

Creating a Media Culture Where  
Truth and Liberty Flourish in America

**2006 ANNUAL REPORT**







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# A Message from L. Brent Bozell III

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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*.

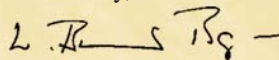
Ongoing analysis of the liberal media's promotion of global warming misinformation was provided by the Business & Media Institute, which produced a Special Report on the issue that was cited on the floor of the U.S. Senate. BMI's director also testified about this issue before a Senate committee.

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*.

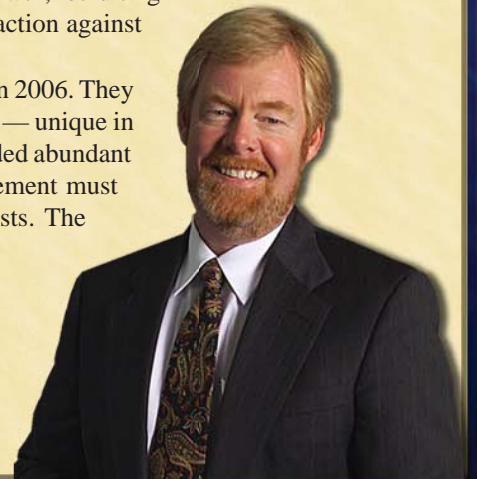
A series of MRC reports on Hollywood's portrayal of U.S. businessmen were cited in *The Wall Street Journal*, *The Washington Post* and *The Chicago Tribune*. MRC's blog, NewsBusters, continued to grow in influence, with 80,000 readers a day and in less than two years has the No. 4 ranking among "The 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







# News Analysis Division

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

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.



Brent Baker, the MRC's Steven P.J. Wood Senior Fellow and Vice President for Research and Publications, oversees the daily operation of the News Analysis Division.



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.

■ A press release about Oliver Stone's movie, *World Trade Center*, led to coverage for the MRC in the *New York Times*, *Chicago Sun-Times*, *Los Angeles Times*, *Boston Globe*, *Variety*, and other influential media.

■ 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.



**News Analysis Division, 2006**  
(Standing) Scott Whitlock, Brad Wilmouth, Kristine Looney, Michelle Humphrey, Karen Hanna, Mike Rule, Justin McCarthy and Michael Chapman.  
(Sitting) Rich Noyes, Brent Baker and Tim Graham.

The MRC Web site, [www.MRC.org](http://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.

## Number of NAD Products in 2006

CyberAlert.....	218
Bozell's Syndicated Column .....	52
Media Reality Check.....	19
Notable Quotables .....	26
Press Releases.....	45
Special Reports .....	5
See & Hear the Bias!.....	164
Flash News/The Watchdog .....	12
Total.....	541





# NewsBusters

The Official Blog of the Media Research Center

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.

During the elections, **FNC's Michelle Malkin described NewsBusters as "one of the leading mainstream media blogs."**



■ 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 crassly 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.**



# TimesWatch

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

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, several times at *National Review Online*, 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.



*TimesWatch* analyzes *The New York Times* every day and posts its findings and commentary throughout the day on its popular Web site, [www.TimesWatch.org](http://www.TimesWatch.org).



*TimesWatch* Director Clay Waters made several major television appearances in 2006, including MSNBC's *Coast to Coast* and FNC's *Your World with Neil Cavuto*.



**"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](http://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:

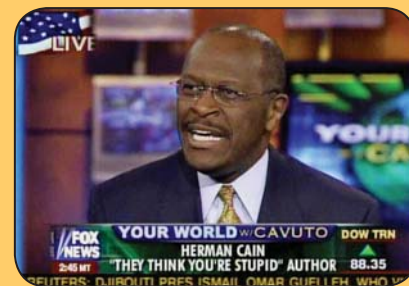
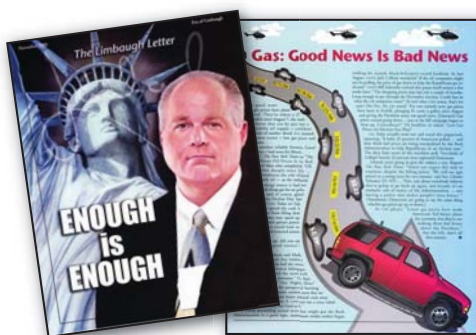
- On Dec. 6, BMI Director and Boone Pickens Free Market Fellow Dan Gainor testified about media coverage of climate change before the Senate Environment and Public Works Committee, chaired by Sen. James Inhofe and broadcast by C-SPAN.
- *Newsweek* magazine, weekly circulation of 4 million, published 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).

## Number of BMI Products in 2006

<i>Media Myths</i> reports .....	6
Special Reports .....	4
Press Releases .....	6
Op-Eds/Commentary .....	56
<i>The Balance Sheet</i> .....	50
<i>Daily Articles on Website</i> .....	346
Total Products .....	468

■ 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



The MRC's Business & Media Institute enjoyed a spectacularly influential year in 2006 with numerous national media appearances, including spots on the Fox News Channel, CNN, C-SPAN, CNBC and on more than 500 talk radio programs.



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).

As 2006 came to a close, BMI had more than doubled its media presence from 2005. The operation added an assistant editor in September. And to increase its impact, BMI streamlined its new Web site, [www.BusinessandMedia.org](http://www.BusinessandMedia.org).

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**



**Business & Media Institute, 2006**  
Communications Director Scot Christenson, Staff Writer Ken Shepherd, Assistant Editor Julia A. Seymour, Deputy Editor Amy Menefee, Researcher Paul Detrick, and Director and Boone Pickens Free Market Fellow Dan Gainor.

## BOARD OF ADVISERS

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Welcome to the Business & Media Institute - Windows Internet Explorer

<http://www.businessandmedia.org/>

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**Snapshot**

Unempl	4.4%	Oct. '06
Jobs	+92,000	Oct. '06
Job Growth	38 months	Straight
Inflation	0.1%	Oct. '06
GDP	1.4%	Q3 '06

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

**Special Report**  
**BAD NEWS BEARS**  
JOHN HARWOOD  
MP3  
Windows Media  
Network news stories have painted a bleak picture of an economy in decline despite good news ranging from low unemployment to 6.6 million new jobs created since August 2003. BMI's new study shows how ABC, CBS and NBC all spin economic reports into doom and gloom.

**Headlines**

- ABC Hypes 'Extreme Jobs' Taking Heavy Toll on Workers with 70-Hour Weeks  
Ken Shepherd - 11/28/2006
- Stories Lament Twentysomethings 'Forced' to Live with Parents  
Dan Gainor - 11/27/2006
- Warning! Retailers on the Holiday Prowl  
Julia A. Seymour and Amy Menefee - 11/22/2006
- 'NewsHour' Still Insists on Bursting Housing Bubble  
Rachel Waters - 11/21/2006
- CNN's Velski Ignores Treasury Chief's Warnings on Regulation  
Ken Shepherd - 11/21/2006

[More Headlines](#)

**Elsewhere on the Web**

- What's in a name?  
The American 11/28/2006
- The Exceptionally Entrepreneurial Society  
TCSDaily.com 11/28/2006
- Court kills tobacco verdict  
AP 11/28/2006
- The return of bubble up and trickle down  
The Copenhagen Post 11/27/2006
- Hurricane Predictions Off Track As Tranquil Season Wafts Away  
TBO.com 11/27/2006
- Holiday Sales Get Off to Solid Start, But Wal-Mart Doesn't Share Cheer  
The Wall Street Journal (subscription req'd) 11/27/2006
- Drug industry braces for Democrat-led Congress

**Multimedia**

In May 2006, NBC's Anne Thompson worried that the U.S. economy could be headed for a 1987-style crash.

**Previous Special Report**  
**BAD COMPANY**

**Previous Special Report**  
**BAD COMPANY II**

[Special Report Archive](#)

**NewsBusters**  
EXPOSING AND COMBATING LIBERAL MEDIA BIAS  
[NewsBusters.org](http://NewsBusters.org)  
The blog of the MRC





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 misrepresented by the liberal news media.

CNSNews.com employs a full staff of credentialed journalists at its Alexandria, Virginia headquarters, staffs bureaus in Jerusalem and the Pacific Rim, and works with credentialed correspondents in London, Paris, Moscow and Nairobi. A CNSNews.com correspondent, embedded with U.S. troops in Iraq, also filed a series of news articles for the organization.

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.

- Ann Coulter's 2006 book, *Godless: The Church of Liberalism*, made reference to CNSNews.com's two-part expose in January focusing

on anti-war critic U.S. Rep. John Murtha. She also cited a June news article by investigative reporter Marc Morano, titled "Flush Toilets Called Environmental Disaster by Greens," which examined another hypocritical effort by enviro-activists to limit the modern lifestyle.

- David Limbaugh's 2006 book, *Bankrupt: The Intellectual and Moral Bankruptcy of Today's Democratic Party*, cited CNSNews.com's continuing coverage of the controversies involving Iraqi weapons of mass destruction and the U.S. invasion of Saddam Hussein's regime. Limbaugh referenced reporter Melanie Hunter's article from June 2006 — "Document Details WMD Recovered in Iraq, Santorum Says" — as well as a Susan Jones dispatch, "Murtha Democrats Believe America Can't Win."

- 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

Total number of  
people who viewed  
CNSNews.com's materials  
in 2006 topped  
**40 MILLION**



Reporters and editors for CNSNews.com made more than 700 media appearances in 2006, reaching tens of millions of people in the U.S. and abroad. Some of the highlights included Jeff Johnson (left) discussing identity theft on *Fox & Friends*, Nathan Burchfiel (center) being interviewed about activist Cindy Sheehan on Fox's *Hannity & Colmes*, and Marc Morano discussing the Rep. John Murtha on CNN's *Reliable Sources*.



CNSNews.com: The Cybercast News Service - Windows Internet Explorer  
http://www.cnsnews.com/

**CNSNEWS.COM**  
Cybercast News Service™

The Right News.  
Right Now.

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Nation  
International  
Culture  
Campus Controversies  
Commentary  
Fact-O-Rama  
Letters to Editor  
Bozell's Column  
Cartoons!  
Special Reports

**Top 10 Articles**  
Week Ending November 26, 2006

1. Liberal Professor Targeted Me From Day One, Says Christian Student
2. Hastings Flap Confirms Pelosi's Problems as Leader, Analyst Says
3. Anti-Gun Mayor Pleads Guilty to Firearms Charges
4. US Support of Global Tax Group Is 'Ridiculous,' Senator Says
5. Pedophile Party Blames 'Far Right' for Campaign Collapse
6. Homosexual Group Urges 'Buying for'

**Top Headlines**

## Israel to Pull Last Troops Out of Disputed Border Territory

Jerusalem (CNSNews.com) - Israel has decided to hand authority to the United Nations over part of a disputed Arab town straddling the Israel-Lebanon border, a move designed in part to bolster the standing of embattled Lebanese Prime Minister Fouad Siniora, an Israeli official said on Monday. [Full Story](#)

## Gaza Becoming a 'Second Lebanon'?

Jerusalem (CNSNews.com) - Likud Party leader Binyamin Netanyahu said on Monday that the flow of weapons to the Gaza Strip is turning it into another Lebanon. [In News This Hour](#)

## Anti-Government Protests Continue in Beirut

Jerusalem (CNSNews.com) - Anti-government protests entered their fourth day in Beirut on Monday, and one Shiite protester was killed on Sunday. [In News This Hour](#)

## Bush, Shi'ite Leader Agree Iraqi Leaders Should Reject Extremists

(CNSNews.com) - President Bush met Monday with one of Iraq's most powerful Shi'ite leaders, and the two discussed the need for Iraqi leaders to "reject the extremists that are trying to stop the advance of this young democracy," Reuters reports. [Read News on the Web](#)

## Brownback Takes Steps for White House Run in 2008

(CNSNews.com) - Sen. Sam Brownback (R-Kan.) Monday filed the official papers to launch exploratory committee for a presidential run in 2008, Reuters reports. [Read News on the Web](#)

## Bayh Forms Presidential Exploratory Committee

(CNSNews.com) - Sen. Evan Bayh (D-Ind.) said Sunday he will form an exploratory committee within a few days for a 2008 presidential run, Reuters reports. [Read News on the Web](#)

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.

■ New books by Freedom Alliance President Thomas Kilgannon (*Diplomatic Divorce: Why America Should End Its Love Affair with the United Nations*) and Federalist Society chapter President Mark Smith (*The Official Handbook of the Vast Right-Wing Conspiracy: The Arguments You Need to Defeat the Loony Left*) referenced stories from CNSNews.com.

■ Nationally read publications like *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Washington Times*, *Human Events*, and *Business Week* also used CNSNews.com news articles as reference materials in 2006.

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.



**Cybercast News Service — CNSNews.com, 2006**  
(Standing) Managing Editor Patrick Goodenough, Communications Director Craig Bannister, Senior Editors Susan Jones and Melanie Hunter, and Staff Writer Monisha Bansal. (Sitting) Staff Writers Fred Lucas, Randy Hall, Kevin Mooney and Nathan Burchfiel. (Not pictured: Editor-in-Chief David Thibault, Jerusalem Bureau Chief Julie Stahl, and Staff Writers Jeff Johnson and Marc Morano.)

"CNSNews.com stands out for getting it right, in contrast to many old media sources that still put bias above the actual story itself. We use them every day in our show prep, because they give us great, breaking news stories and original content."

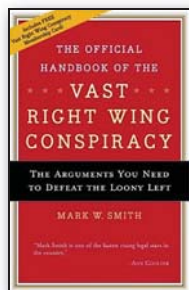
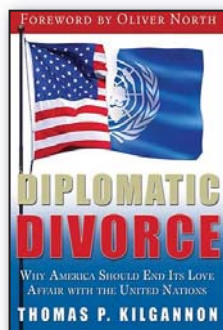
~ Sean Hannity

CNSNews.com is respected and used by many top media personalities and outlets

THE WALL STREET JOURNAL

The Washington Post

The Washington Times

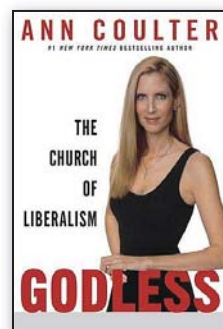


BusinessWeek

DRUDGE REPORT

Human Events

The New York Times







# Culture and Media Institute

Advancing Truth & Virtue in the Public Square

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](http://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 former *Los Angeles Times* news editor and the author of *The Age of Consent: The Rise of Relativism and the Corruption of Popular Culture*. He previously worked as director of the Culture & Family Institute at Concerned Women for America, and has been cited, published, or appeared in media such as the *Wall Street Journal*, *USA Today*, *New York Times*, *Washington Times*, *NBC*, *ABC*, *CBS*, *The O'Reilly Factor*, *Hannity & Colmes*, *Oprah*, *National Public Radio* and many others.

CMI Senior Editor Brian Fitzpatrick is the former editorial director of Salem Communications, the largest religious radio broadcasting company in America. CMI Senior Writer Kristen Fyfe is a former senior writer for the Parents Television Council.



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.





# Youth Education and Intern Program

## 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.

**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.**

**"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)



MRC President Brent Bozell speaks with 2006 summer interns during a weekly workshop.



# 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.

## 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



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.

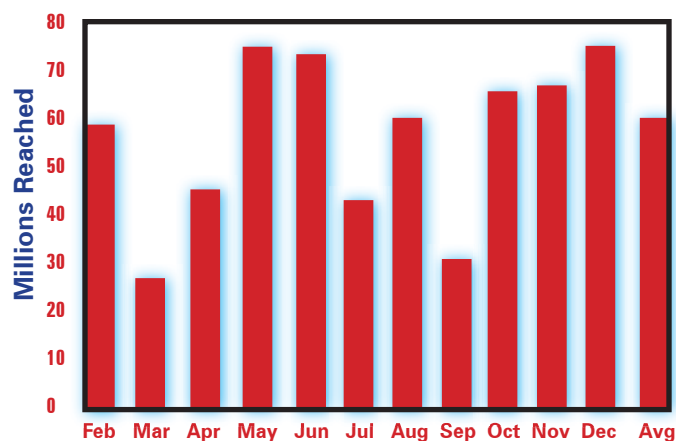
were invited to learn more about the MRC. This was accomplished through e-mails of Special Reports, news stories, and the MRC's best analyses. Once they were familiar with the MRC, individuals were asked to become a member of the MRCAction Team and commit to contact the media directly regarding stories 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."

### Weekly Audience Size

February – December, 2006



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

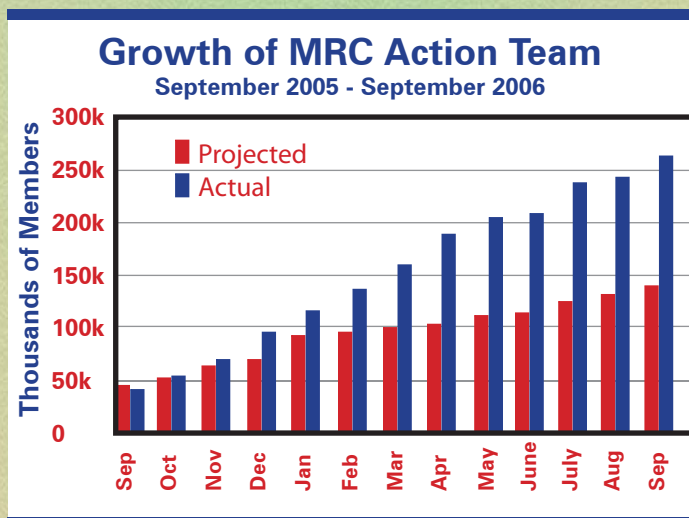


## FightMediaBias.org

Another outreach program under the "Tell the Truth!" umbrella, FightMediaBias.org is the MRC's "Dog Tags" initiative, which was originally launched in 2005 as a direct mail campaign to oppose liberal media bias against U.S. troops on active duty in the war against terror. Now online, FightMediaBias.org allows individuals to send a simulated "dog tag" to the troops and receive a matching "dog tag" to wear on a keychain. The initiative is assisted by Maj. Gen Jack Singlaub (USA Ret.), a staunch supporter of the MRC.

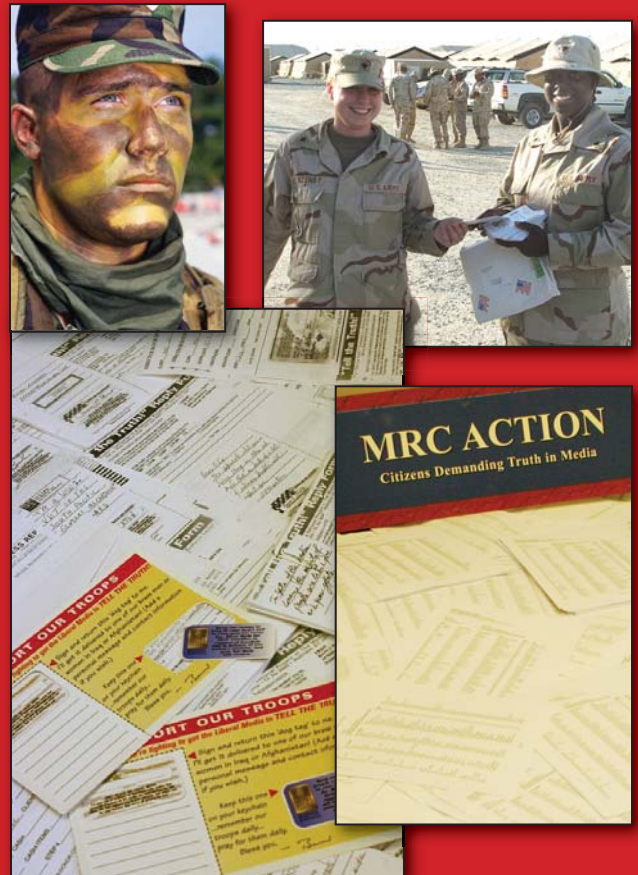
One tag bears the message "Don't Believe the Liberal Media — America Supports Our Troops!" and on the other side is a space for the recipient to sign and add a personal message to troops in Iraq and Afghanistan. These signed dog tags and accompanying messages of support are then sent to volunteer uniformed service personnel on the front lines who distribute them to individual troops. The second tag is for the responder to keep on his/her keychain, and it features a reminder to pray daily for the troops.

Over 450,000 of these packages were mailed out in 2005, with about 30,000 signed "dog tags" sent to troops in Iraq and Afghanistan during this first cycle. By the end of 2006, the MRC had delivered 101,894 "dog tags," with individual messages of support from all across America.



**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.**

By the end of 2006, the MRC had delivered 101,894 "dog tags," with individual messages of support from all across America.



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."





## 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  
 GOP 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  
 Back to the "Peaceable" Paradise: Media Soldiers for the Seizure of Elian  
 Outgunned: How the Network News Media Are

Spinning the Gun Control Debate  
 Cox Report vs. The Iran-Contra Report  
 Updated and Revised – Network Apathy Toward Chinese Contributions and Espionage  
 Four Campaigns, Eight Conventions... But Just One Spin  
 Updated and Revised – Roe Warriors: The Media's Pro-Abortion Bias  
 Conspiracy to Commit Journalism: The Media's Attack on the Scaife Foundation  
 Facts Exempt: Network News and Taxes  
 Plain as the News on Your Face: Clinton Lies and Obstruction that TV News Has Ignored  
 Facts Frozen Out: Network News & Global Warming  
 The Forgotten Five: Important Economic Facts Missing in the News  
 Businessmen Behaving Badly: Prime Time's World of Commerce  
 Women's Magazines: Liberal Pipeline to Soccer Moms  
 Addicted to Tobacco Stories: A One-Sided Portrayal of a Risky Product  
 The Clinton Economic Plan – Special Amnesia Edition  
 The Clarence Thomas Hearings – Special Sore Losers Edition  
 ~ *Partial listing*

### WEB PRODUCTS

www.MRC.org  
 MRC *CyberAlert*  
 www.CNSNews.com – Cybercast News Service  
 CNSNews.com *E-Briefs*  
 www.TimesWatch.org  
*TimesWatch Tracker*  
 www.NewsBusters.org  
 www.businessandmedia.org  
*The Balance Sheet*  
 www.cultureandmediainstitute.org  
 ~ *Partial listing*



# Inside the MRC

Founder and President: L. Brent Bozell III

Executive Director: Douglas Mills

Executive Assistant to the President:  
Danette Williams

Director of Financial Operations:  
Cheryl Michener

## News Analysis Division

V.P. of Research & Publications: Brent Baker,  
Steven P.J. Wood Senior Fellow

Director of Media Analysis: Tim Graham

Director of Research: Rich Noyes

Director of Communications:  
Michael Chapman

TimesWatch.org Director: Clay Waters

Senior News Media Analyst: Geoff Dickens

News Media Analysts:  
Brad Wilmoth, Megan McCormack,  
Mike Rule, Scott Whitlock and  
Justin McCarthy

Research Associate: Michelle Humphrey

Archives Assistants: Karen Hanna and  
Kristine Looney

## Business & Media Institute

Director: Dan Gainor,  
Boone Pickens Free Market Fellow  
Director of Communication: Scot Christenson  
Deputy Editor: Amy Menefee  
Assistant Editor/Analyst: Julia Seymour  
Staff Writer: Ken Shepherd  
Researcher: Paul Detrick

## CNSNEWS.COM – Cybercast News Service

Editor-in-Chief: David Thibault  
Managing Editor: Patrick Goodenough  
Senior Editors:  
Susan Jones and Melanie Hunter  
Jerusalem Bureau Chief: Julie Stahl  
Investigative Reporters/Staff Writers:  
Randy Hall, Kevin Mooney, Fred Lucas  
Monisha Bansal and Nathan Burchfiel  
Director of Communications:  
Craig Bannister

## Culture and Media Institute

Director: Robert Knight  
Senior Editor: Brian Fitzpatrick  
Senior Writer: Kristen Fyfe

## Youth Education & Intern Program

Intern Coordinator: Jane Carter  
Interns: Sarah Larkins, Alison Espach, Kai Sandvig,  
Philippa Wood, Kate Monaghan, Rachel Waters,  
Eugene Gibilaro, Chadd Clark, Christopher  
Palko, Meghan Mulhern, Aleena Shakeel

## Development

Vice President for Development: Thom Golab  
Assistant Director of Development: Sara Bell  
Director of Foundations: Heather Madden  
Asst. Finance Director: Lawrence Gourlay  
Development Associates: David Bozell & James Nolan  
Development Assistant: Jamie Sullivan  
Development Assistant/Receptionist: Beth Standen

## Marketing

Director of Marketing: Michelle O'Halloran  
Marketing Coordinator: Jane Carter  
Circulation Manager: Holly Schnitzler  
Marketing Asst. & Graphics: Fatimeh Rajabi

## Information Systems

Director of Information Systems: Eric Pairel  
Webmaster/Systems Admin.: Ryan Welch  
Webmaster: Michael Gibbons



Kristine Looney, Archives Assistant



CNSNews.com Investigative  
Reporter Nathan Burchfiel



David Bozell  
MRC Development Associate



MRC MARKETING TEAM:  
Jane Carter, Holly Schnitzler  
and Fatimeh Rajabi



DEVELOPMENT TEAM:  
Larry Gourlay, Thom Golab, Beth Standen,  
James Nolan, Heather Madden, David Bozell.  
(Sitting) Sara Bell and Jamie Sullivan



Brian Fitzpatrick  
CMI Senior Editor



INFORMATION SYSTEMS TEAM:  
Ryan Welch, Michael Gibbons and Eric Pairel



Kristen Fyfe  
Culture and Media  
Institute Senior Writer



MRC News Analyst  
Brad Wilmoth



CNSNews.com Managing Editor  
Patrick Goodenough



MRC News Analyst  
Justin McCarthy



MRC Archives Assistant  
Karen Hanna



Sara Bell, MRC Assistant  
Director of Development





# IMPACT



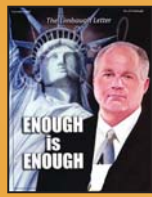
**The Boston Globe**

**The New York Times**

**MiamiHerald**

**Washington Post**

**Human Events**



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



# EVERYWHERE



Talk Radio Network

THE AMERICAN SPECTATOR

AP Associated Press

REUTERS

NEW YORK POST

INVESTOR'S BUSINESS DAILY

Washington Times

THE WALL STREET JOURNAL



WHAS, Louisville, KY  
WGST, Atlanta, GA  
WERC, Birmingham, AL  
KSFO, San Francisco, CA  
WBAL, Baltimore, MD  
KCOL, Colorado Springs, CO  
KFNN, 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  
WKTQ, Portland, OR  
WPGP, Pittsburgh, PA  
WMUZ, Detroit, MI  
WFLA, Tallahassee, FL  
WBT, Charlotte, NC  
WHP, Harrisburg, PA  
WLFL, Daytona Beach, FL  
WORD, Pittsburgh, PA  
WTKK, Boston, MA  
WDUN, Atlanta, GA  
KPCC, Los Angeles, CA  
WRVA, Richmond, VA  
WSPD, Toledo, OH  
WAFG, Ft. Lauderdale, FL

## PRINT

Associated Press  
Atlanta Journal-Constitution  
Austin American-Statesman  
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  
Hearst Newspapers  
Houston Chronicle  
Investor's Business Daily  
Jewish Press  
Kansas City Star  
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

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  
Sydney Morning-Herald  
Tampa Tribune  
The Hill  
The Independent  
Toronto Star  
United Press International  
USA Today  
Variety  
Wall Street Journal  
Washington Post  
Washington Times

## MAGAZINES

American Spectator  
Broadcasting & Cable  
Christianity Today  
Editor & Publisher  
Human Events  
National Review  
NewsMax  
Reason  
Slate  
TIME  
Weekly Standard  
World

## INTERNET

Agape Press  
Cato.org  
CBSNews.com  
CNN.com  
Drudge Report  
FoxNews.com  
FrontPageMagazine.com  
GOPUSA  
Hugh Hewitt blog  
Human Events Online  
Instapundit blog  
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







Tony Blankley



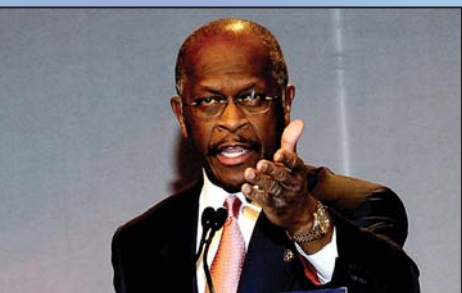
L. Brent Bozell III



Cal Thomas



Larry Kudlow



Herman Cain



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# THE MRC GALA

Featuring the DisHonors and the  
MRC's Tribute to the American Military

March 30, 2006 • Washington, D.C.

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.



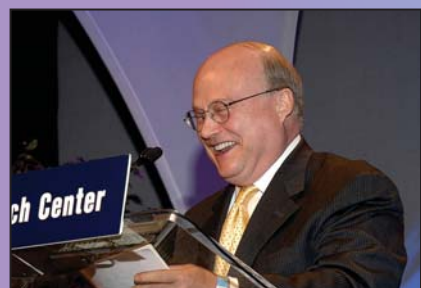
Stan Evans



Linda Chavez



Major General Jack Singlaub



Ken Cribb



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# 2006 Annual Meeting, Luncheon and Gala Reception



L. Brent Bozell III addresses the MRC annual board meeting



Virginia Manheimer



Tat Hillman



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Doug Mills



Dr. Susan Carlyle & Dennis Carlyle with Larry Gourlay



Joe & Adrienne Dworak with Brent Bozell



Abby Moffat with Onnie & Dr. Edward Duffie



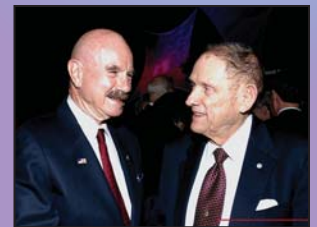
Tony Blankley & Brent Bozell with Ron Robinson



William Rusher, Robert Shoemaker & Curtin Winsor



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



G. Gordon Liddy with Maj. Gen. Jack Singlaub



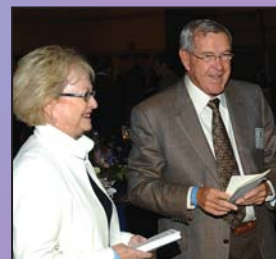
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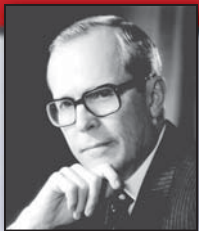


Ken Cribb & Father Robert Sirico with Linda Chavez



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# 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.

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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

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.

**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 Schieferstein**

**Margaret Standley**

**Melva Wallace**

**Dick Walsh**

**June Weston**

**Betty Wolfe**



"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*

# 2006 Financial Report

## MEDIA RESEARCH CENTER STATEMENT OF ACTIVITIES\*

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

	Unrestricted	Temporarily Restricted	Total 2006	Total 2005
<b>Revenue and Support*</b>				
Contributions	\$ 7,977,332	\$ 562,681	\$ 8,540,013	\$ 10,858,541
Subscriptions	8,832	—	8,832	29,902
Rental and other	324,607	—	324,607	325,932
Interest/Investment Income	446,497	—	446,497	37,408
Net assets released from restrictions	2,132,187	(2,132,187)	—	—
<b>Total revenue and support</b>	<b>10,889,455</b>	<b>(1,569,506)</b>	<b>9,319,949</b>	<b>11,251,783</b>
<b>Program Services Expenses</b>				
News Analysis Division	2,071,584	—	2,071,584	2,852,618
Cybercast News Service	1,390,372	—	1,390,372	1,539,438
Business and Media Institute	800,975	—	800,975	874,006
Culture and Media Institute	206,351	—	206,351	—
Grassroots	567,578	—	567,578	—
Youth Education & Intern Program	195,637	—	195,637	175,880
<b>Total Program services</b>	<b>5,232,497</b>	<b>—</b>	<b>5,232,497</b>	<b>5,441,942</b>
<b>Support Services</b>				
Resource development	2,912,411	—	2,912,411	1,851,620
General and administrative	535,370	—	535,370	508,385
<b>Total Support Services</b>	<b>3,447,781</b>	<b>—</b>	<b>3,447,781</b>	<b>2,360,005</b>
<b>Total Expenses</b>	<b>8,680,278</b>	<b>—</b>	<b>8,680,278</b>	<b>7,801,947</b>
<b>Change in Net Assets</b>	<b>2,209,177</b>	<b>(1,569,506)</b>	<b>639,671</b>	<b>3,449,836</b>
<b>Net assets, beginning of year</b>	<b>6,432,519</b>	<b>2,935,759</b>	<b>9,368,278</b>	<b>5,918,442</b>
<b>Net assets, end of year</b>	<b>\$ 8,641,696</b>	<b>\$ 1,366,253</b>	<b>\$10,007,949</b>	<b>\$9,368,278</b>

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



## BALANCE SHEET STATEMENT OF FINANCIAL POSITION\*

December 31, 2006 and 2005

	Year 2006	Year 2005
<b>ASSETS</b>		
Current Assets		
Cash and cash equivalents	\$ 472,515	\$ 1,786,151
Pledges receivable	1,366,253	2,935,759
Due from PTC	43,296	8,660
Prepaid and other	219,421	186,159
Total current assets	2,101,485	4,916,729
Investments	5,655,920	2,574,153
Investments – Annuity	454,116	321,879
Property and equipment – net of accumulated depreciation and amortization	3,069,829	3,074,754
<b>Total Assets</b>	<b>\$ 11,281,350</b>	<b>\$ 10,887,515</b>
<b>LIABILITIES AND NET ASSETS</b>		
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
<b>Total Liabilities</b>	<b>1,273,401</b>	<b>1,519,237</b>
<b>Net Assets</b>		
Unrestricted	8,641,696	6,432,519
Temporarily restricted	1,366,253	2,935,759
<b>Total Net Assets</b>	<b>10,007,949</b>	<b>9,368,278</b>
<b>Total Liabilities and Net Assets</b>	<b>\$11,281,350</b>	<b>\$10,887,515</b>

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



**"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*



Media Research Center  
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Alexandria, Virginia 22314  
(703) 683-9733

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

**SEAN HANNITY ~ FNC's *Hannity & Colmes***

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

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

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

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

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

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

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