union-Tribune  
San Jose Mercury News  
 Scripps Howard News Service  
Seattle Post-Intelligencer  
St. Louis Post-Dispatch  
St. Paul Pioneer Press  
St. Petersburg Times  
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USA Today  
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Baltimore Sun  
Boston Globe  
Charlotte Observer  
Chicago Sun-Times  
Chicago Tribune  
China Daily  
Christian Science Monitor  
Contra Costa Times  
Dallas Morning News  
Denver Post  
Detroit News  
Ft. Worth Star-Telegram  
Globe and Mail  
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Jewish Press  
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Knight Ridder Newspapers  
The Limbaugh Letter  
Los Angeles Times  
Miami Herald  
Milwaukee Journal Sentinel  
New York Post  
New York Times  
New York Sun  
Newsday  
Orlando Sentinel

MAGAZINES  
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Broadcasting & Cable  
Christianity Today  
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Human Events  
National Review  
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Slate  
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Foxnews.com  
FrontPageMagazine.com  
GOPUSA  
Hugh Hewitt blog  
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Laura Ingraham.com  
LifeNews.com  
Lucianne.com  
Media Matters  
Michelle Malkin.com  
MSNBC.com  
National Review Online  
NewsMax.com  
RealClearPolitics.com  
~ partial listing for all media
The annual MRC Gala is one of the most popular events for America’s conservative leaders. They join with the MRC in a good-natured roasting of the liberal media as the MRC bestows its annual DisHonors Awards.

In 2006, more than 900 people attended the Gala at the Grand Hyatt hotel in the nation's capital. Master of Ceremonies Cal Thomas led the event, assisted by award-presenters Larry Kudlow, host of CNBC's Kudlow & Company, Washington Times Editorial Page Editor Tony Blankley, and Mark Levin, a nationally syndicated radio talk show host.

During the evening, the MRC also presented a Tribute to the American Military, which included a special video honoring U.S. troops in Afghanistan and Iraq and a “Toast to the Fallen Comrade.”

The MRC DisHonors Awards, modeled after the Oscars, roasts the previous year’s most outrageously biased liberal reporters. The DisHonors are awarded to those journalists who were the most liberally biased in their comments or reports. Some of the DisHonors “winners” last year included MSNBC’s Chris Matthews, CNN’s Jack Cafferty, and Ted Turner, who also received the “Quote of the Year” award for his absurd analysis of North Korea’s economy and human rights record.

Prominent conservatives accept the awards on behalf of the journalists. The winners are chosen by a panel of distinguished judges, which have included Rush Limbaugh, Sean Hannity, William F. Buckley Jr., Robert Novak, Ann Coulter, Steve Forbes, and Michelle Malkin, among others. Conservatives who have accepted the DisHonors on behalf of the winners have included Laura Ingraham, Supreme Court Justice Clarence Thomas, Midge Decter, Boone Pickens, Rich Lowry, Judge Robert Bork, and others.

The MRC’s Annual Gala is a fun-filled evening but it also allows the MRC to make a serious national statement about the liberal media.
2006 Annual Meeting, Luncheon and Gala Reception

L. Brent Bozell III addresses the MRC annual board meeting

Virginia Manheimer

Tat Hillman

Gayle & Dan Cook

Joan & Major General Jack Singlaub

Barbara Lynch & Barbara Hansen

Susie & Scott Plakon

B.V. Brooks & Brent Bozell

Frank & Dorothy Beardsley

Doug Mills

Dr. Susan Carlyle & Dennis Carlyle with Larry Gourlay

Joe & Adrienne Dworak with Brent Bozell

Abby Moffat with Onnie & Dr. Edward Duffie

Tony Blankley & Brent Bozell with Ron Robinson

William Rusher, Robert Shoemaker & Curtin Winsor

A few of the many service men in attendance at the Gala


Bill & Barbara Lynch

John & Sherry Lawrence

Boone & Madeleine Pickens

Doris & Norman Rousselot

Tat & Bobbie Hillman

William Rusher with Barbara Hansen

Norma & Caitlin Bozell with Reid Buckley

Herman Cain & Boone Pickens

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The Grover Hermann Foundation
Hickory Foundation
The Glen & Gloria Holden Family Foundation
Honzel Family Foundation
Thornton D. & Elizabeth S. Hooper Foundation
Barbara N. and Don N. Howell Foundation
International Health Foundation
John E. & Sue M. Jackson Charitable Trust
Jennings-SPencer Charitable Family Foundation
Dodge Jones Foundation
F.M. Kirby Foundation, Inc.
Kramer Family Fund, Inc.
Lehr Family Trust
Laurence Levine Charitable Fund, Inc.
Levine Family Foundation
The Carl H. & Eydth B. Lindner Foundation
The Robert D. Lindner Family Trust
The Sumter & Irvyn Lowry Charitable Foundation
Edward A. Lozick Foundation
The Lubritz Foundation
Lois & Allen Lund Family Foundation
The Lundy Fetternam Family Foundation
McWethy Foundation
R. K. Mellon Family Foundation
Meyers Charitable Family Fund
Gerrish Mil liken Foundation
Milliken Foundation
The Moore Family Fund
Brenda A. (Bonnie) Moran Trust
The National Christian Foundation
The New Covenant Foundation
The Oakmead Foundation
The Bunny & Jim O’Neill Foundation
The Mark C. Pope III Foundation
The Prince Foundation
The R & R Foundation
Arthur N. Rupe Foundation
The Saint Paul Foundation
Sarah Scaife Foundation
Schoeppe Family Trust
Prewitt & Valerie D. Semmes Foundation
Ann L. & Herbert Siegel Philanthropic Fund
The Thomas W. Smith Foundation
Stone Barrett Foundation
Roger & Susan Stone Family Foundation
Strake Foundation
John Templeton Foundation
True Foundation
The Urstadt Conservation Foundation
Van Allen Family Foundation
Richard W. Weekley Family Fund
Westcott Foundation
The Westphal Family Foundation
WINREP Foundation
The Frank E. Witt Foundation, Inc.
Wirt A. Yerger, Jr. Foundation, Inc.
Peggy & Adam Young Charitable Foundation
The Young Family Trust

Corporate Support

Altria Corporate Services, Inc.
Burlington Northern Santa Fe
The Cly-Del Manufacturing Company
Cold Sprint Granite Company
Community Banchshares of Mississippi, Inc.
Compresor Engineering, Inc.
Contran Corporation
Cox Industries, Inc.
Crown Enterprises, Inc.
Doberto Corporation
Duininch Company
Express Marine, Inc.
ExxonMobil
W. W. Gay, Mechanical Contractor of Gainesville, Inc.
General Broadcasting Co., Inc.
Hart-Hammer, Inc.
Healthfirst Corporation
Hofmann-Stengel Ranch
Horned M Ranch
Hunter Contracting Company
Jalapeno Corporation
The Kitchens Firm, P.A.
Klein Tool
Land Safe Investments, Inc.
Loeb Holding Corp.
Pro Seal Plus
Rockman & Sons Publishing Co.
Royal Fiberglass Pools
Silicones, Inc.
Urban Projects, Inc.
Vertex, Inc.
Western Disposal Company
Williams Foods, Inc.
Wing Enterprises
Yancy Bros. Co.
The MRC Light of Truth Campaign
Support the MRC Now and for the Future

The Media Research Center is the only conservative organization that documents, exposes, and neutralizes liberal media bias 24 hours a day, seven days a week. When conservative activists, public leaders, and the conservative alternative media talk about liberal media bias, it is a virtual given that they got their information from the MRC.

Today, liberal media bias is a household word. Fewer Americans than ever trust the dominant media because of their liberal political agenda. Also today, the New Media – cable TV, talk radio, and the Internet – are more effective in providing politically balanced news. To a large extent, this is all the result of the Media Research Center, which has been leading the battle against liberal media bias for 19 years. As NBC’s Tom Brokaw himself said at a Harvard University forum in 2004: The MRC and Brent Bozell are “well organized. He’s got a constituency, he’s got a newsletter. He can hit a button and we’ll hear from him.”

The MRC’s effectiveness is made possible because of the generous help of its supporters. Without them, the liberal media would be far stronger and far more influential than they are. This is why the MRC has launched several campaigns (and new divisions) over the years and why, in particular, it launched the multi-year Light of Truth Capital Campaign in 2003.

This on-going capital campaign is designed to provide financial stability for the MRC for the present and the future. The Light of Truth Capital Campaign, with its goal of raising $73.5 million by the end of 2007, will allow the MRC to keep pace with technological advancements in the fast-paced media world and strengthen the MRC and its growing professional staff to fulfill the MRC vision: Creating a media culture where truth and liberty flourish in America.

The MRC’s Legacy Society is made up of individuals who have invested in the future by including the MRC in their estate plans. Vehicles used to accomplish this legacy include bequests, charitable trusts, charitable gift annuities, life estates, or other planned giving vehicles. Their gifts help to ensure that the MRC is around to fight media bias not only today but for future generations.

$1 Million-Plus Commitments

Richard and Judy Eckburg  
Anonymous  
Tat and Bobbie Hillman  
Michael L. Keiser  
Andrew Messenger  
Boone Pickens  
Sarah Scaife Foundation  
John Templeton Foundation  
Betty Wolfe  
Steven P. J. Wood

As of Dec. 31, 2006, the MRC had received commitments totaling $42,560,810. This is past the halfway mark of the MRC’s goal, but there is still much work ahead. The three networks alone – ABC, CBS, NBC – have billions of dollars and thousands of employees. The liberal newspapers and liberal cable news groups have billions more and they reach millions more every day. The Internet, which provides alternative and many reliable news outlets for conservatives, is global and seemingly limitless in its possibilities. The Internet is also rife with liberal voices and highly influential Search and Information sites, such as Google, YouTube, and Wikipedia, which are mainly controlled by liberal gatekeepers.

It is an on-going battle. The Light of Truth Capital Campaign is enabling the MRC to make inroads and effectively expose and neutralize a more aggressive liberal media, as the following data show:

- The Business & Media Institute has grown five-fold thanks to a $1.5-million challenge grant from Texas businessman and MRC Trustee Boone Pickens. BMI Director Dan Gainor was named the Boone Pickens Free Market Fellow in 2006.
- The Culture and Media Institute was launched in September 2006 with a $1-million challenge grant from the John Templeton Foundation and a $500,000 grant from philanthropist and MRC Trustee Virginia Manheimer.
- Through a generous $2.9-million bequest from Steven P. J. Wood’s estate, there is an endowed fellowship for the News Analysis Division’s senior media analyst, Brent Baker, who was named the Steven P. J. Wood Senior Fellow in 2006.

To support the Light of Truth Capital Campaign and help the MRC in creating a media culture where truth and liberty flourish, please contact MRC Vice President for Development Thom Golab at (703) 683-9733.

THE MRC LEGACY SOCIETY

Dr. C. Richard & Georgia Bowers  
J. Doreen Chadbourne  
Margaret Davenport  
Harold & Friederika Dorough  
Jim & Melissa Emery  
Dan Fairey  
Capt. Walter Fraser  
Cecilia T. Giebutowski  
Caroline Hansen  
Mr. & Mrs. W. Gibbs Herbruck  
Paul and Mary Hertenstein  
Tat & Bobbie Hillman  
Martha W. Jones  
Chris McDaniel  
Mrs. William Sanderson  
Catharine Schieberstein  
Margaret Standley  
Melva Wallace  
Dick Walsh  
June Weston  
Betty Wolfe
2006 Financial Report

MEDIA RESEARCH CENTER
STATEMENT OF ACTIVITIES*

Year Ended December 31, 2006 (With comparative totals for 2005)

<table>
<thead>
<tr>
<th>Temporary</th>
<th>Total</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>2006</td>
<td>2005</td>
</tr>
<tr>
<td>Unrestricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue and Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$7,977,332</td>
<td>$562,681</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>8,832</td>
<td>—</td>
</tr>
<tr>
<td>Rental and other</td>
<td>324,607</td>
<td>—</td>
</tr>
<tr>
<td>Interest/Investment Income</td>
<td>446,497</td>
<td>—</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>2,132,187</td>
<td>(2,132,187)</td>
</tr>
<tr>
<td>Total revenue and support</td>
<td>10,889,455</td>
<td>(1,569,506)</td>
</tr>
<tr>
<td>Program Services Expenses</td>
<td>5,232,497</td>
<td>—</td>
</tr>
<tr>
<td>Support Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resource development</td>
<td>2,912,411</td>
<td>—</td>
</tr>
<tr>
<td>General and administrative</td>
<td>535,370</td>
<td>—</td>
</tr>
<tr>
<td>Total Support Services</td>
<td>3,447,781</td>
<td>—</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>8,680,278</td>
<td>—</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>2,209,177</td>
<td>(1,569,506)</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>6,432,519</td>
<td>2,935,759</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>$8,641,696</td>
<td>$1,366,253</td>
</tr>
</tbody>
</table>

The Media Research Center is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible for income tax purposes.

The Media Research Center participates in the Combined Federal Campaign (CFC). MRC’s CFC number is 12489.

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

“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

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

“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
### BALANCE SHEET

**STATEMENT OF FINANCIAL POSITION**

*December 31, 2006 and 2005*

<table>
<thead>
<tr>
<th></th>
<th>Year 2006</th>
<th>Year 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$472,515</td>
<td>$1,786,151</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>1,366,253</td>
<td>2,935,759</td>
</tr>
<tr>
<td>Due from PTC</td>
<td>43,296</td>
<td>8,660</td>
</tr>
<tr>
<td>Prepaid and other</td>
<td>219,421</td>
<td>186,159</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>2,101,485</td>
<td>4,916,729</td>
</tr>
<tr>
<td>Investments</td>
<td>5,655,920</td>
<td>2,574,153</td>
</tr>
<tr>
<td>Investments – Annuity</td>
<td>454,116</td>
<td>321,879</td>
</tr>
<tr>
<td>Property and equipment – net of accumulated depreciation and amortization</td>
<td>3,069,829</td>
<td>3,074,754</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$11,281,350</td>
<td>$10,887,515</td>
</tr>
</tbody>
</table>

|                      |           |           |
| **LIABILITIES AND NET ASSETS** |           |           |
| Current Liabilities  |           |           |
| Accounts payable     | $400,286  | $305,882  |
| Accrued expenses     | 142,857   | 208,522   |
| Deferred revenue     | 10,500    | 2,000     |
| Line of credit       | 296,530   | 528,511   |
| Annuity payment liability, current portion | 35,560 | 26,198 |
| **Total Current Liabilities** | 884,733 | 1,071,113 |

|                      |           |           |
| Non Current Liabilities |           |           |
| Annuity payment liability, long-term portion | 137,663 | 107,664 |
| Deferred compensation liability | 251,005 | 340,460 |
| **Total Liabilities** | 1,273,401 | 1,519,237 |

|                      |           |           |
| **Net Assets**       |           |           |
| Unrestricted         | 8,641,696 | 6,432,519 |
| Temporarily restricted| 1,366,253 | 2,935,759 |
| **Total Net Assets** | 10,007,949 | 9,368,278 |

|                      |           |           |
| **Total Liabilities and Net Assets** | $11,281,350 | $10,887,515 |

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The MRC headquarters in Alexandria, Virginia is more than 17,000 square feet and houses 50 full-time MRC employees.

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

SEAN HANNITY

FNC’s Hannity & Colmes

“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*

“I read the Media Research Center’s Web site all the time, and I have going back to 1992. I certainly know Bill O’Reilly has to also because that’s what we conservatives do to check and see who’s liberal and who’s biased. And it’s a great resource…”

JOE SCARBOROUGH

MSNBC’s Scarborough Country

“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

“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 infallible Media Research Center.”

WLADY PLESZCZYNSKI

*American Spectator*

“...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