Creating A Media Culture In America Where Truth And Liberty Flourish
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ON THE COVER: The MRC headquarters in Alexandria, Virginia is more than 17,000 square feet and houses 63 full-time MRC employees.
There’s no doubt that the political and economic landscape changed dramatically in 2008. The Left took power amidst economic chaos and the most biased election coverage I have seen – and that’s saying something after tracking media for 21 years.

The media pulled out all stops to elect The One. The silver lining is that the public is on to them. As a nonprofit, MRC did not work to elect or oppose any candidate. But we did our job so well that a majority of Americans now know that the liberal media emperor has no clothes.

In fact, the media itself became an election story because MRC helped make it one, with thousands of timely articles, commentaries, interviews and grassroots activism. In 2008, MRC material was cited by blogs, newspapers, news services, TV news, magazines and other news sources 9,473 times, an average of 31 times a day.

On September 4, Rasmussen Reports said that by a 10 to 1 margin, Americans believed the press was trying to hurt Sarah Palin. Hard evidence surfaced daily on NewsBusters.org and when MRC’s Culture and Media Institute in October issued A Study in Character Assassination, showing that only two of 69 TV network news segments on Palin were positive. On October 22, the Pew Center found that Americans by a nearly 8 to 1 margin said the media favored Barack Obama over John McCain.

The media behaved abominably, and MRC caught them time after time. As Democrat after Democrat was ensnared in embarrassing scandals, our analysts exposed how their friends in the press were burying their Democratic ID. When the liberal media were ready to cover up Barack Obama’s relationship with radical preacher Jeremiah Wright, our reporters at CNSNews.com ferreted out the documents that showed just how extreme Wright and his church were. And when the media ignored Hillary Clinton’s fib about landing under sniper fire in Bosnia in 1996, MRC went to its archive for footage of the peaceful arrival, forcing the red-faced networks to cover the discrepancy.

Overall, MRC reached an estimated 80 million people per week with our research.

What’s ahead? The media’s infatuation with Obama did not end on Election Day. In fact, it’s gotten worse, as an adoring press corps bares its fangs at any criticism of him and provides cover whenever the Pelosi/Reid Congress undermines national security, the free market or traditional values. MRC is ever vigilant, countering media myths instantly and thoroughly.

Many media companies are losing readers and viewers because fed-up consumers are turning to “new” media. But the “old” media are still dangerous. The lowest-rated network evening news show (CBS Evening News) still has nearly triple the audience of the highest rated cable news show (Fox’s The O’Reilly Factor).

Liberals are ratcheting up their campaign to re-impose the Fairness Doctrine (aka the Censorship Doctrine). They want to take Rush Limbaugh and other conservative talk radio hosts off the air. That’s why the MRC created the Free Speech Alliance to fight for airwaves liberty in 2009.

The MRC is building an alternative media in CNSNews.com and NewsBusters.org, which combined attract millions of weekly visits. The MRC’s Business & Media Institute and Culture and Media Institute are shining a light on the media’s attacks on the free market and traditional values. We are alerting and activating hundreds of thousands of Americans with our MRC Action grassroots response initiatives.

The liberal insanity is being exposed. The markets will eventually stabilize. Conservative policies will continue to prove their value. The nation will recover its commitment to liberty – but only if we stop the truth from becoming a casualty of the liberal media-government axis.

I pledge to you that MRC, with the help of thousands of like-minded supporters and grass-roots activists, will always oppose what’s wrong, and defend what’s right.

Sincerely,

L. Brent Bozell III
Founder and President
Employing its uniquely powerful news media archive of more than 375,000 hours of programming, MRC’s News Analysis Division (NAD) documented thousands of examples of bias in 2008 and reached tens of millions of Americans with irrefutable evidence of the media’s liberal bias.

Under the leadership of Brent Baker, Rich Noyes and Tim Graham, the MRC team of experts tracked more than 85 news programs, inputting the data into the sophisticated News Tracking System (NTS). The MRC’s media archive is the largest in the world and enables experts to go back decades to reveal patterns of bias.

In 2008, MRC data and reports were frequently cited by radio talk show hosts such as Rush Limbaugh, Sean Hannity, Mark Levin and Laura Ingraham, and quoted in major media such as the New York Times, New York Post, Washington Post, Washington Times, Fox News Channel, CNN, MSNBC, the Drudge Report and many others.

NAD experts often appeared on cable news programs such as The O’Reilly Factor, Hannity & Colmes, Your World with Neil Cavuto and Fox & Friends.

Among the Highlights:

- NAD chronicled the media’s favoritism for Barack Obama in two in-depth Special Reports. The first, Editing Rev. Wright’s Wrongs, exposed how the media sanitized the radical rantings of Obama’s minister and treated the candidate as a victim. The second, Obama’s Margin of Victory: The Media, documented how the broadcast networks treated the liberal senator to seven times more positive than negative coverage during the primaries, a media advantage that helped give Obama his margin of victory over Hillary Clinton.

### NAD By the Numbers

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A February 28 Media Reality Check study detailed how the news media’s interest in covering the war in Iraq was falling at almost exactly the same rate as U.S. casualties. A second Media Reality Check study on Iraq, published July 21, also showed how the networks were far less interested in the Iraq war as the story changed from one of U.S. defeat to success. Both of these studies received considerable attention on talk radio shows and on the Internet.

NAD re-launched its successful Campaign 2004 product, Worst of the Week (WOW). These concise, one-page reports were delivered by fax and e-mail every Tuesday and helped put a spotlight on the media’s election-year bias. A WOW report in late July, for example, revealed how the broadcast networks granted 10 times more airtime to Obama’s tour of the Middle East and Europe than a similar trip by John McCain. Even the New York Times took note and reported the MRC figures.

To counter the liberal threat to kill conservative talk radio by re-imposing the so-called “Fairness” Doctrine, the MRC initiated the Free Speech Alliance, a coalition of groups and individuals that has already sent nearly 300,000 petitions to Congress. Brent Bozell joined other conservative leaders at a Capitol Hill press conference backing the Broadcaster Freedom Act, sponsored by Rep. Mike Pence (R - Ind.).

The MRC’s annual year-end Best Notable Quotables of 2008 was a solid success, featured in segments on The O’Reilly Factor and Fox & Friends, along with write-ups in Human Events, New York Post, Investor’s Business Daily, and more than a dozen other newspapers, radio shows and Internet sites. The online version featured 60 video clips, and was prominently linked on The Drudge Report, sending 350,000 visitors to MRC Web site.

MRC launched the Alternative Media Project (AMP), which monitors the increasingly vitriolic output of far-left media, utilizing a variety of Web and blog sites to highlight its discoveries. A post on talk host Randi Rhodes saying Sarah Palin had sex with teen boys and that McCain sold out as a POW generated widespread publicity online, on the air and in print. In October, the Project highlighted New Mexico Sen. Jeff Bingaman’s radio interview in which he threatened to destroy conservative talk radio by bringing back the Fairness Doctrine. AMP’s posting of audio of a San Francisco radio host calling for Joe the Plumber’s death caused a firestorm public outrage and lead to the radio host’s termination.

“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

In 2008, NAD experts made 86 television appearances and were guests on 682 radio programs, and were quoted more than 1,600 times

Who uses the MRC's research?

BMI’s analysis of media coverage of three key issues — climate change, energy and the U.S. economy — drew attention from across the media spectrum.

Among the Highlights:

● BMI’s coverage of the Heartland climate conference in the spring made national news when BMI reported that one of the founders of the Weather Channel advocated suing Al Gore.

● In April, Time magazine doctored the iconic image of the flag raising at Iwo Jima, turning it into a global warming photo. BMI reported how Marines and veterans were angry at Time’s callous distortion of history. BMI then followed with a story about Time Managing Editor Richard Stengel, who admitted that the “notion that journalism is objective, or must be objective is something that has always bothered me.”

● BMI also gained national attention in May for a Special Report showing how the media are comparing today’s economy to the Great Depression — even though unemployment is roughly one-third the Depression era totals. Media hits included John Stossel and Rush Limbaugh.

● BMI Vice President and T. Boone Pickens Fellow Dan Gainor began appearing regularly on Fox News’s daily webcast, “The Strategy Room,” and his column began appearing weekly on the network’s Web site. Gainor also spoke at seven major events, including the Heartland Conference, Americans for Prosperity and CPAC.

● In 2008, BMI produced four Special Reports: Global Warming Censored: Networks Stifle Debate, Rely on Politicians, Rock Stars and Men-on-the-Street for Science; The Great Media Depression: News reports depict economy far worse now than during the 1929 stock market crash; America 2012: What the next president’s first term will do to energy, health care and your wallet — and how the media are making it worse, and Pumped Up Predictions: Network warnings of ever higher gas and oil prices leave out a key point — they are usually wrong.

● BMI released four “Media Myths” reports on topics ranging from “The Nine Worst Business Stories of the Last 50 Years” to the Fannie Mae/Freddie Mac disaster and OPEC’s role in gas prices.
The Business and 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...The Left likes to say that they ‘speak truth to power.’ BMI is truth to power.

MARTHA ZOLLER • TALK RADIO HOST
Culture and Media Institute

As the MRC division that exposes the liberal media’s assault on traditional American values, the Culture and Media Institute adopted “Character: Where Are They Leading Us?” for its election-year theme. CMI produced dozens of character-related articles and two election-based Special Reports, sparking national conversations on media bias in presidential primary debates and the media’s treatment of Sarah Palin. CMI experts also shined a light on Hollywood and the TV networks’ bias against traditional values.

Among the Highlights:
- CMI released five Special Reports: Down a Dark Abby, about Dear Abby’s liberal advice; Apostles of Atheism; Unmasking the Myths of the Fairness Doctrine; ‘Character’ the Most Important Issue in the Presidential Primary Debates; and A Study in Character Assassination: How the Networks Have Portrayed Sarah Palin as Dunce or Demon.
- Dr. James Dobson made the Dear Abby report the focus of his column in the September issue of Focus on the Family magazine (readership: 2 million). MRC Action generated nearly 4,000 petitions to Dear Abby’s distributor asking for a disclaimer, and the Washington Times ran a full-color feature.
- In Apostles of Atheism, CMI exposed the media’s complicity in equating atheism with traditional religion. Dr. Laura Schlessinger featured this, and the Dear Abby report, on her Web home page.
- The Special Report on primary debate questions triggered 60 media hits, including Fox News, CNN, Politico.com, U.S. News, the New York Times and AP.
- Unmasking the Myths of the Fairness Doctrine, CMI’s Special Report on the liberals’ war on conservative talk radio, was distributed on Capitol Hill by Rep. Mike Pence (R-Ind.). More than 3,000 copies have been circulated overall.
- CMI led a national campaign against comedian Bill Maher for slandering Pope Benedict, generating 30,000 e-mails to Time-Warner and a partial apology.
- In December, the second annual Grinch-o-Meter ratings led to two TV appearances and 14 radio interviews.
- CMI writers had a major Web presence, with columns on Townhall, NewsMax, Human Events, WorldNetDaily, OneNewsNow and The Church Report, and as many as eight CMI articles in Townhall’s Media & Culture weekly report. CMI’s newsletter, Culture Links, grew from 760 subscribers in 2007 to more than 8,000. CMI Director Robert Knight wrote regularly for Human Events, Citizen and Townhall magazines, and his “Clueless in Obama Nation” column was featured on The Savage Nation.
- Knight served on the World Congress of Families 2009 Site Selection Committee, was a panelist in a live Webcast on hate crimes from Coral Ridge Ministries, and appeared in videos from Coral Ridge and the American Family Association.
- World magazine Editor Marvin Olasky, provost of The King’s College, joined CMI’s Board of Advisors.
CMI’s Special Report, Unmasking the Myths of the Fairness Doctrine was widely acclaimed and cited on television, radio and in print.

FNC’s Brit Hume, ABC News, the Associated Press, and Politico, to name a few, cited findings from the CMI’s study on media coverage of Sarah Palin.

Down a Dark Abby was a centerpiece of Dr. James Dobson column in an issue of Focus on the Family magazine. Dr. Laura Schlessinger discussed two CMI studies on her radio show (8 to 10 million listeners) and then posted them on her Web site.

CMI Director Robert Knight and CMI Director of Communications Kristen Fyfe appeared on numerous television shows to discuss cultural issues of the day or recent CMI research.
NewsBusters.org, the MRC’s blog, soared in 2008, becoming the premiere Internet site for up-to-the-minute exposés of liberal media bias. Operating 24 hours a day, seven days a week, NewsBusters.org allows MRC staff and 57 outside contributors to post breaking stories and video clips about liberal bias. NewsBusters.org is frequently cited by Rush Limbaugh, Mark Levin, Sean Hannity, Laura Ingraham and other powerhouse conservative talk show hosts. More than 3,800 blogs have linked to NewsBusters.org, including Michelle Malkin, Powerline, Little Green Footballs and Instapundit. In 2008, NewsBusters posted 8,962 articles, an average of more than 24 per day.

**Among the Highlights:**

- In February, NewsBusters caught MSNBC’s Chris Matthews emoting about hearing Barack Obama speak: “I felt this thrill going up my leg. I mean, I don’t have that too often.” The quick posting of Matthews’ adulation was picked up by the Drudge Report and many others and became the symbol of the media’s Obama infatuation.

- On March 18, NewsBusters debunked Hillary Clinton’s claim to have arrived in Bosnia “under sniper fire” in 1996. Using a 12-year old video clip pulled from the MRC’s archives, NewsBusters showed how Clinton’s arrival was peaceful, as she and daughter Chelsea calmly greeted children. Rush Limbaugh picked up the story immediately, followed by FNC’s Special Report with Brit Hume. Correspondent Sharyl Attkisson, who reported on Clinton’s fib for CBS News, told the Los Angeles Times that

- On November 2, NewsBusters external blogger P. J. Gladnick picked up a video of Barack Obama saying he wanted to “bankrupt” the U.S. coal industry. Sarah Palin discussed it in her campaign, and Matt Drudge made it his top story, triggering a NewsBusters record of 450,000 visits in a single day.

- NewsBusters’ blog format allows MRC to respond rapidly in an ever-faster news cycle. In September, less than 15 minutes after NBC’s Luke Russert remarked on the air that the “smartest kids” supported Obama, NewsBusters posted a transcript, then a video clip. Within two hours, Russert issued a public apology.

- NewsBusters Executive Editor Matthew Sheffield and bloggers Noel Sheppard, Ken Shepherd, and intern Jake Lybbert conducted over a dozen interviews with major conservative figures at the Republican National Convention in St. Paul, appearing on television and radio and confronting liberal CNN anchor John Roberts about his bias.

- In October, NewsBusters.org was named one of the Top 10 stand-alone political blogs by Nielsen and comScore Media Metrix, an Internet rating system.

- MRC and the Wall Street Journal signed a deal for one NewsBusters post a day to be displayed on the Journal’s Web site.

Both Rush Limbaugh and Matt Drudge frequently cite NewsBusters postings and provide links to NB from the Drudge Report and the Rush Limbaugh Show Web sites, thus exposing hundreds of thousands of EIB network listeners and online readers to current NB/MRC research and reports.
NewsBusted, the twice-weekly online comedy show now in its second year, drew a pre-election average of 40,000 views for each show, keeping it the most popular conservative comedy video on the Web. The two-minute-plus program features Jody Miller delivering dry commentary on the media’s ongoing fixation with liberals and the often-silly things that liberals say. In October, NewsBusted attracted an audience as high as 60,000 to 70,000 viewers per episode.

In 2008, NewsBusted executive producer Matthew Sheffield arranged for the show to be distributed by popular conservative Web site NewsMax.com where it is their #1 entertainment video.

More than 120,000 Daily Visits
(As of October 31, 2008)
57 Bloggers
8,962 stories in 2008
In its sixth year, TimesWatch, led by Director Clay Waters, is the leading critic of The New York Times’ liberal political agenda. TimesWatch analyzed every page of the nation’s self-described “paper of record” in 2008 and also tracked Times staffers in other media outlets.

Among the Highlights:

● Waters appeared on Fox Business Network on January 10 to talk about the Times’ falling stock, its liberal bias, and a possible link between the two.

● In February, the Times ran a front-page smear of John McCain with anonymous allegations of an affair. TimesWatch noted that the next day, the paper relegated the story of McCain’s denial of a romantic relationship to page 20. Waters posted his TimesWatch item on NewsBusters, and the Drudge Report linked to it.

● Justice Department reporter Eric Lichtblau, notorious for revealing details of classified terrorist surveillance programs, wrote a book, Bush’s Law, accusing the administration of lying about the “war on terror” (quote marks his). Waters’ book review suggesting that Lichtblau’s liberal arrogance blinded him to the dangers of terrorism appeared in the Sunday, April 13 edition of the New York Post.

● Waters appeared on Fox News’ America’s Newsroom on September 23 to discuss the Times’ coverage of McCain. Waters pointed out how the Times had spread unsubstantiated affair allegations, questioned McCain’s eligibility for the presidency, and hinted that he hadn’t learned the correct anti-war lessons as a Vietnam POW.

● In December, Michelle Malkin, Ann Coulter and Bill O’Reilly.com linked to TimesWatch, whose year-end reports — “The NYT’s Worst Quotes of the Year” and the “Top 10 Lowlights of the New York Times from Campaign 2008” — attracted multiple blog and radio hits.

● The e-newsletter TimesWatch Tracker topped 12,000 subscribers, up from 8,500 in 2007.

“TimesWatch.org is brilliant, on the money and totally magnificent. Congratulations. It’s a GREAT resource.”
— Steven Emerson, Executive Director, The Investigative Project on Terrorism

“The TimesWatch site is brilliant, on the money and totally magnificent. Congratulations. It’s a GREAT resource.”
— Mark Levin, Host, The Mark Levin Show

TimesWatch Director Clay Waters was cited in hundreds of print and Web publications. He and MRC’s Brent Bozell appeared on several major news shows to discuss TimesWatch findings.
With more and more young Americans devoting time to watching videos on the Internet, and video mega site YouTube openly censoring conservative videos, MRC unveiled Eyeblast.tv in April as the conservative answer. The MRC’s Internet sharing site started with a bang, with 8,000 unique visitors on opening day, and 37,000 a day by April 30.

Eyeblast quickly became the video vault for all of the MRC’s divisions, enabling our sites to feature “click and play” video. Eyeblast also emerged as the home video site for conservative organizations such as Pro-Life Unity, which uploaded more than 60 videos.

**Among the Highlights:**

- One of the first Eyeblast.tv-hosted videos, “A Video Portrait of Barack Hussein Obama,” by Illuminati Video, went viral, with 7.7 million viewings.
- In August, Eyeblast.tv launched its blog, Video Done Right, and the Eyeblast staff began writing for NewsBusters.org and other blogs. Several well-known bloggers also found a video home at Eyeblast, including Ed Morrissey, who writes at Michelle Malkin’s Hot Air video blog, and Naked Emperor News, which unearthed some of the most explosive quotes by Barack Obama.
- Eyeblast began “Porkbusters on Patrol,” a unique video channel coordinated with the blog-inspired Porkbusters coalition, which includes the American Conservative Union, Americans for Prosperity, Americans for Tax Reform, Citizens Against Government Waste, the Club for Growth, Heritage Foundation, the National Taxpayers Union and Taxpayers for Common Sense. Eyeblast secured a deal for Flip brand video cameras to distribute to a cadre of citizen journalists who record examples of government waste on camera and upload them to Eyeblast’s “Porkbusters on Patrol.”
- One of the most popular Eyeblast channels is “Liberals Behaving Badly,” which has more than 50 videos of such embarrassing footage as a lawmaker comparing Barack Obama to Jesus Christ; liberals shouting vulgarity at a John McCain march in Manhattan; a West Hollywood artist hanging Sarah Palin in effigy; and the liberal blog Daily Kos fueling mainstream coverage of the unfounded allegation that Sarah Palin faked a pregnancy. Some of the videos came from the GOP convention in Minneapolis, where Eyeblast Executive Producer K. Daniel Glover captured on-the-street footage of protesters.
- By October, Eyeblast exceeded its annual goal of having 25 channels beyond those that house videos from MRC’s own divisions. Some of the groups that post videos are the Heritage Foundation, Americans for Prosperity, Move America Forward and the Conservative Political Action Conference.
- By the end of the year, Eyeblast had registered nearly 19,000 members, exceeding its 2008 goal of 12,000.

Among those CNSNews.com put “On the Spot” were former President Bill Clinton, who defended the Wall Street bailout; Rep. John Murtha, who insisted he was right to say U.S. Marines killed Iraqi civilians “in cold blood;” and Treasury Secretary Henry Paulson, who said “there obviously are limits” to what he could do with $700 billion in bailout money, but did not specify any.

“On the Scene” video interviews included Gen. David Petraeus, who said he would let historians decide if he or his critics were right about the surge in Iraq; and a Code Pink activist who disrupted an event at the Republican convention.

For the “On the Spot” channel, CNSNews.com reporters interviewed and videotaped Hollywood celebrities, including actress Whoopi Goldberg, who acknowledged that “whenever Democrats get in, taxes do go up;” and Ashley Judd, who said, “A woman voting for McCain and Palin is like a chicken voting for Colonel Sanders.”

Among the Highlights:

- CNSNews.com built a database tracking all U.S. casualties in Iraq. The database lists who died, when, where and how, where they were from, how old they were, their branch of the military and their rank. This data assisted CNSNews.com in demonstrating that the surge was working. The database also affected how other news organizations covered the war. Fox News repeatedly cited CNSNews.com reports derived from the database.
- CNSNews.com tracked the number of reporters in Iraq and the volume of war coverage in The New York Times and The Washington Post. By comparing this information with facts from the casualty database, CNSNews.com was able to expose the glaring reality that as U.S. strategy in Iraq succeeded, press coverage receded.
- Reporter Penny Starr tracked down copies of Trumpet, the magazine of the Rev. Jeremiah Wright’s church. When she reported that in the December 2007 edition Wright made derogatory statements about Italians, several network television programs picked it up, reaching tens of millions of people with the story.
- Fred Lucas reported that bulletins from Wright’s church included essays by an associate pastor who said, “the major networks are run by right-winged conservatives” and that the U.S. military is running a “school of terrorism.”
- CNSNews.com’s Pete Winn reported that Democratic House Speaker Nancy Pelosi (D-Calif) had been using a bogus Bible quote to promote global warming legislation. Fox News and Politico picked it up.
- Winn also reported that the Red Cross could not account for tainted or questionable blood that may have entered their blood supply from 2003 to 2006.
- CNSNews.com led the way in reporting the controversy over federal moratoria on new offshore drilling and shale-oil development leases. In a video interview, House Minority Whip Roy Blunt (R-MO) told CNSNews.com that he would advise President Bush to veto any bill that extended the moratoria. Speaker Pelosi told CNSNews.com that she did not have the votes to override a veto.
- Penny Starr reported that a Planned Parenthood Web site recommends that teenagers view pornography as a “safer” way to have sex.
- House Majority Leader Steny Hoyer (D-MD) suggested to CNSNews.com’s Josiah Ryan that he was open to reinstating the Fairness Doctrine, saying he was interested in “ensuring the availability of fair and balanced information to the American public.”

CNSNews.com had impressive reach in 2008. CNSNews.com stories were linked a record 24 times on The Drudge Report. Twenty-two were cited on Fox News’s Special Report with Brit Hume. CNSNews.com staff or stories were featured 91 times on national television, including Editor-in-Chief Terry Jeffrey’s regular CNN appearances on The Situation Room. CNSNews.com staff appeared on, or were cited by, nearly 400 radio shows, including those hosted by Rush Limbaugh, Sean Hannity, Bill Bennett, Laura Ingraham and Janet Parshall.
“On the Spot”

“A woman voting for McCain and Palin is like a chicken voting for Colonel Sanders.” Ashley Judd told this to CNSNews.com reporters Nicholas Ballasy and Jonathan Schulter during one of their interviews for “On the Spot.” In 2008, Whoopi Goldberg told CNSNews.com, “whenever Democrats get in, taxes do go up,” and Bill Clinton indicated that the U.S. may break even from the proposed financial bailout.

CNSNews.com Editor-in-Chief Terry Jeffrey is a regular guest on CNN’s The Situation Room with Wolf Blitzer; and reporter Penny Starr appeared on FNC’s Hannity & Colmes.

“CNSNews.com stories were regularly cited on the Fox News Channel, the Rush Limbaugh Show, the Drudge Report and Politico to name a few.

“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

“CNSNews.com reports what the mainstream media refuse to tell you. It makes it possible to keep my listeners fully informed on current events.”
G. GORDON LIDDY

Two other CNSNews.com on-camera interview programs include “Online with Terry Jeffrey” and “On the Scene.” CNSNews.com asks past and present public officials hard-hitting questions about issues of the day and provides a forum for discussing news the mainstream media ignore.
Grassroots Activism

Since August 2005, the MRC has mobilized and armed hundreds of thousands of activists with a high-tech arsenal to fight the leftist press. In 2008, record numbers participated in the MRC Action Team (MRCAction.org).

The MRC Action Team joins with grassroots activists to expose, document and neutralize liberal bias. These activists regularly sign petitions, e-mail the media, make phone calls and pass on the “call to action” to others.

MRC Action had unprecedented growth from January through November, with a total database increase of 92 percent from 278,000 to 535,000 members and a 74 percent increase in the number of active members, growing from 179,592 to 313,000. In 2008, MRC Action members signed 572,000 petitions, bringing the total number to over 1,452,000 since the program’s inception.

MRC Action sends members news and research from all of MRC’s Web sites and products. Team members clicked through more than 254,000 times in 2008 to read articles, Special Reports and to view videos.

Among the Highlights:

● The MRC Action Team began the year by delivering over 66,000 signed petitions to network and cable morning news shows demanding an end to biased election reporting, and then sent more than 58,000 e-mails to The New York Times for its skewed coverage of John McCain.

● In April, when a Time magazine cover altered the image of Marines raising the flag at Iwo Jima (turning Old Glory into a tree), the Action team deluged Time with 33,000 e-mails.

● Also in April, HBO’s Bill Maher attacked Pope Benedict. Maher issued a partial apology after 19,000 team members sent personal e-mail messages to HBO.

● In June, the first wave of MRC’s campaign to halt efforts to reinstate the Fairness Doctrine (more aptly called the Censorship Doctrine) sent more than 100,000 petitions to congressional leaders. Two months later, Congress received another 200,000.

● In August, the team sent 150,000 signed petitions to major news networks, protesting egregiously biased election reporting.

● The team then took on Newsday, which directly linked a church shooting in Tennessee to Rush Limbaugh, Sean Hannity and other conservative media. Within hours, Newsday editors, publisher and executives were inundated with 10,000 e-mails.

● In October, CNN’s Drew Griffin misquoted National Review on Sarah Palin, and the Action Team hit CNN with so many e-mails that CNN shut down its delivery system – but not before nearly 32,000 reached Griffin and CNN executives. CNN admitted the mistake on air, with reporter Griffin adding, “I botched it.” Giving credit where due, MRC Action followed up with nearly 5,000 “thank you” messages.

● Less than a week before Election Day, the Los Angeles Times decided to withhold from public viewing a video featuring Barack Obama and Rashid Khalidi, a pro-terrorist radical and one-time spokesman for the late PLO leader Yasser Arafat. Within 12 hours, more than 15,000 Action Team members e-mailed the Times, urging the paper to report – not suppress – the news.

The Free Speech Alliance

In November, the MRC created the Free Speech Alliance, a coalition fighting to ensure that the Fairness Doctrine never returns to silence the conservative voice in America. MRC Action launched a national media campaign, voiced by former Reagan Attorney General Ed Meese, which aired on the Sean Hannity Show.

By December, 36 organizations and 80,000 concerned citizens had joined the coalition – the start of what will be a seminal grassroots issue in 2009.
For 16 years, the MRC’s Youth Education and Intern Program has mentored college students to recognize media bias and the need for balanced journalism while preparing them for careers in journalism, public relations, marketing and government. In 2008, MRC interns saw their work cited by Rush Limbaugh, Mark Levin, the Washington Times, the Drudge Report and many other media – even the Times of India.

In 2008, the MRC had 25 internships hosted by every division of the organization. Spring interns Matt Purple, Evan Moore, Lois Owen, and Genevieve Ebel worked in the Business & Media Institute and CNSNews.com. Lyndsi Thomas was in the News Analysis Division. Spring interns wrote more than 30 articles and contributed to the MRC’s monthly newsletter, The Watchdog.

The Summer 2008 Intern Program was one of the most active semesters. The 10 participants wrote well over 100 articles, blog posts and commentaries that were published and quoted by conservative organizations, talk radio and other media outlets.

Summer interns included Lyndsi Thomas and Peter Sasso with the News Analysis Division; Kaitlynn Riely, Andrew Tashjian, KeriAnn Hopkins, Michael Gryboski and Allison Aldrich worked at CNSNews.com; Kelly Brown interned at the Business & Media Institute; the Culture and Media Institute hosted Julia Seward; and Brad Evenson joined the Marketing department.

For the Fall semester, the MRC welcomed 10 interns: Erin Brown joined the Culture and Media Institute, CNSNews.com welcomed Matt Cover, Tiffany Gabbay, Sara Burrows, Matt Hadro, Tiffany Bell, Mary Jane O’Brien and Lauren Maffeo. Lyndsi Thomas continued with the News Analysis Division, and Joshua Stern joined the IT department.

The Youth Education and Intern Program for 2008 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.

“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 • Intern Summer 2007 and Spring 2008 • CNSNews.com
2008 Publications & Web Products

NEWSLETTERS
The Watchdog • Media Reality Check / Worst of the Week • Notable Quotables • Media Myths

BOOK
Whitewash: What the Media Won’t Tell You About Hillary Clinton, but Conservatives Will
— For past MRC books visit www.MRC.org

SPECIAL REPORTS
The Great Media Depression: News Reports Depict Economy Far Worse Now Than During the 1929 Stock Market Crash
Global Warming Censored
Apostles of Atheism: How the Broadcast and Print Media Helped Spread the Gospel of Godlessness in 2007
Down a Dark Abby
Unmasking the Myths Behind The Fairness Doctrine
‘Character’ the Most Important Issue in the Presidential Primary Debates
A Study in Character Assassination: How the TV Networks Have Portrayed Sarah Palin as Dunce or Demon
Obama’s Margin of Victory: The Media Editing Wright’s Wrongs
No Fairness Doctrine for PBS
— To access the entire archive of MRC Special Reports visit www.MRC.org

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MRC CyberAlert
CNSNews.com E-Brief
The Balance Sheet
TimesWatch Tracker
Culture Links

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www.CNSNews.com
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www.NewsBusters.org
www.BusinessandMedia.org
www.CultureandMedia.com
www.MRCAction.org
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Genevieve Ebel and Lyndsi Thomas
SPRING 2008: Peter Sasso, Lyndsi Thomas, Kaitlynn Riely,
Andrew Tashjian, Keriann Hopkins, Michael Gryboski,
Allison Aldrich, Kelly Brown, Julia Seward and Brad Evenson
FALL 2008: Erin Brown, Matt Cover, Tiffany Gabbay,
Sara Burrows, Matt Hadro, Tiffany Bell, Mary Jane O’Brien,
Lauren Maffeo, Lyndsi Thomas and Joshua Stern

“The Media Research Center is truly America’s Media Watchdog.
They don’t just growl... they bite!”

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No other media watchdog has such an impact as the MRC. Perhaps no conservative organization, period, generates as much attention. The number of media appearances and citations for MRC experts in 2008 confirm that the MRC is the leading force in exposing liberal media bias and neutralizing its effect. Every week, an average of more than 80 million Americans learn about liberal media bias from the MRC, on TV, radio, in print and on the Web. Below is just a partial listing of the media hits for the MRC in 2008.

**TELEVISION**

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| SRN News         |
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| ~ Partial Listing  |

**RADIO**

**National & Syndicated**

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<td>WXIC – Birmingham, AL</td>
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<td>WZNS – Jacksonville, FL</td>
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<td>XEPE – San Diego, CA</td>
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<td>~ Partial Listing</td>
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In June alone, Fox’s Special Report with Brit Hume cited MRC research and reports at least six times, reaching more than 1.5 million people each time with the MRC message.
The MRC’s 2008 Gala and DisHonors Awards was held at the Grand Hyatt in Washington, D.C. on April 10. Attended by more than 1,000 people, the event was marked by wit and side-splitting humor, as befitting an MRC gala.

Winners for the five DisHonors Awards were selected by a panel of 16 leading media observers, including Rush Limbaugh, Mark Levin, Laura Ingraham, Tony Blankley, Steve Forbes, Robert Novak, Walter E. Williams and Thomas S. Winter.

Cal Thomas, syndicated columnist and panelist on FNC’s Fox News Watch, served as Master of Ceremonies. Larry Kudlow, host of CNBC’s Kudlow & Company, presented the first two awards, followed by columnlist/commentator Ann Coulter, who set up the funny video clips with some droll remarks of her own, and presented the third award. Talk show host Mark Levin handled the fourth and fifth awards.

The “Dan Rather Memorial Award for the Stupidest Analysis,” went to the McClatchy Newspapers for the downer headline: “As violence falls in Iraq, cemetery workers feel the pinch.” Pollster Kellyanne Conway accepted the award in jest.

The “I’m Not a Political Genius But I Play One on TV Award,” was won by HBO’s Bill Maher, who had said that if Vice President Dick Cheney were slain, “more people would live. That’s a fact.” Gods and Generals Director Ron Maxwell accepted for Maher.

MSNBC’s Keith Olbermann won the “Damn Those Conservatives Award” for his demand that President Bush withdraw all troops from Iraq or resign immediately or be impeached. Accepting was Minuteman Project founder Jim Gilchrist.

The title of the “Barack Obama Gives a Thrill Up My Leg Award,” made it difficult for presenter Mark Levin to announce it with a straight face. He faux-sarcastically thanked Brent Bozell for making him do it. The award, not surprisingly, went to the author of the “thrill” phrase, MSNBC’s Chris Matthews, for his extended gushing on The Tonight Show about the “really cool” Obamas, who are “really cool people.” Matthews also snagged the final dishonor, the “How We Adore Clinton-Gore Award,” for exclaiming that Bill Clinton’s funeral oratory “sounds like Jesus in the Temple,” a performance that also netted him “Quote of the Year” by audience acclaim. Rep. Tom Tancredo (R-Colo.) accepted the award on Matthews’ behalf.

The Gala also had two moving tributes. MRC Founder and President L. Brent Bozell III presented the Second Annual William F. Buckley Jr. Award for Media Excellence to Tony Snow, a longtime MRC friend. Snow, who distinguished himself at The Detroit News, The Washington Times, Fox News Channel and finally as White House Press Secretary, gave a rousing speech about how America “is still the world’s dream machine.” It was one of his last major appearances before he died of cancer at age 53 in July.

At the end of the evening, after an emotional video tribute to Lt. Michael Patrick Murphy, who was posthumously awarded the Medal of Honor in 2007 for giving his life to save his fellow Navy Seals on a mountain in Afghanistan, MRC Trustee T. Boone Pickens shocked and delighted the crowd. He found the video tribute so moving that he rewrote a $100,000 donation check to the Congressional Medal of Honor Foundation, making it out for $1 million. As tears flowed in the audience, he presented the check to Michael’s father, Daniel, and brother, John.
The late Tony Snow graciously accepts the Second Annual William F. Buckley Jr. Award for Media Excellence from L. Brent Bozell III, then delivers a rousing speech to the more than 1,000 people in attendance.

Daniel Murphy accepts a $1 Million check for the Congressional Medal of Honor Foundation from MRC Trustee T. Boone Pickens on behalf of Lt. Michael Patrick Murphy, who was posthumously awarded the Medal of Honor in 2007.
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STEVE FORBES • President and Editor-in-Chief, Forbes magazine
### Media Research Center Statement of Activities

#### Year Ended December 31, 2008

<table>
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<th>Revenue and Support*</th>
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<td>Contributions</td>
<td>$11,438,440</td>
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<tr>
<td>Rental and other</td>
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<td>Interest/Investment Income</td>
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<td><strong>Total Revenue and Support</strong></td>
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#### Program Services Expenses

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<th>Service</th>
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<td>News Analysis Division</td>
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<tr>
<td>Cybercast News Service</td>
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<td>Business &amp; Media Institute</td>
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<td>Culture and Media Institute</td>
<td>927,434</td>
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<td>Eyeblast.tv</td>
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<td>Grassroots</td>
<td>1,256,466</td>
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<td>Youth Education &amp; Intern Program</td>
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<td><strong>Total Program Services</strong></td>
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#### Support Services

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<th>Service</th>
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<tr>
<td>Resource development</td>
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<tr>
<td>General and administrative</td>
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<tr>
<td><strong>Total Support Services</strong></td>
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<thead>
<tr>
<th>Expense</th>
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<tr>
<td><strong>Total Expenses</strong></td>
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<tr>
<td>Change in Net Assets</td>
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<tr>
<td><strong>Net Assets, Beginning of Year</strong></td>
<td><strong>11,825,322</strong></td>
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<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td><strong>$9,696,794</strong></td>
</tr>
</tbody>
</table>

#### Notes

* The above are unaudited financial statements.

* To receive a copy of the MRC’s audited financial statements, please contact us:

  Media Research Center  
  Attn: Accounting Department  
  325 South Patrick Street • Alexandria, VA 22314  

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The Media Research Center participates in the Combined Federal Campaign (CFC).

MRC’s CFC number is 12489.
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Seven-time bestselling author

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