ABOUT THE COVER: At the MRC’s 20th Anniversary Gala, Herman Cain, Chairman of the MRC’s Business & Media Institute, and MRC Board of Trustees Chairman Dick Eckburg surprised Brent Bozell with this painting they commissioned by renowned artist Steve Penley. Penley is best known for his bold and vibrant paintings of historical and popular icons, including Ronald Reagan, George Washington and Winston Churchill. The massive 7’ x 9’ painting now hangs outside Mr. Bozell’s office suite at the MRC’s headquarters in Alexandria, Virginia.
A Message from L. Brent Bozell III

In 2007, the liberal media proved, once again, that they are the most powerful arm of the Left. They continued to promote a scorched Earth policy against the conservative movement and the principles you and I hold dear.

The “iron triangle,” as Elliot Abrams once described it, of liberal bureaucrats, a liberal press and liberal Democrats in control of Congress was on full display in 2007. Together, the “iron triangle” tried to force Rush Limbaugh and Bill O’Reilly off the airways with baseless accusations, outright lies and a vicious campaign of character assassination. Not only did they ignore one liberal scandal after another, the media blatantly over-promoted liberal candidates – any liberal candidates – for president. And The New York Times not only allowed George Soros to viciously slander General Petraeus in an ad – they gave the ad premium placement at a discount of more than half the going rate – and proceeded to lie about it when they got caught. On each and every instance, the Media Research Center pounced, thwarting the liberal media’s agenda.

The MRC came to the defense of conservative talk show hosts, appearing on television 16 times; bombarding Congress and the media with letters, e-mails and faxes from our grassroots network; and reporting the true story on CNSNews.com, MRC.org and NewsBusters.org. After we documented how network morning shows gave Democrats twice the coverage they gave GOP candidates, our grassroots activists sent more than 30,000 petitions to CBS, ABC and NBC demanding balanced election coverage. The MRC Action Team also sent more than 4,000 e-mails to The New York Times public editor, forcing him to admit that the Times should not have placed an ad denigrating the head of America’s armed forces in Iraq.

Not a day went by when the MRC was not active in the public policy conversation confronting and neutralizing left-wing “news” media attacks. If you flipped on your radio to listen to conservative talk, you heard the host use MRC material to expose the leftist press. If you turned on the television you probably saw an MRC spokesman or heard MRC research being used on FNC, MSNBC, CNBC or CNN.

In 2007 alone, MRC material was cited by newspapers, blogs, online news services, television news, magazines and other news sources more than 6,900 times, or an average of 19 times per day. Our Business & Media Institute has a weekly segment on Fox Business Network to discuss the media’s distortion of economic coverage. Special Reports by the MRC’s Culture and Media Institute appeared in USA Today, U.S. News and World Report, and Investor’s Business Daily. FNC’s Special Report with Brit Hume regularly cited stories by CNSNews.com.

In an average week in 2007, the MRC’s message reached more than 64 million Americans.

Our efforts have not gone unnoticed. More and more Americans saw through the media’s façade of objectivity. Five separate polls conducted in 2007 showed that increasing numbers of Americans are aware of the media’s liberal bias.

As I have always said, just give us a level playing field and our ideas will win the day. The Left knows this, and they’ll do whatever it takes to not only prevent us from having a level playing field, but left unchecked, they’d keep us from getting anywhere near it. Thanks to the thousands of like-minded financial supporters and a grassroots army numbering in the hundreds of thousands, we’re able to fight for truth and liberty in the media with great success.

Sincerely,

L. Brent Bozell III
Founder and President
In 1987, armed with three VCRs and a single black and white television set, the MRC set off on a mission to document, expose and neutralize liberal bias dominating America’s news media.

Twenty years later, the MRC’s News Analysis Division (NAD) continues the fight, utilizing the most comprehensive research operation of its kind anywhere in the world. Expert analysts track liberal bias in more than 85 news programs a day and input over 560 hours of programming every week into the MRC’s News Tracking System (NTS).

The MRC archive is the largest in the world today. There are more than 338,000 total hours of footage, all of it analyzed by experts using 42 computers with DVR (digital video recording) access. The archive is the backbone of the MRC, enabling the organization to track each episode of bias as it occurs and to document patterns of bias across years and decades. In 2007, NAD received more than 700 requests from outside researchers to access data in the archives, including ABC’s 20/20, Columbia University and Challenger Films.

Each year, the experts in NAD expose thousands of instances of liberal bias. In 2007, NAD analysts produced more than 950 articles for the MRC’s daily e-mail newsletter, CyberAlert; 16 Media Reality Check fax reports; four Special Reports; and 27 issues of Notable Quotables, highlighting outrageous and often humorous quotes from the liberal media. Their work appears daily in major newspapers and on television news shows; talk radio programs; and in online publications, including The Washington Times, Fox News Channel, Rush Limbaugh and countless others. In 2007, the News Analysis Division was quoted more than 1,500 times.

From the Left’s attacks on Bill O’Reilly and Rush Limbaugh to the unprecedented early start of the 2008 election season, NAD analysts often worked around the clock to expose liberal bias in the broadcast and print media.

Among the News Analysis Division’s 2007 highlights:

- Fought attempts to silence conservative voices. After a campaign by Media Matters and willing allies in the liberal media to promote false accusations against Rush Limbaugh and Bill O’Reilly, NAD quickly responded to attacks on these leading conservatives with a series of articles posted at MRC.org and NewsBusters; CyberAlert e-mails; Brent Bozell’s nationally syndicated news column; press releases; and 16 TV and radio appearances by top MRC executives to set the record straight.

- Exposed how the network morning shows favored Democratic presidential candidates. The MRC Special Report, Rise and Shine on Democrats: How the ABC, CBS and NBC Morning Shows are Favoring the Democrats on the Road to the White House, 2008, received coverage on all three cable news networks, including MSNBC’s Morning Joe and FNC’s Special Report with Brit Hume. Among its findings, the report documented that all three Democratic frontrunners received more attention than any of the top Republican candidates. It was also the subject of an Associated Press report that was picked up by several newspapers, including the Atlanta Journal-Constitution, Houston Chronicle and the Orlando Sentinel.

- Issued two editions of the Best of Notable Quotables. To celebrate the MRC’s 20th Anniversary, NAD published a special 20th Anniversary edition of the Best of Notable Quotables, a compilation of the worst quotes of the last two decades. For the first time, the online edition featured more than 50 click and play Flash videos, the MRC’s first-ever use of Flash video. In December, the division also released the Best Notable Quotables of 2007: The Twentieth Annual Awards for the Year’s Worst Reporting, selected by a panel of more than 50 leading conservative media opinion leaders. Fox News Channel’s Fox & Friends featured the Best of NQ, as did the New York Post, Pittsburgh Tribune-Review, Rocky Mountain News, Jewish Press and Human Events, among others.
Denounced liberal bias during more than 40 television appearances and over 260 radio appearances. The News Analysis Division appeared on CNN’s Glenn Beck; CNBC’s Kudlow and Company; MSNBC’s Morning Joe; and FNC’s The O’Reilly Factor, Special Report with Brit Hume, The Big Story with John Gibson, Fox & Friends, Hannity & Colmes, and Your World With Neil Cavuto. Radio appearances included the nationally syndicated Laura Ingraham Show, Hannity Radio, the G. Gordon Liddy Show, and others. NAD’s work was also cited by numerous print and online publications, including The Drudge Report and the syndicated column of Cal Thomas.

“For conservatives, the MRC is Google, LexisNexis and YouTube all rolled into one.”

PAT SAJAK
Television Personality

In 2007, MRC spokesmen were interviewed on television 41 TIMES regarding research and findings from the News Analysis Division. In addition, research from NAD was used countless other times on television, with and without direct citations.

The MRC’s Web site is updated daily with the latest documentation of liberal bias. The extensive archive of more than 20 years of quotes and studies is regularly accessed by conservative opinion leaders and interested journalists.

The MRC’s Digital Video Recording (DVR) system records nearly 600 hours a week of news and entertainment programming. All shows are immediately available for analyzing by any division of the MRC. Its digital format enables video clips to be easily posted on MRC Web sites.
The MRC’s Business & Media Institute focuses exclusively on documenting and exposing the liberal media’s antagonism toward the free enterprise system.

BMI’s reputation as a defender of business and the free market has resulted in regular citations in newspapers, including two of America’s top business publications — Investor’s Business Daily and The Wall Street Journal. The press regularly turn to BMI’s analysis of the media’s own coverage of business and the economy. BMI provides common-sense explanations of economic issues and presents information that clearly defines and defends free markets.

In 2007, BMI’s analysis of media coverage of two key issues — climate change and the U.S. economy — was covered by media outlets across the spectrum. From film, television and radio appearances to citations in books and newspapers, BMI worked to change how the media cover economics.


Among BMI’s 2007 successes:

- The Fox Business Network launched a new weekly segment featuring BMI Vice President and T. Boone Pickens Fellow Dan Gainor. The segment, Blasting Biz, can currently be seen in 30 million homes and exposes the latest anti-business media bias. In addition to his weekly segment on Fox Business Network, Gainor appeared on FNC’s Your World with Neil Cavuto, Fox & Friends, The Big Story with John Gibson, CBN’s NewsWatch, 700 Club and CNBC’s Power Lunch.

- BMI’s 2006 Special Report, Fire and Ice, continued making waves. Updated in 2007 to include Al Gore’s Oscar win for An Inconvenient Truth, Fire and Ice was prominently featured in no less than four books, including Crazies to the Left of Me, Wimps to the Right by bestselling author and political commentator Bernard Goldberg and the Politically Incorrect Guide to Global Warming, by Chris Horner. In addition, Rush Limbaugh featured Fire and Ice on his radio show on four separate occasions and placed a prominent link to the report on his Web site.

- BMI released three Special Reports documenting the media’s bias against business. The third and final report in the Bad Company series examined how businessmen are negatively portrayed by the media; Prescription for Bias discussed how the media attack drug companies while rarely giving credit for development of groundbreaking drugs; and Debt: Who’s Responsible — a study done in conjunction with the MRC’s Culture and Media Institute — looked at how the media blame consumer debt on businesses without mentioning a borrower’s personal responsibility for taking on debt.

- BMI took a leading role in exposing the media’s biased reporting on the uninsured. The BMI story “Health Care Lie: 47 Million Americans Uninsured” by Julia Seymour received broad recognition from scores of media, including major outlets such as The Mark Levin Show, The Neal Boortz Show and the Philadelphia Inquirer.

- BMI staff appeared on radio shows nearly 400 times, including nationally syndicated programs hosted by G. Gordon Liddy, Dennis Miller, Mancow Muller, Thom Hartmann, Drew Mariani, Tavis Smiley, Lars Larson and Michael Medved. In addition, BMI Managing Editor Amy Menefee made her TV debut on Fox & Friends and has since appeared on CBN’s NewsWatch and the Fox Business Network.

BMI By the Numbers

- Media Myth reports .......... 4
- Special Reports ............... 3
- Press Releases ............... 5
- Commentary .................. 47
- The Balance Sheet ........... 49
- Articles ...................... 472
- Radio Appearances .......... 391
- TV Appearances ............. 37
BMI’s Web site drew 13 hits on the Drudge Report in 2007, including several about media climate change coverage. Talk radio star Rush Limbaugh had this to say about BMI’s global warming report *Fire and Ice*: “This puts the blame for all of this hysteria on global warming exactly where it belongs, and that is the media!”

“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**

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**IN MEMORIAM**

John Berthoud
President, National Taxpayers Union
In its first full year of operation, the MRC’s Culture and Media Institute worked to advance, preserve and help restore America’s culture, character, traditional values and morals against the liberal media assault.

Funded by a three-year, $1 million challenge grant from the John Templeton Foundation, CMI began its work by commissioning the polling firm of Fabrizio, McLaughlin & Associates to conduct a national survey to determine what Americans believe; how their moral beliefs affect their opinions on key social issues; and how they perceive the media’s influence on America’s morality. A key component of CMI’s 2007 success was analyzing and publishing the results of this important survey.

Only three months old when 2007 began, CMI quickly became a familiar face on television and talk radio, making its public debut in March with a press conference at the National Press Club and a first-ever Special Report, The National Cultural Values Survey. CMI staff appeared on television 33 times and on talk radio more than 370 times by year’s end.

In 2007, CMI published three Special Reports; ten Eye on Culture reports that correct media misreporting on cultural issues; and began a weekly e-mail newsletter, Culture Links. Among the highlights:

- The National Cultural Values Survey examined America’s moral beliefs. The report, a compendium of survey results, was picked up by the national media, garnering an article in USA Today, and a front-page, four-column feature in The Washington Times. Additional media coverage included interviews on Factor Radio, Family News in Focus, Prime Time America, USA Radio Network, and CBN’s The 700 Club.

- CMI released The Media Assault on American Values at a seminar featuring Michael Medved. In a presentation carried by C-SPAN3, CMI Director Robert Knight discussed additional findings from CMI’s national survey to an audience of more than 100 academics, activists and media. MRC President Brent Bozell and Dr. S. Robert Lichter joined Michael Medved to examine how Americans view the media’s impact on culture. The second of CMI’s Special Reports, the study was cited by numerous media outlets, including U.S. News & World Report, the New Republic and ABCNews.com.

- In conjunction with BMI, CMI issued a third Special Report, DEBT: Who’s Responsible? An in-depth examination of how the media cover the issue of personal responsibility and debt, the report appeared in the business publication Investor’s Business Daily and was discussed on talk radio and online.

- More than 70 op-eds appeared in outside publications. Investor’s Business Daily, Human Events, Townhall.com, The Washington Times and WorldNetDaily were among the many media outlets that carried columns by CMI. In addition, CMI authors garnered more than 1,300 citations in print and online.
Author, film critic, and talk-radio host Michael Medved gave the keynote address at the June 6 seminar for the release of the MRC’s Culture and Media Institute Special Report, *The Media’s Assault on American Values*. Medved called the report, “...one of the most important studies of its kind in years.”

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CMI’s Web site is updated daily with articles and features that expose how the media undermine traditional American values. The site is supervised by Senior Editor Brian Fitzpatrick, who also edits CMI’s weekly e-newsletter *Culture Links*, which examines in depth the hottest culture/media issue of the week.

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“The 2007 CMI Staff

(Standing) Robert Knight and Colleen Raezler

(Sitting) Kristen Fyfe and Brian Fitzpatrick

CMI Board of Advisers

Jan LaRue, Esq.

Former Chief Counsel, Concerned Women for America

Michael Medved

Nationally syndicated radio host, best-selling author and film critic

Thomas Lickona, Ph.D.

Director of the Center for the Fourth and Fifth Rs (Respect and Responsibility) at the State University of New York-Cortland

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CMI By the Numbers

Special Reports .................................................. 3
Eye on Culture Reports ............................................. 10
Daily Articles and Commentary .............................. 274
Press Releases ................................................... 23
Culture Links .................................................... 16
Television Appearances ........................................ 33
Radio Appearances ............................................. 370

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“...I often turn to CMI for vital analysis. Robert Knight and the CMI staff always provide timely news and informed commentary on the intersection of media and culture.”

ROBERT STACY MCCAIN

Washington Times, Assistant National Editor – former editor, “Culture, Et Cetera”
Now in its fourth year, TimesWatch, led by Director Clay Waters, has established itself as the leading critic of The New York Times’ liberal political agenda.

In 2007, TimesWatch analyzed every page and section of the ‘paper of record,’ documenting biased articles on a daily basis. In addition, TimesWatch tracked what Times reporters and authors wrote and said in other media outlets.

TimesWatch documentation of the “Gray Lady’s” bias was recognized by numerous national media outlets. Some of the project’s highlights include:

● Catching the Times’ Double Standards. Months after ignoring liberal reporter Neil MacFarquhar’s appearance on The Charlie Rose Show, where he voiced anti-Bush liberal sentiments, the public editor of the Times chastised reporter Michael Gordon for voicing an opinion supporting the troop surge, also on The Charlie Rose Show. The TimesWatch story was cited by numerous outlets, including the New York Post, Investor’s Business Daily and Fox News Channel’s Special Report with Brit Hume.

● After the Times gave MoveOn.org a deep discount on an ad denouncing General Petraeus as ‘General Betray Us,’ TimesWatch led the outcry against the Times’ role in running the ad. Director Clay Waters was interviewed by numerous media outlets, including an appearance on FNC’s Fox & Friends.

● A record number of television appearances by TimesWatch Director Clay Waters. Waters discussed numerous stories on the Fox News Channel, including interviews on The Big Story with John Gibson, Fox & Friends and multiple appearances on Your World with Neil Cavuto. TimesWatch was also cited by the most popular show on cable news, The O’Reilly Factor.

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

Stephen Spruiell, Media Blog, National Review Online

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

Michael Rubin, American Enterprise Institute

“TimesWatch [provides] consistently trenchant analysis of the distortion and bias that have come to define the news coverage provided by The New York Times.”

The Jewish Press

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

Mark Levin, The Mark Levin Show, WABC Radio
In 1998, the MRC saw the opportunity provided by the Internet and launched the first national news service for conservatives, Cybercast News Service, located at www.CNSNews.com. CNSNews.com has evolved into one of the top news sites on the Internet. More than 37 million people visited CNSNews.com this year alone.

2007 was a year of transition for CNSNews.com. While CNSNews.com Editor-in-Chief David Thibault fought, and ultimately lost, his battle with cancer (see page 11), Pacific Rim Bureau Chief Patrick Goodenough served as managing editor in David’s absence before returning to his home in New Zealand. As the year ended, NAD Director of Communications Michael Chapman took on the role of managing editor; and CNSNews.com welcomed former Human Events Editor Terence “Terry” Jeffrey as the new editor-in-chief.

Despite the uncertainty, CNSNews.com staff writers charged forward, providing thousands of impartial stories the liberal media misreported, under-reported or ignored. They increased their use of video and audio to take advantage of the multi-media potential of the Web. And in a time when national newspapers continue to cut their foreign correspondents, CNSNews.com maintained its international bureaus in Jerusalem and the Pacific Rim and worked with credentialed correspondents in London, Paris, Prague, Buenos Aires, Nairobi, Moscow and New Delhi to keep readers on top of world events.

With a full complement of reporters headquartered in Virginia, and correspondents across the nation and even across the globe, CNSNews.com produced one story after another in 2007. Among the highlights:

- Staff Writer Nathan Burchfiel reported on the efforts of Lila Rose, a college student who posed as a minor and secretly videotaped a Planned Parenthood counselor advising her to lie about her age. Brit Hume cited Nathan’s piece on Fox News Channel and the story gained steam in the national press. The next day, Michelle Malkin, Bill O'Reilly, National Review and The Washington Times all covered the story. Nathan appeared on FNC’s Hannity & Colmes to discuss the story, and Rep. Jean Schmidt (R-Ohio) publicly expressed her outrage at the case.

- “Phony Soldiers” and Rush Limbaugh. When the Left began a smear campaign to claim that Rush Limbaugh had insulted all soldiers who have spoken out against the Iraq War, CNSNews.com went to Capitol Hill to get reaction and cover both sides of the controversy. CNSNews.com not only recorded Sen. Carl Levin (D-MI) admitting he hadn’t read the full transcript of Rush’s comments before condemning them, but also reported Rep. Henry Waxman (D-CA) denying an American Spectator article about Democrats preparing to conduct an investigation into conservative radio hosts. Rush Limbaugh, Sean Hannity, the Drudge Report and The Washington Times all cited and linked to CNSNews.com.

- Editor and Staff Writer Randy Hall’s coverage of the Miller Brewing Company’s sponsorship of an ad for the Folsom Street Fair “leather” festival that mocked the Last Supper had a direct impact on the debate over whether or not companies should sponsor ads that offend their core audience. The article was discussed on-air by nationally syndicated talk show hosts, including Laura Ingraham, and

“[I] would like to take this opportunity to pass along “Kudos” to CNSNews.com for your news coverage on the real issues of the day. As a network newsmen and talk show host I have found your coverage invaluable to our daily efforts here at USA Radio Network.”

John Clemens ~ USA Radio Network
CNSNews.com's Nathan Burchfiel discussed House Speaker Nancy Pelosi's response to the story on FNC's Fox & Friends. The outcry prompted Miller to issue a formal apology and a Miller spokesman told CNSNews.com the company had asked for their logo to be removed from the ad.

- CNSNews.com reporters were interviewed or cited by more than 700 major radio, television, print and Internet publications. Nationally syndicated talk show hosts Rush Limbaugh, Sean Hannity and Mark Levin cited CNSNews.com stories and FNC's Brit Hume regularly quoted articles on his "Political Grapevine" segment. In addition, Editor-in-Chief Terry Jeffrey appeared weekly on CNN's The Situation Room. On the Internet, the Drudge Report, a site with more than 13 million daily readers, linked to CNSNews.com articles a record 17 times in 2007.

The CNSNews.com Web site provides readers with vital political, cultural, national, and international news on issues that are typically unreported, underreported, or misreported by the establishment media. Many of the top names and organizations in the news and political talk media rely on CNSNews.com daily for topics, guests and content.

"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, FNC’s Hannity & Colmes

"CNSNews.com provides excellent background, context, history and analysis about the events of the day. They also break new ground on stories that mainstream journalists don’t cover."

Rush Limbaugh

"CNSNews.com reports what the mainstream media refuses to tell you. It makes it possible to keep my listeners fully informed on current events."

G. Gordon Liddy
Farewell to a Friend
David Thibault, CNSNews.com Editor-in-Chief

“I feel great — much better than before I got sick,” wrote CNSNews.com Editor-in-Chief Dave Thibault in September 2006. “Don’t worry about me being tired... I sense a miracle in the making. The power of prayer? Oh yeah, baby!”

When Dave wrote those words, he was several months into his second battle with cancer. But this time it was leukemia, and this time it wasn’t the disease but the valiant efforts to cure him that killed him at age 49. Dave breathed his last at 6:55 AM, July 20, 2007, at the Johns Hopkins Hospital in Baltimore.

For those who knew him, the unwavering faith that sustained Dave throughout his long struggle is the true miracle. One colleague said: “He was the most honorable man I have ever known, and his faith, integrity, character, vision, drive, and enthusiasm are an inspiration to me every day.”

Dave was a New England kid. It was in Manchester, New Hampshire, where the young reporter for a local radio station was bitten by the news bug that brought him to Washington.

Dave’s first job in the nation’s capital was in the office of Judd Gregg, then a U.S. Representative from New Hampshire, now a Granite State U.S. Senator.

Dave moved from Capitol Hill to television, producing and writing newscasts for the ABC affiliate in Washington. In 1993, Dave brought his television expertise to the Republican National Committee, producing and writing various news segments for a national audience.

He came to the Media Research Center in May 2000, eager to join the MRC’s new enterprise that would shape him — and those around him — in important ways. Under his leadership, the fledgling Cybercast News Service thrived and grew into a real journalistic powerhouse in the “new media.” But what was more striking to those who worked with him was the energy and integrity that Dave brought to all that he did.

Above all else, Dave was a passionate advocate for excellence in all aspects of his life. He demanded much of others, but always more of himself. Because of his cancer, Dave suffered more than people could imagine — and they can only imagine because he refused to show it. What his friends did know was his love of life. Dave dreamed big, and he lived many of his big dreams.

Three and a half weeks after meeting Lisa Gagnon in 1986, he proposed to her. The love affair never ended. Together they adopted three children from Russia. Father’s Day cards and crayon drawings covered his office wall.

Dave loved the Boston Red Sox, and he spent two weeks fulfilling a dream — attending the Official Boston Red Sox Fantasy Camp in Florida.

Dave loved to golf, so he went to Scotland.

Dave successfully battled testicular cancer, and he not only read Lance Armstrong’s book, he sought out and met the athlete who had inspired him to fight the disease.

Dave loved to run, so he ran seven different marathons, including the Boston Marathon — twice. The second time, he did so with leukemia. But he didn’t know it then.

There was a poster hanging in Dave’s office, called “The Run Within.”

“There may be dew on the ground, there may be snow, there may be rain, or the ground may be dry,” the poster reads. “But I will find the trail, the path, the track or the road because none will come to me. A path to one more hill. One more mile. One second faster. I awaken to the run outside, and each day I live The Run Within.”

Dave Thibault’s race is now finished, and what a great run it was. Now he rests with God, and he is most probably patiently lecturing the angels on the superiority of his beloved Boston Red Sox.
Since 2004, the MRC has worked tirelessly to mobilize hundreds of thousands of activists and arm them with the information and tools they need to fight the leftist press. This grassroots strategy includes three programs: the MRC Action Team (MRCAction.org), an online network of citizens mobilized behind the MRC’s “Tell the Truth!” campaign; FightMediaBias.org, a grassroots Web site that mobilizes people across the nation to fight specific battles supporting MRC Action; and NewsBusters.org, the MRC’s top ranked blog. The MRC’s grassroots army numbered over 380,000 in 2007.

The MRC Action Team

The MRC Action Team is the result of a strategic alliance with Grassfire.net — a conservative activist group of more than two million Americans. Members of the MRC Action Team are committed to contacting the media directly to demand they “Tell the Truth!” about stories that are blatantly biased.

In 2007, the MRC Action Team regularly signed petitions, e-mailed the media, made phone calls and passed on the ‘call to action’ to their family and friends. The average MRC Action Team member passed each call to action e-mail to seven additional people, reaching over two million people each time.

In 2007, the MRC Action Team asked members to focus on the liberal media’s attempt to silence conservative talk radio, their promotion of a gun control agenda, illegal immigration, and their opposition to the war in Iraq. Members signed more than 66,000 petitions in 2007, bringing the total number of petitions signed by the MRC Action Team to over 476,000 in the last three years.

When the media attacked Rush Limbaugh in September, the MRC Action Team went into overdrive.

- Virtually overnight, 18,150 members visited the Clear Channel Web site to e-mail their support for Rush;
- More than 44,000 individuals signed a citizen letter to liberal Senator Harry Reid expressing support for Rush Limbaugh;
- More than 31,000 faxes clogged the machines of the top 12 members of Congress who led the attack against Rush, including Sen. Hillary Clinton, Sen. Harry Reid and Speaker Nancy Pelosi.

The MRC Action Team also led the fight against The New York Times after the Times published MoveOn.org’s ‘General Betray Us’ ad. After the MRCAction Team sent more than 4,000 emails to The New York Times’ public editor Clark Hoyt, he admitted the Times’ made a mistake in running the ad at the deeply discounted rate given to MoveOn.org. Although he didn’t mention the MRC by name, Hoyt specifically mentioned the number of emails he’d received as a key factor in his investigation of the ad.

Fight Media Bias

FightMediaBias.org supports MRCAction.org in its fight against liberal media bias by hosting specific programs, such as:

- Support the Troops. The MRC’s “Dog Tag” program sends messages of support to troops in Iraq and Afghanistan while working to thwart media attempts to undermine the troops’ mission. Since the program began in 2005, more than 118,500 “Dog Tags” have been sent overseas.
- Is The New York Times Anti-Religion? Started in November 2007, this initiative works to fight The New York Times’ undeclared war on Christianity. This online campaign tracks American’s views of The New York Times’ religious reporting, and enables them to send a letter directly to public editor Clark Hoyt demanding the Times to stop its bias.

In addition, FightMediaBias.org sends a weekly e-mail news update, The Weekly Slant, to more than 48,000 activists highlighting MRC research and publications.
NewsBusters.org, the MRC’s popular Web log (blog), continues its reign as one of the most popular blogs on the Web. Rated in the top 100 blogs on the Web and one of the top five conservative blogs by respected Web ratings company Technorati, NewsBusters enables MRC staff and outside commentators to expose liberal media bias 24 hours a day, seven days a week. In 2007 alone, NewsBusters posted more than 6,900 items documenting bias, an average of more than 19 per day.

In 2007, NewsBusters launched “NewsBusted,” a bi-weekly online comedy show. Featuring jokes that poke fun at the liberal media and the news of the day, “NewsBusted” quickly rose to become the most popular original show on YouTube, the Internet’s top-rated video site. Since its inception in September, “NewsBusted” has consistently had more views per episode and more subscribers per day than any other conservative channel, including those of the presidential candidates. Cumulatively, “NewsBusted” episodes have been watched more than two million times.

Other NewsBusters highlights from 2007 include:

- **Record Internet Numbers.** NewsBusters reached an all-time high for single-day audience for its coverage of liberal plants inside the Republican CNN/YouTube debate. More than 350,000 people visited the site in a 24-hour period. 2007 saw a doubling of NewsBusters’ audience from 35,000 to 70,000 daily visitors, and was linked to by more than 3,700 blogs, including Little Green Footballs, Instapundit, Powerline and Michelle Malkin. It continues to be the most-quoted blog on the Right, with MRC officials regularly discussing NewsBusters’ stories on radio and television.

- **Defending Rush.** In October, the far-Left and their media allies launched an unprecedented attack of false accusations against Rush Limbaugh. NewsBusters bloggers moved quickly to Rush’s defense and set the record straight. Throughout the ordeal, NewsBusters was frequently linked to on the front page of Rush’s Web site, while Limbaugh mentioned the MRC and NewsBusters several times on his radio show.

- **Popular Blog Post.** In November, NewsBusters chronicled Weather Channel Founder John Coleman’s denunciation of global warming as “the greatest scam in history.” More than 400,000 people read the story, making it one of NewsBusters’ most popular stories.

- **A nomination for the 2007 Kairos Awards for Blogging Excellence from the University of Pittsburgh.** “This blog demonstrates superior timeliness,” stated awards officials.

In 2007, the NewsBuster audience doubled from 35,000 to 70,000 visitors per day.
For 15 years, the MRC’s Youth Education and Intern Program has mentored college students, training them to recognize media bias and the need for balanced journalism while preparing them for careers in journalism, mass media, public relations, marketing and government.

In 2007, the MRC’s 15 interns worked in every division of the organization.

Spring interns Christopher Palko, Naomi Smith, Payton Hoegh and Aleena Shakeel worked in the News Analysis Division, the Marketing department and CNSNews.com. They were involved in a variety of events, including CPAC 2007 and the MRC’s 20th Anniversary Gala and DisHonors Awards. Spring interns tracked and recorded the MRC’s many media appearances, wrote more than 30 articles published on CNSNews.com, and contributed articles to the MRC’s monthly newsletter, The Watchdog.

The Summer 2007 Intern Program was one of the MRC intern program’s most active semesters. The 10 participants wrote a combined total of more than 100 articles, blogs and commentaries that appeared on MRC Web sites and were published and quoted by conservative organizations, talk radio, and other media outlets.

Summer interns included Michael Lanza and Joseph Steigerwald, who joined the News Analysis Division; Katherine Poythress, Whitney Stewart, Evan Moore, Matt Purple and Shannon Lynch worked at CNSNews.com; Ryan Burke interned at the Business & Media Institute; the Culture and Media Institute welcomed David Niedrauer; and Monica McGhie joined the Marketing department.

For the Fall semester, the MRC welcomed two interns: Matt Purple, who continued his summer internship with CNSNews.com and Genevieve Ebel, who joined the Business & Media Institute for a year-long internship.

The Youth Education and Intern Program for 2007 was partially funded by the WINREP Foundation of Portland, Oregon, and The JM Foundation of New York, New York.

The MRC actively recruits interns all year long for the program.

“An internship at the MRC is an experience that I would highly recommend. Interns are given a great deal of responsibility and work on many interesting projects. Additionally, MRC interns are encouraged to experience the intellectual opportunities Washington has to offer, including speakers forums and lectures. An internship at the MRC is a worthwhile endeavor for any student interested in journalism or politics.”

Michael Lanza
News Analysis Division Intern • Summer 2007

“An internship at the Media Research Center provides countless opportunities to both learn from and critique current media. Both big projects and daily reporting allow for interns to get inside the ever-changing world of news media.”

Genevieve Ebel • BMI Intern Fall 2007, Summer 2008

“Working at the MRC not only gives you valuable experience for a career, but also places you in the frontlines of the Conservative movement. Any young Conservative who is looking to gain a foothold in the Washington establishment, or to simply work in a place that advocates the same beliefs and values that he believes in, should consider working at the MRC.”

Evan Moore
CNSNews.com Intern Summer 2007, Spring 2008
The MRC’s Web sites

In November 2007, Whitewash: What the Media Won’t Tell You About Hillary Clinton, but Conservatives Will, by MRC President Brent Bozell and MRC Director of Media Analysis Tim Graham, was published by Crown Forum.

Amid all the discussion of Hillary Rodham Clinton’s presidential prospects, the single most important question is ignored: Why Hillary? How did she become a presidential front-runner despite her never having held elective office before she ran for the Senate, her staggering number of personal, political, and financial scandals, and her leftist political agenda?

The answer is that she has a secret weapon: the news media. Whitewash examines 15 years of media coverage to document and expose the unprecedented media favoritism that is the real key to Hillary’s political career. Marshalling stunning evidence compiled exclusively by the Media Research Center, the authors show how the media have relentlessly promoted Hillary from the moment she came to national attention in 1992.

To expose the truth about Hillary that the supposedly objective media have buried, Bozell and Graham interviewed dozens of leading conservatives who are fighting to let Americans hear the whole story: Rush Limbaugh, Newt Gingrich, Sean Hannity, Ann Coulter, Mark Levin, Mary Matalin, Laura Ingraham, Cal Thomas, and many others.

Bozell and Graham appeared on almost 100 television and radio programs to discuss the Whitewash, including MSNBC’s Morning Joe; CNBC’s Kudlow and Company; FNC’s Fox & Friends, Hannity & Colmes, and Your World with Neil Cavuto; the Hugh Hewitt Show; the Laura Ingraham Show; the Michael Medved Show; and The Radio Factor. The book has been cited or reviewed in more than 100 additional online and print publications.

“This is the defining book that needed to be written on Hillary Clinton, and anybody who votes in 2008 needs to examine this thoroughly.”
Sean Hannity

“One of the most important books I have read about the Clintons’ relationship with the press, and I myself have contributed a number of books to this field.”
R. Emmett Tyrrell Jr., founder and editor in chief of the American Spectator

“With this invaluable exposé, Brent Bozell has broken through the soft curtain the media has kept between Hillary Clinton and the American people.”
Phil Brennan, Newsmax
Impact: Everywhere

Numbers don’t lie. The number of media appearances and citations for MRC experts in 2007 confirm that the MRC is the leading force in exposing liberal media bias and neutralizing its effect. Every week, an average of 64 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 2007.

**TELEVISION**

- CBN
  - The 700 Club
  - NewsWatch
- CNBC
  - Kudlow & Company
- CNN
  - The Situation Room
  - Glenn Beck Live
- CNN Headline News
- C-SPAN 3
- Family News in Focus
- FBN
  - Fox Business Live
  - Blasting Biz
- FNC
  - Hannity & Colmes
  - Fox & Friends
  - Your World with Neil Cavuto
  - The O’Reilly Factor
  - Special Report w/Brit Hume
  - The Big Story w/John Gibson
  - Fox Daytime
  - The Live Desk
  - The Mike & Juliet Show
  - America’s Newsroom
  - Hannity’s America
  - Cashin’ In
- MSNBC
  - Morning Joe
  - Live with Dan Abrams
- RNN-TV
- WCBS, New York, NY
- WJLA-TV, Washington, DC
- WUSA-TV, Washington, DC

**RADIO**

**National & Syndicated**

- AFA Family Radio
- American Family News
- American Family Radio
- AP Radio
- Ave Maria Radio
- BBC Radio
- BBC World Service
- Blog Talk Radio Network
- Business Talk Radio Network
- Capital Media Group
- Catholic Connection
- CNN Radio
- Colorado Radio Network
- Corus Radio Network
- Dateline Washington
- Drudge Radio
- Factor Radio
- Faith Broadcasting
- Faith2Action
- Fox Business Radio
- Fox News Radio
- Hannity Radio
- Information Radio Network
- Irish National Radio
- KABC, Los Angeles, CA
- KARN, Little Rock, AR
- KCBJ, Dallas, TX
- KCNO, Kansas City, KS
- KDRA, Pittsburgh, PA
- KENI, Anchorage, AK
- KEX, Portland, OR
- KEYS, Corpus Christi, TX
- KFAB, Omaha, NE
- KFAQ, Tulsa, OK
- KFIR, Des Moines, IA
- KFNC, Phoenix, AZ
- KFTK, St. Louis, MO
- KGNW, Seattle, WA
- KIDO, Boise, ID
- KIT, Yakima, WA
- KJLL, Tucson, AZ
- KKLA, Los Angeles, CA
- KKMS, Minneapolis, MN
- KLGO, Austin, TX
- KLPW, St. Louis, MO
- KMED, Medford, OR
- KNSI, Saint Cloud, MN
- KNSO, Sioux Falls, SD
- KOWT, Des Moines, IA
- KSFJ, San Francisco, CA
- KSL, Salt Lake City, UT
- KSFO, San Francisco, CA
- KSGF, Springfield, MO
- KSOO, Juneau, AK
- KSTM, Topeka, KS
- KTLK, Minneapolis, MN
- KTVF, Fairbanks, AK
- KYA, Alexandria, LA
- KYKE, El Paso, TX
- KZIM, Cape Girardeau, MO
- Mancow’s Morning Madhouse
- Money Matters Radio Network
- MoneyDots on Main Street USA
- Moody Radio Group
- National Pro-Life Radio
- NAPW
- NRA News
- Ohio News Network
- Olive Tree Ministries
- O’Reilly’s Radio Factor
- Prime Time America
- Radio AP Broadcast
- Relevant Radio
- Ringside Politics
- The Alan Colmes Show
- The Bill Bennett Show
- The Catholic Channel
- The Dennis Miller Show
- The Don Knotts Show
- The Gill Report
- The G. Gordon Liddy Show
- The Glenn Beck Show
- The Jim Bohannon Show
- The Jackie Mason Show
- Janet Parshall’s America
- The Jerry Doyle Show
- The Lars Larson Show
- The Laura Ingraham Show
- The Lynn Breidenbach Show
- The Lynn Woolley Show
- The Mark Levin Show
- The Mark Larson Show
- The Martha Zoller Show
- The Michael Medved Show
- The Michael Savage Show
- The Mike Gallagher Show
- The Michael Reagan Show
- The Mike Rosen Show
- The Neal Boortz Show
- The Roger Hedgecock Show
- The Rush Limbaugh Show
- The Tavis Smiley Show
- WABC, New York, NY
- WACV, Montgomery, AL
- WAMC, Albany, NY
- WARD, Washington, DC
- WBAL, Baltimore, MD
- WBAM, Dallas, TX
- WBIT, Des Moines, IA
- WBG, Chicago, IL
- WBMQ, Savannah, GA
- WBT, Charlotte, NC
“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

“I love Brent Bozell. He knows liberals better than they know themselves. His magnificent organization, the Media Research Center, is the ultimate source on liberal perfidy. As I wrote in the acknowledgments to Slander: ‘Novenas should be said to Brent Bozell and the Media Research Center, who have been on the case long before I was.’”
ANN COULTER
Six-time bestselling author

“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

“Thank God for the work of the Media Research Center, that has exposed [the media’s] left wing bias.”
CHARLIE DANIELS
The Charlie Daniels Band

“[CNSNews.com] is superb! It changes all the time. And it is jam-packed with information — information that you can’t find anywhere else.”
JANET PARSHALL
Radio Talk Show Host

“Rush Limbaugh, the New York Post, the Drudge Report, and the Fox News Channel’s Bill O’Reilly; all of whom are armed with lists of the unpatriotic compiled by the rightwing Media Research Center: With this pack nipping at their heels, Peter Jennings, Dan Rather, and ABC News president David Westin have all had to publicly defend themselves against charges of un-American reporting and commentary.
COLUMBIA JOURNALISM REVIEW

“The principle benefit is that [CNSNews.com is] a truth teller, a conscientious truth teller.”
STEVE FORBES
Editor-in-Chief, Forbes magazine

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

“...Media Research Center Web site has an entire section devoted to how Castro bamboozles the mainstream media. The MRC is the best source for that information and I’ve used it for my books. It’s great, great stuff. Whenever I need information I’ve forgotten, I go to the MRC — boom! — and use it.”
HUMBERTO FONTOVA
Author

“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 Morning Joe

“Finally there is an organized effort to put an end to the embarrassing media bias against the free market — and we can thank the folks at BMI for it. From oil price reality checks to the under-reported success of the most recent tax cuts, Business & Media Institute gets it done.”
VICKI MCKENNA
Radio Talk Show Host

“...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

“The MRC is America’s most effective watchdog to provide honest and fairness in the media... The MRC is truly unique, because it is performing a service vital to the preservation of freedom and free speech in our American democracy.”
JOHN McLAUGHLIN
Nationally recognized Pollster and Strategist
“What the MRC does is a national treasure, a national resource!”
SEAN HANNITY
FNC’s Hannity & Colmes

“You guys [at the MRC] are so damn good. Thank you, thank you, thank you. It’s nice to know we are not alone.”
LUCIANNE GOLDBERG
New York Literary Agent

“As a citizen, much less a broadcaster, I am grateful for the courageous professionalism of the folks at MRC for holding modern ‘journalism’s’ feet to the fire to get them to admit to and convey the truth rather than their agenda.”
DR. LAURA SCHLESSINGER
Talk Show Host and Author

“...of a growing number of media monitors — the watchdog of watchdogs.”
CHRISTIAN SCIENCE MONITOR

“The Media Research Center is the indispensable counter-punch to liberal reporting, providing timely, accurate, and balanced analyses of the most egregious examples of media bias.”
ROBERT NOVAK
CNN Crossfire co-host and nationally syndicated columnist

“I love the quotations and often use them on my radio show — local and national.”
BILL CUNNINGHAM
Radio Talk Show Host

“There are few things in Washington that, should they pass from the scene, would be missed. The Media Research Center is one of them. MRC has become essential to anyone who cares how the media shape our opinions and attempt to drive policy and select leaders THEY want, as opposed to what they people want and need.”
CAL THOMAS
Syndicated Columnist/Fox News Contributor

“...when I receive [the MRC’s publication MediaWatch] I can just see and hear the leftwingers in the major media gnashing their teeth. Bravo to MRC for exposing the hypocrisy in so much of what’s going on among the ‘news’ business in our time.”
SENATOR JESSE HELMS

“In the ongoing vigilance freedom demands, Brent Bozell is Thomas Jefferson’s heir; our own modern revolutionary. What Jefferson envisioned two centuries ago in the Agrarian Age, Bozell and the MRC deliver in the equally pivotal 21st century Information Age. Democracy requires a ‘free press,’ meaning the provision of the least prejudicial reportage to the greatest number of citizens for the purposes liberty-driven, informed self government. Thanks for soldiering on, guys.”
MARY MATALIN
Former Assistant to President George W. Bush and counselor to Vice President Dick Cheney

“For Conservatives, MRC is Google, LexisNexis and YouTube all rolled into one..”
PAT SAJK
Television show host

“I love the MRC and rely on its iconoclastic data. Keep up the ABSOLUTELY ESSENTIAL work!”
BRUCE TINSLEY
Syndicated cartoonist and creator of Mallard Fillmore

“The Media Research Center is truly America’s Media Watchdog. They don’t just growl... they bite!”
THE HONORABLE ZELL MILLER
Former U.S. Senator

“A citizen, much less a broadcaster, I am grateful for the courageous professionalism of the folks at MRC for holding modern ‘journalism’s’ feet to the fire to get them to admit to and convey the truth rather than their agenda.”
On October 1, 1987, the MRC opened its headquarters in Alexandria, Virginia, with a mission of creating political balance in the news media by exposing the media’s liberal bias. Founder L. Brent Bozell III and a staff of 10 professionals, all with years of experience as political researchers, writers, fundraisers and policy experts, went to work. The organization was guided by a board of directors consisting of conservative leaders in business, public policy and government.

It was the first time an organization had taken on the effort to comprehensively analyze all network news programming. The MRC’s first priority was to create a permanent record of ABC, CBS, NBC, CNN and PBS evening news and public affairs shows. MRC’s team of analysts, armed with one television, three VCRs and a box of videotapes, set out to create what is now the world’s largest archive of broadcast news footage.

By taping daily shows and cataloguing detailed summaries in a computerized database, the MRC was able to implement the two most effective ways to demonstrate bias. It allowed the MRC to document ongoing biased statements by journalists. More importantly, the database offered analysts the opportunity to develop a quantitative system for analyzing bias so long-term trends could be documented.

Only two months after the MRC’s founding, it launched MediaWatch, a monthly newsletter dedicated to documenting ongoing bias in the media. It had an immediate impact — conservative policy-makers, legislators, talk show hosts and columnists began spreading the MRC’s data across the country.

New computers, televisions, recording systems and additional analysts were hallmarks of the MRC’s growth in 1988. The sheer breadth of one-sided reporting being documented at the MRC amazed even the most seasoned analysts. In response, the MRC launched what would become its flagship publication, Notable Quotables. A bi-weekly compilation of the most egregious — and often hilarious — examples of distortion by the national media, Notable Quotables was an instant success.

The MRC began to use the media to spread its message. MRC President Brent Bozell took to the airwaves with the MediaWatch Radio Report, a weekly commentary syndicated on more than 400 stations nationwide. Joined by then MRC Executive Director Brent Baker, the MRC began producing regular newspaper op-eds.

As the 1988 election season got underway, the MRC produced daily ConventionWatch reports, analyzing live coverage of the Republican and Democratic National Conventions for bias. Each night, the MRC faxed the results to journalists, talk show hosts and columnists, providing them with a comprehensive summary of the media’s lack of objectivity. Following the convention, the MRC held a national press conference to unveil the results of its convention analysis; scientifically and conclusively demonstrating the TV networks double-standard in covering the two political parties.

“What is particularly disturbing about the unconscious bias (of the media is that there seems to be so little ‘countervailing power.’ I think the work of the Media Research Center is absolutely vital in helping to make Americans aware that media bias is not some paranoid fantasy, but is a living, breathing fact that distorts the most precious gift we have as a nation — freedom of the press.”

MARK POWELSON ~ Editor and Publisher, San Francisco Focus ~ 1987
1989

1989 saw a dramatic expansion of the MRC’s programs. For the first time, the MRC began to analyze morning news shows. In addition, the MRC launched an Entertainment Division to document Hollywood’s liberal activism by analyzing television, movie and music fare. Databases were set up to track both the political and cultural messages pervading entertainment television programming, and also the political activism of the industry’s celebrities on both the Left and the Right.

Three months later, the MRC began producing a bi-monthly newsletter, TV, etc. Shortly after its debut, the American Federation of Television and Radio Artists and the Screen Actors Guild both passed resolutions unanimously condemning the MRC and Brent Bozell for “…[informed] the networks, producers, advertisers, and consumer[s] of the ‘liberal’ leanings of TV, and of the ‘leftist’ political agenda of certain stars, actors and productions on TV.” The attempted censorship and blacklisting of TV, etc., and the MRC backfired: incredulous reporters portrayed the hypocrisy of Hollywood activists attempting to silence the MRC in the name of ‘free speech.’

1989 also saw the launch of the Linda Ellerbee Awards for Distinguished Reporting: The Best Notable Quotables of 1989. Named for one of the most outrageously liberal reporters on television, the Ellerbee Awards were a year-end compilation of the most-obnoxious Notable Quotables. They were later renamed the Annual Awards for the Year’s Worst Reporting, with winners selected by a panel of conservative opinion leaders, including talk show hosts, columnists and magazine editors, the publication was an instant success. By the end of 1989, the MRC’s staff had grown to 15 and the annual budget to $1.3 million.

1990

The MRC continued to demonstrate the media’s liberal bias with comprehensive studies on the subject. The Revolving Door: The Connection Between the Media and Politics, researched the political backgrounds of journalists who frequently pass through the ‘revolving door’ between the Fourth Estate and political organizations. The study proved, by a factor of 3 to 1, there are more liberals than conservatives in the press.

The MRC also published And That’s the Way It Isn’t: A Reference Guide to Media Bias. An all-encompassing and persuasive document, the book contained 45 scientific studies and polls conducted by the MRC, other media critics, academic and public policy leaders, and even media organizations themselves. Originally distributed to more than 5,000 major newspaper, television and radio reporters, every major college library, and every journalism and political science professor in the nation, And That’s the Way It Isn’t has sold more than 50,000 copies. Seventeen years later, it is still being offered as a subscription renewal incentive for readers of National Review.

Vice President Dan Quayle addressed the MRC at the Annual Board of Trustees meeting, and the MRC held its first major event: the “Oliver North Roast.” Hosted by Rush Limbaugh, the event was attended by 750 well-wishers who feted retired Lt. Colonel Oliver North and skewered his media critics. The event was covered by the national media, including CBS’s Morning News, CNN’s Headline News, the Arsenio Hall Show, The Washington Post, USA Today, The New York Times, the Los Angeles Times, and numerous others.

By the end of 1990, the MRC’s staff had grown to 19 and the annual budget to $1.7 million.
By 1991, the MRC had outgrown its original headquarters and relocated its office to a new location in Alexandria, Virginia. The move allowed the MRC to improve and expand what had by then become the nation’s most sophisticated media research facility. The MRC continued to expand its reach as MRC President Brent Bozell signed with Creators Syndicate to produce a twice-weekly column on news and entertainment programming, still carried today on the opinion pages of many of the nation’s most influential papers. Along with regular op-eds, the MRC message was beginning to reach millions of people through the print press.

As the Gulf War heated up, so did MRC research, documenting the media’s bias against the Bush Administration. The MRC was profiled in Time magazine and by the Christian Science Monitor and its study on bias in The Washington Post sparked a heated debate on The McLaughlin Group.

The MRC’s Entertainment Division continued its intense scrutiny of primetime television, issuing its first Top 10, a listing of the season’s most liberally biased entertainment programming. It quickly became an annual staple of the MRC and was expanded to include the Top 10 Best and Worst Programs on Television.

Only five years after its inception, the MRC had become widely regarded as America’s leading resource on liberal bias in the news and entertainment industries. MRC findings were cited in virtually every major print outlet and were featured on television shows such as Entertainment Tonight and CNN’s Crossfire and Showbiz Today. Network journalists, including NBC’s Tim Russert and ABC’s Sam Donaldson addressed the MRC’s annual Board of Trustees meeting.

The 1992 presidential conventions saw the return of MRC’s ConventionWatch, now a four-page daily newsletter hand-delivered each morning to journalists and faxed to talk radio hosts across the country.

1992 marked the launch of the Free Enterprise and Media Institute, later renamed the Free Market Project, to address another important trend — the national media’s constant attack on businessmen and the culture of the free enterprise system. New analysts were brought on board to scientifically investigate the media’s treatment of key public policy questions, including taxation, the environment, national health care, education and budgetary concerns.

The MRC also established the Montgomery Internship Program to educate and train America’s youth about media bias and the need for balance reporting. Fifteen years later, more than 100 interns from all over the United States have participated in the MRC’s Intern Program.

“…four [MRC] analysts are poring over every word uttered by network journalists this week. They’re looking for bias against conservatives, and they find it everywhere they turn the channel. [The MRC’s publications] have developed a high-powered readership. ‘I read it and digest it,’ says NBC’s Tim Russert. ‘I find it informative.’”

CONGRESSIONAL QUARTERLY’S National Convention News
The election of Bill Clinton in the fall of 1992 brought a new dynamic to the media’s bias — bias by omission. Combative White House press conferences and snide attacks were no longer the order of the day; instead, the media simply chose not to report negative news about the Clinton administration. Demand for MRC research reached an all-time high as radio talk show hosts, columnists and others came to the MRC for ammunition to fight the liberal press.

The constant theme of liberal economic policies led the Free Market Project to add to the MRC’s growing roster of publications with MediaNomics, the only report in America devoted to covering the economic messages of the news and entertainment media. FMP also published the results of a year-long, comprehensive study of how the media portrayed the economy and free enterprise in the landmark book, Out of Focus: Network Television and the American Economy, by FMP Senior Fellow Burton Yale Pines and FMP Director Tim Lamer.

1993 also saw the debut of the MRC Special Reports — a vehicle designed to maximize the impact and press coverage of its research and to provide in-depth analysis of issues at the forefront of public debate. The MRC’s first Special Reports included The Media’s Fabricated Five, examining the exaggeration of issues that drive billion-dollar government programs; The Color of Money, which documented entertainment companies and executives donations to liberal causes; and The Media on Health Care Reform: Government Works, Markets Don’t, published to demonstrate the media’s strong support for Hillary Clinton’s health care agenda.

By year end, the MRC’s staff had grown to 20 and the annual budget to $2.2 million.

The MRC rapidly moved in many new directions with multiple initiatives to neutralize liberal media bias. Washingtonian magazine profiled MRC President Brent Bozell and named the MRC “the fastest growing media-watching outfit around.” Conservative Experts: The RIGHT Spokesmen, was published to address the lack of conservative spokesmen on television. The booklet provided reporters, editors and producers with an impressive roster of policy leaders qualified to discuss the movement’s perspective on a wide variety of national issues.

In addition, MRC Vice President Brent Baker set out to answer the question most commonly asked of MRC spokesmen, “What can I do about media bias in the local press?” The answer was a full-fledged textbook, How to Identify, Expose and Correct Liberal Media Bias, a primer for grassroots conservatives seeking ways to combat liberal media bias at the state and local level. The book generated praise for its balanced approach from several leading journalists.

The MRC’s Entertainment Division, meanwhile, produced its first Special Report on religion, Faith in a Box: Television and Religion, as well as its first Parents Guide to Prime Time Television. MRC media coverage continued to grow, as 116 magazines, newspapers and newsletters published MRC research, and MRC spokesmen appeared on 106 radio and television talk shows.

“When I’m doing research, I don’t just use The New York Times and The Washington Post. I use those who watch the mainstream media as well. As a news producer, I find it invaluable to get another look at what’s going on. That’s what the MRC’s research does for me.”

ELIZABETH BAKER — Producer of CNN’s Reliable Sources
In 1995, the media would sink to a new low, eagerly echoing President Bill Clinton’s charge that conservative talk radio was a contributing factor in the Oklahoma City bombing. MRC President Brent Bozell called the President’s bluff, offering to donate $100,000 to the Democrats’ favorite charity if Clinton could name just one national talk show host advocating terrorism against the American people.

To demonstrate the degree to which the press corps actively advanced the Clinton agenda, the MRC released a study, Revolving Door Spins More for Clinton Administration than Bush’s, documenting those in the national media who had left to assume political positions in each administration.

The MRC launched its first-ever grassroots membership drive to activate conservatives at a local level, and added a fifth newsletter, Flash, to keep members up-to-date on the organization’s activities. Its growth didn’t end there. To increase efficiency, the MRC redesigned its media tracking system, a custom-designed database of the MRC’s video archive. The MRC also published Press Picks: Recommended Media Professionals, a listing of more than 700 media professionals who are dedicated to the principle of balanced journalism.

To combat the increasingly obnoxious content of entertainment media, the MRC established the Parents Television Council (PTC), a special project based in Hollywood and committed to the promotion of traditional values in entertainment fare. With an advisory board made up of prominent Hollywood spokespersons, including National Honorary Co-Chairmen Steve Allen and Shirley Jones, the PTC was off to a promising start, releasing their first annual Family Guide to Prime Time Television.

In 1996, the MRC invaded the Internet, and www.MediaResearch.org was born, along with CyberAlert, the MRC’s near-daily email newsletter. By the end of the year, the Web site was registering 15,000 visitors daily, and CyberAlert subscribers had soared from fewer than 100 to more than 1,500 talk radio hosts, journalists, public policy leaders, and conservative activists.

During the election season, the media continued their assault on conservative candidates. The MRC fought back, exposing the bias. At a national press conference, the MRC announced a $2.78 million dollar “Tell the Truth!” campaign, an ambitious project design to neutralize the media’s distorted coverage of the presidential race. In response to the media’s ongoing attacks against Steve Forbes’ flat tax proposal, the MRC held a press breakfast featuring Forbes and former Rep. Jack Kemp to dispel myths surrounding the popular tax initiative.

As the campaign continued, the MRC published Pattern of Deception, The Media’s Role in the Clinton Presidency, a look at how the liberal media promoted Bill Clinton’s agenda in the Oval Office and on the campaign trail by downplaying or ignoring his many scandals. Once again, the MRC offered daily convention coverage, including Media Reality Check reports and appearances by MRC President Brent Bozell on nationally syndicated talk radio shows. In addition to journalists, millions of Americans also received the MRC’s daily analysis of convention coverage via daily newsletters, the Web site, television and radio talk show appearances.

By the end of 1996, the MRC’s staff had grown to 25 and the annual budget to $4.5 million.
The MRC celebrated its 10th anniversary by continuing its efforts to generate media coverage about the Clinton fundraising scandals, exposing the networks’ blatant non-coverage of the scandals and Congressional hearings. Using all of its resources, including 120,000 hours of archived news and entertainment footage, the MRC issued weekly Media Reality Check fax reports, nightly e-mailed CyberAlerts, and supplemented the publications with daily appearances by MRC spokesmen on television and radio, and through print articles. By the fall, the MRC had succeeded in making the media and their slanted non-coverage a national issue, shaming the networks into finally beginning to cover the scandals.

The MRC’s impact was also confirmed by a Pew Research Center survey that showed 67 percent of Americans believe news organizations “tend to favor one side,” in social and political issues, a 14 point increase from 1985. The same survey showed that over the same period, the percentage who felt “news organizations get the facts straight,” fell from 55 percent to 37 percent, while the number who felt news stories “are often inaccurate” rose from 34 percent to 56 percent.

On the entertainment front, the PTC released a new Special Report, A TV Ratings Report Card: F for Failure, which exposed the contradictions and inconsistencies of television’s age-based ratings system, forcing the industry to undertake what the PTC originally called for – a content-based system. The study was aired on both ABC’s World News Tonight and CNN, while a bi-partisan coalition of 101 members of Congress signed on to a PTC-sponsored ad in Daily Variety urging networks to set aside one-hour for family time programming. PTC also released its first weekly e-mail newsletter, the PTC Entertainment Alert.

While the MRC worked overtime to analyze the media’s coverage of the Lewinsky scandal, the liberal media didn’t just ‘feel’ the MRC’s presence in 1998 – they had to report it. ABC’s Nightline credited the MRC with “breaking the stranglehold of big media corporations.” The show displayed images of the MRC Web site and described how Americans were flocking to the Internet to get news and information. To assist those looking for news without the liberal spin, the MRC launched the Conservative News Service, now the Cybercast News Service — CNSNews.com. CNSNews.com was an instant success, with CNN Interactive naming only CNS when it said, “The ‘accelerated news cycle’ sped up because breaking news was instantly available via Internet and cable news channels alike. Specialty Internet news sites were born, such as the Conservative News Service, billed as ‘The Right News, Right Now.’” The MRC continued its internet efforts, adding video and audio clips to the Web site to allow visitors to see and hear the reporter’s biases.

The MRC also launched its Conservative Communications Center, a service-oriented initiative designed to train conservative groups to better communicate their messages to new and existing media outlets. Classes in public relations, marketing and direct mail provided conservative leaders with the marketing skills and vehicles to deliver their visions and ideas, undistorted, to the American public.

The PTC launched its Web site, www.ParentsTV.org. Representing the American public in Hollywood, it motivated thousands to take action against family-offensive programming, successfully convincing CBS affiliates to drop the Howard Stern Radio Show and others to move it to later timeslots.

By the end of 1998, the MRC’s staff had grown to 46 and the annual budget to $5.6 million.
With the explosive growth of the Internet, and to keep pace with the ‘accelerated news cycle,’ the MRC rededicated resources into producing more frequent publications to take advantage of immediate delivery channels. It ceased production of MediaWatch, launched MagazineWatch, a new email and Internet publication, and turned the “Decade’s Best of NQ” into an Oscar-style ceremony, the “DisHonors Awards: The Decade’s Most Outrageous Liberal Bias.”

More than 1.6 million people witnessed the MRC’s direct attack against the television networks in a full-page advertisement in The New York Times, where the MRC asked: “ABC, CBS, and NBC...Why are you ignoring what is one of the most serious and frightening news events this country has faced in decades?” The ad referred to the Clinton Administration’s involvement with Chinese espionage and was backed by an MRC Special Report on the media’s cover-up. Other MRC Special Reports and advertisements also received television coverage and made national headlines — the campaigns to expose Bryant Gumbel’s extreme liberal bias. On his CNBC program, Tim Russert presented Gumbel with a copy of one of the MRC ads and asked him to comment on it and on the MRC’s findings.

The MRC’s divisions continued to grow as well. The Free Market Project began work on Dollars & Nonsense, a compilation of essays meant to spotlight major distortions in the media’s economic coverage.

CNSNews.com became one of the first Internet-based news organizations to be credentialed by the United States Congressional Press Gallery. The rapidly-growing news service added staff to expand news coverage and opened international bureaus in London and Jerusalem to increase coverage of international news. On the lighter side, CNSNews.com began featuring cartoons, added a chat room, and introduced a news ticker to allow ‘news junkies’ to download continuous CNSNews.com headlines to their desktop computers.

In 2000, the MRC maintained its status as America’s leading authority on liberal media bias by making it an issue in the presidential campaign. Beginning with a Special Report reviewing network bias in previous presidential races, Four Campaigns, Eight Conventions...But Just One Spin, the MRC provided networks with recommendations on how to present more fair and balanced news coverage of the conventions. The MRC’s research on the media’s coverage of the election was immediately accessible to media and talk show hosts nationwide via the special Campaign 2000 Web site, which was updated at least twice daily with the latest bias on the campaign trail. Through the 36-day Florida recount, the MRC’s Web site attracted an unprecedented number of visitors to view video clips that showed the liberally biased news media indicting themselves with their pro-Gore bias.

The Free Market Project began issuing its MediaNomics newsletter via the Web, with reports targeting Social Security privatization, global warming, oil prices, government spending and electricity deregulation. FMP issued multiple studies, including a look at the free market bias in the entertainment media, while Fortune magazine featured FMP’s Special Report on the media’s coverage of the tax-cut debate in an exclusive report to its 1.8 million subscribers.

By the end of 2000, the Parents Television Council had invested $3.8 million in the Steve Allen advertising campaign, reaching nearly 274 million homes nationwide with the plea to unite and help “Clean Up TV Now!” The ad helped generate more than 650,000 members and financial supporters — making the PTC the largest organization of its kind.

CNSNews.com continued its growth, breaking news stories and influencing the media’s coverage of issues. In 2000, CNSNews.com was the first to report on a variety of stories that were then reported in the mainstream media, including articles on the State Department’s disdain for the sailors killed in the USS Cole attack. CNSNews.com grew from a staff of five in a single office to a staff of 18 reporters. By year end, CNSNews.com had a weekly audience of more than 25,000.
In January, the MRC held a memorial service for the most blatantly corrupt presidency in history, “The Funeral: A Conservative Celebration of the Death of the Clinton Administration.” The event was attended by a virtual “who’s who” of the conservative movement. Eulogies were delivered by Christopher Buckley and Jackie Mason. The ballroom roared with laughter as 500 of Clinton’s critics from around the country came to bury his administration.

2001 marked a major change for the organization, as the MRC arranged for the Parents Television Council to become its own organization headquartered in Los Angeles, California.

The MRC’s Free Market Project released the long-awaited Dollars & Nonsense: Correcting the News Media’s Top Economic Myths. It delivered a compilation of essays written specifically for the book by some of America’s greatest free market economists.

For the MRC, it then became a year defined by the September 11 attacks on the World Trade Center and the Pentagon.

CNSNews.com led the coverage of key stories relating to events of the day, publishing the first eyewitness accounts of the attacks on the Pentagon. CNSNews.com was the first news organization to report on how the 9/11 highjacks “practiced” their deadly flight plans prior to September 11; exposed a September 11 charity funneling thousands of dollars to left-wing groups; and reported plans to change FAA rules to forbid pilots to carry firearms on commercial airliners, fueling a debate over airline security that continues to this day.

An MRC first took place at the 2002 DisHonors Awards in January. The show ended with a salute to the media — for their coverage of the September 11 attacks. In his remarks, MRC President Brent Bozell gave tribute to the media’s patriotic and emotional coverage:

“How did they come through in those awful hours and days following the September 11 attacks? Let us acknowledge it, and acknowledge it loudly: They performed magnificently….Winston Churchill was once asked what he thought of democracy and replied that it was the worst form of government in the world, expect for all the rest….Let us recognize the same about the American press. At a time of national crisis, they delivered. Perhaps it was only for the moment, but it is a moment to be bottled, and treasured.”

Later in the year, the MRC launched Media War Watch, a project devoted to covering how the media covered the War on Terrorism in Afghanistan and the lead-up to the war in Iraq. The News Analysis Division produced four Special Reports, three Media Reality Checks and numerous CyberAlerts on the subject. Dispatches from the MRC were carried in more than 145 newspapers, including The Washington Post, The New York Times, Chicago Tribune and the Los Angeles Times.

In addition to round-the-clock coverage of the 2002 mid-term elections, CNSNews.com continued to lead in breaking important news stories, covering NPR’s slurs against a pro-family organization, which led NPR to retract the story and apologize.

The Free Market Project was also active in 2002 as the news media waged war on tax cut proposals and other job-creating, pro-growth policies. They launched Operation Audit the Media (ATM) with a Special Report, A Summer of Skewed News, which prompted CNN’s Walter Isaacson to send Brent Bozell a letter thanking him for highlighting good work by CNN reporters. “By pointing this out, it gave me ammunition to encourage such open-minded coverage,” Isaacson wrote.
The MRC continued to watch the media’s coverage of the War on Terrorism, producing a Special Report, *Grading TV’s War News*, rating the networks’ coverage of the conflict. The News Analysis Division also produced a special “Quote and Gloat” CyberAlert, highlighting the media’s wild and inaccurate predictions for the war.

CNSNews.com staff reported on the war from Kuwait and Iraq, providing regular reports and on-air correspondents to the nationally syndicated *Michael Reagan Show* and *Janet Parshall’s America*. Their report on early re-building efforts in Iraq was used by other news outlets to question the balance of reporting on the war by other news agencies. Closer to home, CNSNews.com began reporting on the Terry Schiavo case two full years before it became national news.

As CBS prepared to air a politically-motivated and wildly distorted mini-series, *The Reagans*, the MRC went into overdrive. MRC President Brent Bozell sent a letter to the nation’s 100 largest corporate advertisers, asking them to withhold advertising if they agreed it was unfair to portray Ronald and Nancy Reagan dishonestly. The letter resulted in a public outcry, leading CBS to pull the mini-series.

In February, the MRC launched TimesWatch to monitor the liberal bias of *The New York Times*. TimesWatch made an immediate impact less than two months after its start, as it exposed Maureen Dowd’s deliberate distortion of a quote from President Bush. TimesWatch also highlighted an NPR interview with *Times* Executive Editor Howell Raines where he suggested diversity was more important than good reporting. Rush Limbaugh read verbatim the TimesWatch piece to his 14 million listeners. Raines later resigned from his post.

In 2004, the MRC began an ambitious project to convert the MRC’s archive to a digital format to take advantage of technological advancements. With the advent of DVRs (digital video recorders) and DVDs (digital video disks), the MRC was able to eliminate the need for VCRs and improved the speed at which analysts could review each program. The MRC archive grew to 37,000 videotapes and 8,000 DVDs, totaling more than 247,000 hours of programming.

As the presidential race unfolded, CNSNews.com led the coverage. They were the first credentialed news agency to report on “Rathergate” as well as on the Swift Boat Veterans for Truth. In addition to hiring experts that conclusively proved that Dan Rather and CBS used phony documents in an attempt to discredit President Bush, CNSNews.com was also the only independent news agency to provide staff coverage at the Democratic and Republican national conventions and election night coverage at the campaigns of both George Bush and John Kerry.

CNSNews.com logged more than 22 million readers, a 10 million increase over the previous year.

2004 also marked the launch of the largest outreach campaign in MRC history, with a goal to reach 50 million Americans each week with the MRC message. To aggressively promote the “Tell the Truth!” message, MRCAction.org was born; an e-mail campaign targeting grassroots activists and providing them with the means to send thousands of messages to the news networks’ headquarters. The MRC took to the highways with massive 80-foot billboards in major cities including, Dallas, Boston, Atlanta, Philadelphia and Cleveland.

Timed to follow the launch of the “Tell the Truth!” campaign, MRC President Brent Bozell’s landmark book, *Weapons of Mass Distortion*, was published. Based on more than 60 studies and more than 600 examples, culled from 18 years of research by the MRC, the book documented the liberal bias of the major media in the U.S. and predicted the end of the mainstream media due, in large part, to their continued liberal bias. In 2004, the book was featured on six national news programs, 130 radio stations and in 40 major media outlets including *The New York Times*, *USA Today* and the *Financial Times*. 
2005 marked the launch of the MRC’s successful blog, NewsBusters.org. An instant hit, the Drudge Report linked NewsBusters multiple times; CNN mentioned NewsBusters in a story on the influence blogs have on the establishment media; and within 24 hours of its launch, Rush Limbaugh raved to his millions of listeners, “NewsBusters rocks.” In addition, a NewsBusters item about a staged story produced by the Today show was seen by more than 250,000 viewers and was the subject of a story by The Weekly Standard.

MRC Trustee T. Boone Pickens offered MRC’s Free Market Project a $1.5 million challenge grant to finance FMP’s operation and fund the new T. Boone Pickens Fellow, a position held by project Director Dan Gainor. Buoyed by the grant, FMP published five Special Reports in 2005, including Tax & Spin: Five Ways the Media Distort Tax Issues, and Media Malpractice: Journalists Ignoring Tort Reform to Report One-Sided Stories Against Business.

CNSNews.com continued to report stories that the mainstream media initially ignored or under-reported, including Senator Edward “Ted” Kennedy’s demand that Supreme Court Justice John Roberts “answer fully” questions on controversial issues. Using a 38-year-old interview clip, CNSNews.com pointed out that Kennedy took the opposite stand during the nomination of liberal court nominee Thurgood Marshall, insisting he should have to answer questions. CNSNews.com also was among the first to chronicle the fracturing of the AFL-CIO alliance, and reporter Marc Morano exposed anti-war demonstrations taking place in front of Walter Reed Army Medical Center in Washington, DC. Both reports garnered national television coverage.

By year end, more than 115,000 grassroots activists had joined the MRC Action Team, volunteering to write letters, sign petitions and hold the liberal media accountable.

2006

In 2006, the MRC received a $1 million challenge grant from the John Templeton Foundation to launch the Culture and Media Institute (CMI) to expose the media’s leftward slant against traditional American values. Over the year, CMI spokesmen were interviewed on CNN’s The Situation Room, Anderson Cooper 360 and Paula Zahn NOW, FNC’s Fox News Live and Fox Weekend Live, as well as coverage by USA Today, The Washington Post, Boston Globe and the Los Angeles Times.

The Free Market Project changed its name to the Business & Media Institute (BMI) to better reflect its mission of exposing the media’s antagonism toward business. BMI released a Special Report, Fire and Ice, which examined how the print media covered the topic of climate change over the past 100 years. Now in its third printing, Fire and Ice remains one of the MRC’s most popular Special Reports. Sen. James Inhofe (R-OK) read portions of the report on the floor of the Senate and BMI Director Dan Gainor’s testimony about media coverage of climate change before the Senate Environmental and Public Works Committee was covered by C-SPAN. Fire and Ice is also a favorite of Rush Limbaugh, who has quoted from it at least three times on air.

The MRC News Analysis Division confronted the media’s biased coverage of two of the hottest topics of 2006. CNN’s Lou Dobbs devoted an entire story to the Special Report Election in the Streets: How the Broadcast Networks Promote Illegal Immigration, and the The Media vs. The War on Terror was the subject of an editorial in the Wall Street Journal. A third Special Report, on Katie Couric’s liberal bias, was quoted extensively in Cal Thomas’s nationally syndicated column, which was carried by more than 430 newspapers and reached millions of Americans.

CNSNews.com stories were cited dozens of times by prominent media outlets, including the Drudge Report (13 million readers a day) and FNC’s Special Report with Brit Hume. Rush Limbaugh also frequently cited CNSNews.com articles, placing a story about Howard Dean on the front page of his Web site along with a parody of Dean as a left-over hippie.

By year end, the MRC’s staff had grown to 54 and the annual budget to $8.8 million.
On March 29, 2007, the MRC gathered with more than 1,000 conservatives from across America to celebrate the 20th Anniversary of the MRC at its Gala and Dishonors Awards ceremony at the Grand Hyatt hotel in Washington, DC.

It was a festive celebration and an evening to be proud of given the two-decade battle the MRC has waged against the liberal media – with many battles won – and given the wonderful and forward-looking comments by the conservative movement leaders at the event.

This was typified, graciously and humbly, by our most honored guest, Rush Limbaugh, who received the MRC’s first annual William F. Buckley Jr. Award for Media Excellence that evening.

“The Media Research Center was there at the beginning and set a standard, and had the guts to go after the Left,” said Rush in accepting the award. “They don’t distort, they don’t make it up, and they don’t lie about it....I want to thank the Media Research Center. They have been great to me. They have been an invaluable resource, and they have been supportive.”

The MRC created the award to recognize and honor the very best of America’s conservative leaders, especially those dominant in talk radio, cable television and the Internet. In addition to Limbaugh, the event saw such conservative luminaries as Cal Thomas, Neal Boortz, Pat Sajak, Michael Steele, G. Gordon Liddy, Herman Cain, Ward Connerly and Mary Matalin, serve as Presenters and Accepters of the Dishonors Awards.

Five Dishonors Awards were given in 2007, culled from the MRC’s unparalleled video archive of news programs, and judges voted on the winners. Some of the award judges included talk radio host Mark Levin, syndicated columnist Robert Novak, Forbes magazine CEO Steve Forbes, National Review’s Washington Editor Kate O’Beirne, Washington Times Editorial Page Editor Tony Blankley, Human Events Editor-in-Chief Tom Winter, and economist Walter E. Williams.

In his role as Presenter, Neal Boortz said, “The MRC is a constant source of wonderful program material for my show,” and then quipped, “I’ve been doing talk radio for 37 years and I’ve never had an original thought.” The first award, the “God, I Hate America” award went to New York Times Publisher Arthur Sulzberger Jr., who chastised America for not doing enough to secure “fundamental human rights,” such as abortion-on-demand and gay marriage. The “I’m Not a Political Genius But I Play One on TV Award” went to Rosie O’Donnell for her comment on ABC’s The View that “radical Christianity is just as threatening as radical Islam in a country like America.”

In accepting the award on behalf of Rosie O’Donnell, businessman and game-show host Pat Sajak said that he didn’t understand why everyone was upset with what Ms. O’Donnell said. “All she did was equate radical Christianity with radical Islam….and last night I was in church in my neighborhood – it’s our Wednesday night beheadings.”

Towards the end of the evening, MRC Board of Trustee Chairman Richard Eckburg and Chairman of the MRC’s Business & Media Institute Herman Cain, who had commissioned the painting, presented Brent Bozell with a large painting by renowned artist Steve Penley. (See cover of this report.)

As usual, the Gala received plenty of media attention, including mentions on Fox’s Special Report with Brit Hume, on the Rush Limbaugh Show, in the Washington Times, Pittsburgh Tribune-Review, National Review, and was broadcast on C-SPAN.

The MRC has, indeed, come a long way since 1987. The 20th Anniversary Gala was the perfect opportunity to remind conservatives how far we’ve come.
Scenes from the VIP Reception at MRC’s 20th Anniversary Gala & DisHonors Awards

Dan Cook, Boone Pickens & Ward Connerly

Abby & Nat Moffat

Mark Skousen, Bay Buchanan & Jeff Carneal

Judy Eckburg, Neal Boortz & Dick Eckburg

Ed Meese, Brent Bozell & William Rusher

Sue Lewis & David Limbaugh

Mary Matalin, Margaret & Gerald Carden

Stanley & Gay Gaines with Lesley & Pat Sajak

Bobbie & Tat Hillman

Rush Limbaugh & Michael Steele

Suzanne & Col. Rich Clarke with Brent Bozell

Steve Penley, Dick Eckburg & Ericka Pertiera

William & Barbara Lynch with G. Gordon Liddy

Helma & Ed Ackerman with Cal Thomas

Ken & Barbara Hansen with Joe Scarborough
“Smashing Success”

The MRC Gala & DisHonors Awards

Award presenters and accepters who roasted the most outrageously biased reporting through the years
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Josiah Ryan, Monisha Bansal, Penny Starr, Pete Winn

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Database Marketing Coordinator: Kevin Eder

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Web Architect: Mutaz Al-Awamleh
Web Developer: Brad Ash
System Administrator: Stuart James

Youth Education & Intern Program
Intern Coordinator: Jane Carter
Interns for 2007:
Christopher Palko, Payton Hoegh, Naomi Smith,
Michael Lanza, Joseph Steigerwald, Matt Purple,
Evan Moore, Katherine Poythress, Whitney Stewart,
Shannon Lynch, Ryan Burke, David Niedrauer,
Monica McGhie, Genevieve Ebel

Other divisions of the MRC, not photographed elsewhere in the annual report:
# 2007 Financial Report

**MEDIA RESEARCH CENTER**

**STATEMENT OF ACTIVITIES**

*Year Ended December 31, 2007 (With comparative totals for 2006)*

<table>
<thead>
<tr>
<th>Revenue and Support*</th>
<th>Total 2007</th>
<th>Total 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$11,191,991</td>
<td>$ 8,540,168</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>10,967</td>
<td>42,500</td>
</tr>
<tr>
<td>Rental and other</td>
<td>379,066</td>
<td>337,038</td>
</tr>
<tr>
<td>Interest/Investment Income</td>
<td>448,314</td>
<td>446,497</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>12,030,338</strong></td>
<td><strong>9,366,203</strong></td>
</tr>
</tbody>
</table>

**Program Services Expenses**

<table>
<thead>
<tr>
<th>Division</th>
<th>Total 2007</th>
<th>Total 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Analysis Division</td>
<td>2,904,494</td>
<td>2,900,119</td>
</tr>
<tr>
<td>Cybercast News Service</td>
<td>1,554,382</td>
<td>1,579,687</td>
</tr>
<tr>
<td>Business &amp; Media Institute</td>
<td>1,108,632</td>
<td>821,625</td>
</tr>
<tr>
<td>Culture and Media Institute</td>
<td>1,051,028</td>
<td>206,351</td>
</tr>
<tr>
<td>Grassroots</td>
<td>817,432</td>
<td>738,122</td>
</tr>
<tr>
<td>Eyeblast.tv</td>
<td>55,622</td>
<td>—</td>
</tr>
<tr>
<td>Youth Education &amp; Intern Program</td>
<td>199,191</td>
<td>202,434</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>7,690,781</strong></td>
<td><strong>6,448,338</strong></td>
</tr>
</tbody>
</table>

**Support Services**

<table>
<thead>
<tr>
<th>Service</th>
<th>Total 2007</th>
<th>Total 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource development</td>
<td>1,756,753</td>
<td>1,730,503</td>
</tr>
<tr>
<td>General and administrative</td>
<td>734,339</td>
<td>610,905</td>
</tr>
<tr>
<td><strong>Total Support Services</strong></td>
<td><strong>2,491,092</strong></td>
<td><strong>2,341,408</strong></td>
</tr>
</tbody>
</table>

**Total Expenses**

<table>
<thead>
<tr>
<th></th>
<th>Total 2007</th>
<th>Total 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>10,181,873</strong></td>
<td><strong>8,789,746</strong></td>
</tr>
</tbody>
</table>

**Change in Net Assets**

|          | $1,848,465       | 576,457          |

**Net Assets, Beginning of Year**

|          | $9,944,735       | 9,368,278        |

**Net Assets, End of Year**

|          | **$11,793,200**  | **$ 9,944,735**  |

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*MRC’s Annual Budgets* 1987-2007

*Budgets include the Parents Television Council (PTC) from August 1995 through January 2001. The PTC became an independent organization February 1, 2001.*
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, 2007 and 2006

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Year</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 686,370</td>
<td>$ 472,515</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>1,086,507</td>
<td>1,366,253</td>
</tr>
<tr>
<td>Due from PTC</td>
<td>35,839</td>
<td>43,296</td>
</tr>
<tr>
<td>Prepaid and other</td>
<td>63,506</td>
<td>210,000</td>
</tr>
<tr>
<td>Total current assets</td>
<td>1,872,222</td>
<td>2,092,064</td>
</tr>
<tr>
<td>Investments</td>
<td>7,219,983</td>
<td>5,664,224</td>
</tr>
<tr>
<td>Investments – Annuity</td>
<td>627,318</td>
<td>454,116</td>
</tr>
<tr>
<td>Property and equipment – net of accumulated depreciation and amortization</td>
<td>3,247,225</td>
<td>3,069,829</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$ 12,966,748</td>
<td>$ 11,280,233</td>
</tr>
</tbody>
</table>

| LIABILITIES AND NET ASSETS          |          |          |
| Current Liabilities                 |          |          |
| Accounts payable                    | $ 318,980| $ 400,286|
| Accrued expenses                    | 319,453  | 142,857  |
| Deferred revenue                    | 5,000    | 10,500   |
| Line of credit                      | —        | 295,530  |
| Annuity payment liability, current portion | 50,804  | 35,560   |
| Total Current Liabilities           | 694,237  | 884,733  |
| Non Current Liabilities             |          |          |
| Annuity payment liability, long-term portion | 155,201 | 137,663 |
| Deferred compensation liability     | 324,110  | 313,102  |
| Total Liabilities                   | 1,173,548| 1,335,498|

| Net Assets                          | 11,793,200| 9,944,735 |
| Total Liabilities and Net Assets    | $ 12,966,748 | $ 11,280,233 |

The MRC headquarters in Alexandria, Virginia is more than 17,000 square feet and houses 60 full-time MRC employees.

“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
Tribute to L. Brent Bozell III From William F. Buckley, Jr.

I am so intimidated by the Media Research Center that I begin these words with full disclosure, lest they have me up next year as worthy of a Dishonors Award.

My disclosure is that I am prejudiced in behalf of the honoree tonight. The reason for this is in part that I first laid eyes on him when he was ten days old. His expression bore a serenity which he never recomposed once reading the first public print. It was easy enough to remove the newspaper from him, but that hardly eliminated the other source of irritation and poison, which was of course television. His father attempted to shield him from it, but finally gave up, and simply threw the television set away.

It happens — remember, that full disclosure is my objective! — that his father was my best friend. We had gone to school together where we discovered each other’s unique qualities, and when I founded a magazine, he came aboard as Washington Editor, until he discerned in my magazine certain frailties which his son Brent spotted in other perspectives when he undertook to found the Media Research Center. We should add to the extraordinary complexity of my self-avowal, that the honoree’s mother has been my dearest all-time friend since we discovered each other in adjacent cradles.

Brent’s achievements are enormous. It was so easy to simply deny that there was bias in the media — until he came along, armed with his extraordinary diligence, his patient and generous friends, and his devoted and resourceful staff.

Since then, his Center has documented the deep tendentiousness of so much of what we receive that attempts to pass itself off as straightforward and unbiased. This being the Center’s twentieth anniversary, as record our gratification at their work, and our gratitude for their perseverance and continued devotion to American ideals, among them, full disclosure.