

2009 ANNUAL REPORT

MEDIA RESEARCH CENTER





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ABOUT THE MRC

The Media Research Center™ was launched in 1987, when less than 25 percent of Americans recognized the media's liberal bias. The MRC's efforts to document, expose, and neutralize the left-wing press have changed that. Today, nearly nine in 10 Americans recognize media bias.

The MRC consists of three media analysis divisions – the News Analysis Division, including *TimesWatch* and a popular blog, *NewsBusters.org*; the Business & Media Institute; and the Culture and Media Institute – an online news source, *CNSNews.com*; a grassroots division, the MRC Action team; and a multimedia website, *Eyeblast.tv*. All divisions' efforts are highlighted throughout this report.

The MRC excels in daily analysis of media coverage of top news stories. Reports published on MRC websites and emailed to tens of thousands of subscribers evaluate coverage of issues ranging from health care to foreign policy to political scandal. A sophisticated marketing effort sends important information to talk radio and television hosts as well as prominent online voices.

The MRC is the only organization that also provides historical context and trend analysis in *Special Reports* drawing on more than 388,000 hours of archived video news footage – the largest archive of its kind in the world.

“Thanks to Brent and the team at the MRC for the tremendous amount of material they provided for so many years when I was anchoring ‘Special Report.’ I don’t know what we would have done without them. It was a daily buffet of material to work from. We certainly made tremendous use of it.”

BRIT HUME

AN INTERVIEW WITH BRENT BOZELL

What can conservatives learn from 2009?

Two things. The first thing is that the traditional news media are so wedded to the political success of Barack Obama that they've decided simply not to report news if it's harmful to him. Witness how they gave no coverage to the Van Jones scandal, the ACORN scandal, ClimateGate, and the Fannie and Freddie bonuses. There is not even a pretense of objectivity. Yet despite the media's attempts to censor them, these stories gained national attention. It is proof that the impact of the networks is withering, that we can neutralize their agenda.

Second, contrary to what the press tells us, the conservative movement is not just alive and well, it grows in strength daily. Barack Obama had a filibuster-proof Congress and still couldn't get most of his agenda passed. In 2009, we saw an explosion of grassroots conservative activity. It will grow even stronger in 2010.

How can conservatives carry momentum into 2010?

Conservatives must not allow themselves to be despondent. Look at the polls. The percentage of Americans who self-identify as conservative is as high as it's ever been. Barack Obama's job approval rating plummeted in the first year of his administration. What conservatives need to insist, absolutely insist, is that those people who want their support commit to honoring conservative ideas and values.

Moderates in Congress derailed the Reagan Revolution. If conservatives want to get back on track, they have to stop acquiescing to the "Big Tent" philosophy of the moderates and liberals. Conservatives must fight for their beliefs. But in doing so, they must acknowledge that their most formidable enemy is still the liberal – and increasingly leftist – "news" media. Conservatives cannot win unless they are prepared to take on the news media.

Where do you see traditional media headed in the next decade?

The Old Media in 2010 will work overtime in their efforts to see a liberal majority reelected in both the House and Senate. Conservatives have to understand that they are going to come under withering fire from the media. The grassroots public is fed up with squeamishness in the face of liberal media attacks. I don't blame them. We have to stick to our guns and be ready to fire back.

What is the Media Research Center's role in the future?

Our job is going to be to expose this political agenda of the left-wing "news" media in 2010. We're going to let all of America know that the media have surrendered their journalistic ethics in pursuit of a liberal political ideology. Our demand is the same as it has always been: we want balance; we want fair treatment of both sides. But we also know that the stakes in 2010 are enormous. We must be up to the challenge.

What is the most important issue facing the MRC?

There is going to be a growing movement – and this is very dangerous – for there to be, literally, a contractual marriage between the liberal media and the Obama administration, with the administration actually providing taxpayer money to keep liberal media entities alive. At the same time, using milquetoast language like "localism" and "diversity," the Left, aided and abetted by the liberal media, will continue to try to regulate conservatives off the airwaves. Both elements are hugely dangerous.

There is no public support for either option. The more we educate the public about what the Left is trying, the more outraged the public will become. The more outraged they are, the more they'll take action to stop it. We intend to shine a big spotlight in Washington, D.C., next year, exposing these people for what they are and what they are doing.



“Our demand is the same as it has always been: we want balance; we want fair treatment of both sides.”

**L. BRENT BOZELL III
MRC FOUNDER AND
PRESIDENT**

MRC DIVISIONS

NEWS ANALYSIS

The News Analysis Division is the heart and soul of the Media Research Center. Expert news analysts monitor all major national television and print outlets to provide comprehensive analysis based on quantitative and qualitative research.

The News Analysis Division publishes daily *CyberAlert* email reports, regular *Media Reality Check* reports, and the bi-weekly collection of journalists' most biased quotes, *Notable Quotables*. NAD also produces *Profiles in Bias*, in-depth examinations of influential journalists' bias; and *Special Reports*, which provide historical context and trend analysis.

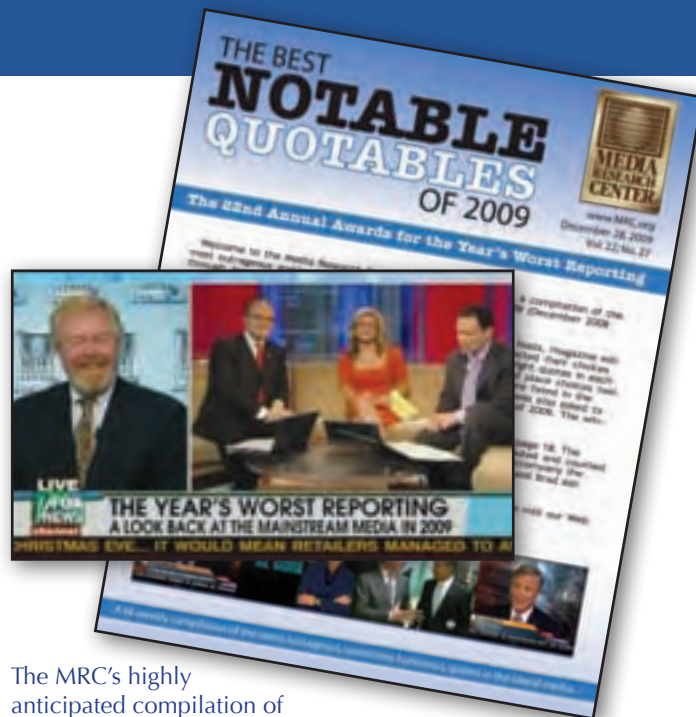
The News Analysis Division is home to *TimesWatch*, which exclusively monitors *The New York Times* (see page 3), and the MRC's blog, *NewsBusters.org* (see page 4).

NAD experts regularly appear on radio and television programs to provide insight on media issues. The MRC's in-house video studio (see page 18), new in 2009, makes MRC experts from all divisions available within minutes for national television appearances. In 2009, NAD experts were guests on 42 television shows and granted more than 490 radio interviews. NAD research is frequently cited by radio hosts such as Rush Limbaugh and Mark Levin, and television hosts including Sean Hannity and Glenn Beck.

What launched in 1987 with a handful of employees, a black-and-white TV, and a rented computer, has become the nation's largest and most sophisticated media monitoring operation. A state-of-the-art digital video recording system, upgraded in 2009, feeds a video news archive containing more than 388,000 hours of televised news and enables more than 50 professional staff to produce indisputable evidence of liberal media bias. MRC's News Analysis Division has certainly earned its reputation as the national leader in documenting, exposing, and neutralizing liberal media bias.

"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



The MRC's highly anticipated compilation of the year's most biased and humorous liberal media quotes is a hit each December and always receives considerable media coverage via TV, radio, and print.



WWW.MRC.ORG

The MRC redesigned its primary website, www.MRC.org, in 2009 to incorporate new technologies and features, including embedded videos and social networking tools. Thousands of Internet users visit the MRC's main website every day. The new layout makes it easier for visitors to access daily analysis, *Special Reports*, and other resources from all MRC divisions.



BUSINESS & MEDIA INSTITUTE™

The MRC's Business & Media Institute was founded in 1992 to address the rampant anti-business bias of the national news and entertainment media. BMI is dedicated to advancing the culture of free enterprise in America by documenting, exposing, and neutralizing the media's bias against capitalism and free enterprise principles.

The Business & Media Institute is the only organization dedicated to correcting the media's anti-free enterprise bias and promoting a fair portrayal of the business community in the news and entertainment media. BMI focuses on issues pertaining to the business community, including "global warming" alarmists' campaigns against industry, health care reform efforts, taxes, economic indicators, and corporate scandal.

BMI experts use the same resources available to other MRC divisions, including the massive video news archive, the state-of-the-art digital video recording system, and the MRC's video studio. BMI publishes articles on its website and the MRC's blog, NewsBusters.org (see page 4) daily. A weekly email newsletter, *The Balance Sheet*, is packed with analysis of the top issues in the news, as well as commentaries from leading businessmen and media experts, from a pro-free enterprise perspective. BMI also produces in-depth *Special Reports* which document anti-business, anti-free enterprise bias, and put it in a historical context.

In 2009, as the American economy struggled to rebound, BMI analysis and experts were in high demand to provide insight into media coverage of economic issues. BMI Vice President for Business and Culture Dan Gainor writes a regular column for the Fox Forum, and appears frequently on television and radio to discuss anti-free enterprise bias in the media. Gainor and other BMI experts appeared on 41 television shows and conducted more than 365 radio interviews in 2009.

BMI relies heavily on its Board of Advisors for economic expertise. National Chairman Herman Cain, former president and CEO of Godfather's Pizza, Inc., is joined on the Board by economics and journalism professors, policy experts, and businessmen.



BMI's insightful research and unique analysis are often cited by both the conservative and alternative media outlets.

CULTURE AND MEDIA INSTITUTE™

The MRC's Culture and Media Institute fights against an increasingly aggressive news and entertainment media campaign to subvert the culture, character, traditional values, and morals that helped make America great. CMI documents, exposes, and neutralizes the liberal media elites' bias against traditional values and promotes a fair portrayal of social conservatives and religious believers in the media.

CMI experts publish daily reports online, and produce a weekly email newsletter, *CultureLinks*, that provides in-depth analysis of the media campaign against traditional values. CMI also produces *Special Reports* that track larger trends in the media's attacks on religion and social conservatism, and its promotion of "alternative lifestyles" and left-wing social policies.

CMI staff are frequent guests on several Christian radio programs and the Christian Broadcasting Network's *NewsWatch* program. CMI's experts appeared on 8 television and 184 radio programs in 2009.



TIMESWATCH™

The *New York Times* is read nationwide, and frequently sets the agenda for television news programs from which most Americans get their news. *TimesWatch*, an MRC project overseen by the News Analysis Division, documents and exposes the liberal political agenda of *The New York Times*.

TimesWatch analysts dissect *The New York Times* daily and post examples of liberal bias, as well as factual or funny mistakes, to the web and in the *TimesWatch Tracker* newsletter. Led by *TimesWatch* Director Clay Waters, the project

is committed to compelling the "paper of record" to live up to its nickname by providing balanced, fair, and honest reporting.

Waters also contributes to the MRC's blog, NewsBusters.org, and has appeared on television and radio to discuss bias in *The New York Times*.



NEWSBUSTERS™



In 2005, the MRC launched the NewsBusters.org blog as a source for instant analysis of media bias. NewsBusters is overseen by the News Analysis Division. Analysts from all MRC divisions and dozens of outside writers contribute to the blog.

NewsBusters has established itself as a must-visit site for political insiders, journalists, and the general public. Nearly 2 million people visit the NewsBusters.org website every month. Technorati puts NewsBusters.org #24 among thousands of blogs and #16 among all political blogs. The Compete web-ranking system recently found NewsBusters to be the #5 most popular conservative political blog.

Many television and radio hosts – including Rush Limbaugh, Sean Hannity, Mark Levin, Laura Ingraham, and others – read NewsBusters as part of their daily show prep because they know it is the best source for up-to-the-minute analysis of media bias. Countless hosts cite NewsBusters reports, credited and uncredited, on their shows.

NewsBusters was a driving force in coverage of major issues in 2009, including ABC's summer infomercial for ObamaCare, coverage of town hall and Tea Party protestors, the Left's character assassination campaigns against Rush Limbaugh, and the ClimateGate scandal. Limbaugh even thanked NewsBusters by name on his radio show for its work to demand the media stop lying about him.

NewsBusters specializes in instant reaction to media bias, but also serves as a delivery vehicle for in-depth MRC publications such as *Special Reports*. The blog also utilizes Eyeblast.tv technology to include video evidence of bias as well as clips of MRC experts' appearances on television.

The NewsBusters team is always looking for ways to incorporate new media technologies to the blog. It continues to produce *NewsBusted*, a twice-weekly video comedy show that pokes fun at liberal media bias.

EYEBLAST.TV™

The Left has a distinct advantage over conservatives online. Liberal financiers have poured tens of millions of dollars into launching left-wing sites. The liberal media have spent hundreds of millions of dollars establishing themselves on the Internet. Most of the big sites like Google, YouTube, and Facebook, are run by liberals and are openly hostile to conservatives. The MRC launched its High Speed Conservatism program to address the disparity.

All of the MRC's video content is hosted on Eyeblast.tv. Analysts post videos that illustrate liberal media bias. CNSNews.com (see page 6) posts video interviews with politicians and other newsmakers. The MRC Action team (see page 5) produces videos in the MRC's in-house studio (see page 18) and shares them with hundreds of thousands of grassroots members via Eyeblast.tv.



Eyeblast.tv is now home to 20,500 registered users and 6,723 videos that have been viewed more than 22 million times since Eyeblast.tv launched in April 2008. Popular websites such as FoxNation, Breitbart.tv, and HotAir have embedded and linked to Eyeblast.tv videos, and countless unregistered users have viewed Eyeblast.tv content.

NEWSBUSTED™

NewsBusted, the twice-weekly video comedy show produced in Hollywood by the MRC, serves as the only conservative counterpunch to popular liberal "fake news" comedy shows such as *The Daily Show*.

NewsBusted is the only program of its kind for the right, providing a humorous look at the news from a conservative perspective. *NewsBusted* is the most popular regular video feature on Eyeblast.tv and the #1 regular show produced by any political group — liberal or conservative. Through social network-driven sharing, *NewsBusted* regularly reaches more than 60,000 viewers per week, with some episodes viewed nearly 250,000 times.



MRC GRASSROOTS

The MRC Action team, launched in 2005, empowers grassroots activists around the country to take up arms in the fight against the liberal media. These activists sign petitions, make phone calls, send emails and faxes, and take to the streets in defense of truth in media and freedom of speech.

Since the Left took control of Congress in 2007, and especially since it regained the White House in 2009, conservatives have grown increasingly eager to fight back. The number of Americans self-identifying as conservative hit record highs in 2009. More importantly, the number of conservatives engaging in politics grew rapidly.

As the media push dangerous left-wing economics and promote liberal social policies, the American people are realizing the true power of the liberal media and they are turning to the MRC for leadership in the fight. More than 120,000 people joined the MRC Action team in 2009, bringing the total number of members to more than 667,000.

The MRC Action team played a critical role in the conservative movement in 2009. By acting upon the research and analysis produced by the MRC, the grassroots division engaged the public in the fight against liberal media bias and proved to the media that the American people won't stand for their left-wing activism.

When it was reported that ABC's George Stephanopoulos participates in daily strategy calls with top liberals, the news networks tried to ignore it. But with the MRC getting information out to the Action team, grassroots activists overloaded ABC's switchboard and forced them to respond to conflict-of-interest charges.

One of the most important issues facing America is the threat posed to the freedom of speech by the so-called "Fairness Doctrine" and other policies designed to silence conservative voices on radio and television. The MRC is

dedicated to fighting to protect free speech, and grassroots activists are eager to join us.

The MRC delivered more than 1.1 million petitions for free speech during 2009, demanding an up-or-down vote on the Broadcaster Freedom Act and insisting that incoming FCC head Julius Genachowski protect free speech. Tens of thousands of members faxed or called elected officials with the same demands.

The Action team was also heavily involved in engaging citizens in the fight against socialized medicine. According to internal surveys, 93 percent of Action team members contacted their elected officials during the August 2009 uproar over health care reform. Members sent more than 1.1 million emails and nearly 1 million phone calls, faxes, and letters. The Action team has also collected more than 120,000 signatures on its petition demanding the media tell the truth about government-run health care, a project that continues into 2010.

The MRC Action team is harnessing the power of new technologies to reach members with the truth about liberal media bias and empowering them to fight back. MRC Founder and President Brent Bozell is able to directly address all 399,257 email members with videos shot in the MRC studio and hosted on Eyeblast.tv. In December, more than 1,400 Action team members participated in the first ever *MRC Live! with Brent Bozell*, a live webcast originating from MRC headquarters.



The *MRC Live! with Brent Bozell* webcast connects grassroots members directly to Brent and other MRC experts. The interaction strengthens the MRC's relationship with grassroots members and increases citizen involvement in MRC projects.

Over 150,000 MRC Action team members signed a petition demanding the media "tell the truth about government-run health care" in 2009. Petitions were sent to network news executives to protest their biased reporting on health care. The Action team also delivered more than 1 million petitions in support of free speech last year.



CNSNEWS.COM™

There are many important news stories that do not fit the establishment media's left-wing agenda. They are stories that threaten to derail liberal policies or tarnish the images of liberal politicians. Often such stories are simply ignored by the national press.

For more than a decade, the MRC's CNSNews.com — Cybercast News Service has worked to remedy the media's bias by omission and correctly report the stories skewed by the liberal media. The online news outlet covers the stories the liberal media refuse to acknowledge, and presents the news Americans need to hear but can't find in the national press.

In late 2008, CNSNews.com grew out of its space in the MRC's headquarters and moved into its own building down the street in Alexandria, Va. It offers full-time coverage of Capitol Hill and the White House. Stringers around the world provide international coverage.

The expansion of CNSNews.com is part of the MRC's ongoing High Speed Conservatism project. In recent years, CNSNews.com has transitioned from a text-based news service into a full-service multimedia news community. On-staff video producers and the MRC's in-house studio have enabled CNSNews.com to greatly expand its multimedia products.

The *On the Spot* video feature asks public officials hard-hitting questions about the issues of the day. CNSNews.com's *On the Scene* takes viewers around Washington, D.C., for interviews with celebrities on the issues of the day. CNSNews.com Editor-in-Chief Terry Jeffrey also hosts *Online with Terry Jeffrey*, extended interviews with newsmakers, authors, and others hosted in the MRC's studio. A new video element, *Offline with CNSNews.com*, launched in 2009, featuring reporters and editors recapping top stories in packaged video reports that are easy to share around the web.

The unique structure and mission of CNSNews.com enables its reporters and editors — and even interns — to make news stories national issues. CNSNews.com routinely breaks news and leads coverage of important stories. Here is just a sampling of some of the success CNSNews.com had in 2009:



"Many of the compelling stories we talk about on my show come from CNSNews, a free online news source that finds and reports important news you can't get anywhere else."

"I read CNSNews.com every morning, and you should too."

MARK LEVIN



Because of CNSNews' hard-hitting reports and unique interviews, it is frequently cited by many of the most popular news programs, talk radio shows, and websites. This increases traffic to the CNSNews.com website and greatly expands the newswire's reach.

- In February, as Congress prepared to vote on massive "stimulus" spending legislation, CNSNews.com asked elected officials if they would read the bill before voting. Sen. Frank Lautenberg, D-N.J., told CNSNews.com interns, "No, I don't think anyone will have the chance to [read the entire bill]." CNSNews.com's exclusive story drove public debate the day of the vote: Friday the 13th. It was posted at the top of the Drudge Report. Hundreds of other websites linked to it. Talk radio buzzed with the story. House Minority Leader John Boehner went to the floor with all 1,071 pages of the final bill and decried the absurdity of allowing a vote on such a monumental bill without time to read the text.



- Amid continued media-generated controversy over the use of enhanced interrogation techniques, CNSNews.com was the only outlet willing to ask whether the use of enhanced techniques had helped protect the United States. CIA officials told CNSNews.com in April that the agency stood by a May 2005 memo concluding that waterboarding Sept. 11, 2001, mastermind Khalid Sheik Mohammad revealed information that helped thwart a planned attack on Los Angeles. That CIA memo became a focal point for national coverage of the issue.
- In July, Vice President Joe Biden told an AARP town hall that "we have to go spend money to keep from going bankrupt." CNSNews.com reported Biden's approach to economic policy while other news outlets tried to ignore the gaffe.

- On July 27, Rep. John Conyers, a powerful Michigan Democrat, admitted in a speech at the National Press Club that he wouldn't read legislation that would completely change the face of the American health care system. CNSNews.com



was the only news outlet to report the statement. The popular Drudge Report linked to the story for more than two full days. Rush Limbaugh cited CNSNews.com twice and linked to the article from his newsletter. Glenn Beck, Mark

Levin, *Fox & Friends*, CBN, FoxNation.com, and Lucianne.com were among more than 15,000 radio and Internet mentions of the story.

- In October, Rep. Bart Stupak, D-Mich., appeared on *Online with Terry Jeffrey* to break the news of his plan to block passage of ObamaCare legislation if it didn't clearly ban federal funding of abortion. Stupak's coalition of pro-life Democrats became national news as they forced anti-abortion measures into the House version of the legislation.
- In an interview with CNSNews.com video reporter Nicholas Ballasy in October, Rep. Patrick Kennedy, D-R.I., criticized the Catholic Church for fanning "flames of dissent and discord" by opposing abortion funding in health care reform bills. Within a month, Kennedy's bishop responded, sparking a public feud between the bishop and the prominent Catholic politician, which resulted in Kennedy



being denied Communion. The feud made national news, including the Associated Press and *NBC Nightly News*, which used CNSNews.com video in its report.

- Throughout Fall 2009, CNSNews.com reporters put elected officials *On the Spot*, asking them to explain where the Constitution grants authority for a health insurance mandate. House Speaker Nancy Pelosi was among the numerous officials to avoid answering the question, asking out loud, "Are you serious?" Sen. Orrin Hatch, R-Utah, said a mandate is "not constitutionally sound."

CNSNews.com is vital to the conservative movement because of its ability to report the news the mainstream media distort or ignore. Through CNSNews.com articles and video reports, Americans have access to the information they need to make informed decisions and be active and engaged citizens.

CNSNews.com is also prominent in the MRC's Youth Education and Intern Program (see page 19). A majority of MRC interns work as researchers, reporters, and writers under the supervision of CNSNews.com editors.

With White House credentials, CNSNews.com's Fred Lucas (pictured during a White House briefing) reports directly from the administration's press conferences. CNSNews.com is also credentialed by the U.S. Congress. In 2009, the newswire's reporters were best known for breaking from the pack and taking bold action to uncover important news the others missed, ignored, or purposefully distorted.



In 2009, CNSNews.com Editor-in-Chief Terry Jeffrey was a regular guest on CNN's *The Situation Room with Wolf Blitzer*. He also appeared on *Hardball with Chris Matthews* to provide conservative commentary on current news and details of popular CNSNews.com reports of the day.



CNSNews.com has transitioned from a text-based news service into a full-service multimedia news community. On-staff video producers and the MRC's in-house studio have enabled CNSNews.com to greatly expand its multimedia products.



CNSNews.com online video shows include: *On the Spot*, *On the Scene*, *Online with Terry Jeffrey*, and *Offline with CNSNews.com*.



2009 MRC GALA

The MRC's Annual Gala and *DisHonors* Awards were held March 19, 2009, in Washington, D.C. More than 850 guests were present to see veteran journalist and former Fox News anchor Brit Hume accept the *William F. Buckley Jr. Award for Media Excellence*. The *DisHonors* featured new media sensation Andrew Breitbart, conservative leader T. Kenneth Cribb Jr., national talk radio host Monica Crowley, author and national talk radio host Mark Levin, former Attorney General Ed Meese, and the comedy group The Capitol Steps. HBO's Bill Maher won the *Quote of the Year* for speculating that Sarah Palin's baby was actually born to her daughter, Bristol.



L. Brent Bozell III



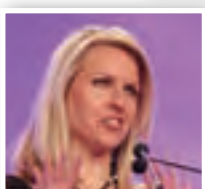
Brit Hume



Andrew Breitbart



Ken Cribb



Monica Crowley



Mark Levin



The Hon. Ed Meese



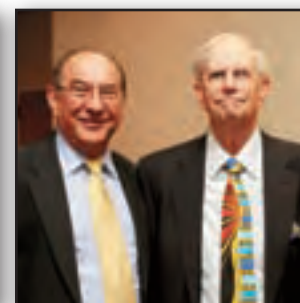
Trustees Barbara and Ken Hansen with Brit Hume



Trustees Marilyn and Jerry Hayden



Trustee Radar Radford, Josh Cabana and Mark Levin



Jim Vargo and Trustee George Daniels



Trustees Ed and Onnie Duffie with Ed and Ursula Meese



Trustees Pepper and Libby Frazier



Lee Milteer-Williams, Clifton Williams with Trustee and BMI Columnist Dan Kennedy and his wife Carla



Associate Michael Oberndorf, Trustee Larry Blatterfein and Mitchell Nichnowitz



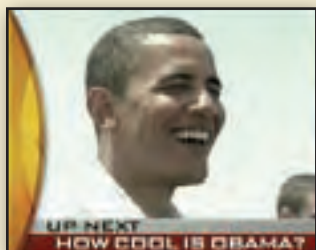
Robert Mayer, Trustees Ralph and Bobby Lou Mayer with Joe Wurzelbacher



Neal and KC Siebert with Trustee Jay Stobbs

THE MRC IN ACTION - 2009

OBAMAMANIA AND HOW THE MRC EXPOSED IT



The liberal media have long viewed Barack Obama as a sort of super-human figure. Coverage of Obama's substance often falls by the wayside while journalists scurry to adore him. MSNBC host Chris Matthews once admitted that

hearing Obama speak gave him "a thrill up my leg." That quote was first reported by the MRC's NewsBusters. It then spread all over the Internet, alternative media, and late night comedy shows. The president's style and charisma earn praise from journalists often bordering on obsession.

The media love affair with Obama dates back to the Democratic presidential primaries, but was especially apparent after he won the election. Journalists unabashedly praised the "progress" he represented and immediately began promoting his policies.

The customary reviews of Obama's first 100 days in office were predictably gushing. The MRC conducted its own 100-day review of the media's coverage, and found they had behaved more like lapdogs than watchdogs.

The News Analysis Division *Special Report*, "Cheerleaders for the Revolution: Network Coverage of Barack Obama's First 100 Days," found that network coverage endorsed every one of Obama's major policies. Networks never labeled Obama or his policies "socialist," and only ABC used the term "liberal." The media's promotion of Obama and his policies went far beyond the normal "honeymoon" period that often occurs between the press and new presidents. The MRC issued a press release about

the report, and experts appeared on numerous television and radio programs to discuss the media's ObamaMania.

The MRC also documented the media's fawning treatment of Obama's family, especially his wife, Michelle, and even the family dog.

Exposure of the media's kid-glove treatment continued throughout the year. Journalists praised his receipt of the Nobel Peace Prize just months into his presidency and defended him from criticism of his tendency to literally bow to foreign leaders. NewsBusters.org documented media support for Obama while providing a voice to those the media were ignoring or attacking.

The media's infatuation with Obama and his image as a liberal messiah was the foundation for most coverage of Obama and his policies throughout 2009. The media protected Obama from the criticism of conservatives marching against excessive government spending. They promoted his health care policies and depicted him as valiant – not reckless – in his push to speedily overhaul the American health care system. And, the liberal media aided the Left's attempts to silence all opposition in pushing for a return of the Fairness Doctrine and attacking leading voices who opposed Obama.



Using various publications, websites, newswires, and media appearances, the MRC disseminates its ever-expanding research on the liberal media's obsession with Barack Obama.

CHEERLEADING FOR SOCIALISM

AND HOW THE MRC EXPOSED IT

The same news media that helped get Obama elected hit the ground running in 2009 by supporting the new administration's first major policy push: \$787 billion in "stimulus" spending.

Journalists promoted government spending as the best solution to economic turmoil, ignoring the inherent problems with increased government spending and intervention into the markets, and refusing to explore, much less promote, fiscal responsibility.

In their rush to help pass stimulus legislation, the media refused to ask even basic questions, such as whether elected officials knew what they were voting on. CNSNews.com asked that question of lawmakers, and the American people were shocked by the response. Sen. Frank Lautenberg, D-N.J., told CNSNews.com, "No, I don't think anyone will have the chance to [read the entire bill]." The story went viral. It was posted at the top of the Drudge Report all day long. Hundreds of other websites linked to it. Talk radio buzzed with the story of lawmakers voting on legislation they hadn't bothered to read. House Minority Leader John Boehner spoke on the floor, repeating the absurdity of allowing a vote on such a monumental bill without giving members time to read the text.

"Read The Bill!" became a rallying cry for Americans across the country who opposed such a reckless approach to spending. The same demand was a focal point of opposition to the Left's attempts to rush through major health care reforms in the summer without time for lawmakers or the American people to see the bills (see page12-13).



As TEA Parties grew more popular and fanned growing discontent with government spending, the media began attacking protestors in an attempt to discredit them.

The MRC documented the proof. Using this ammunition and sharing it with conservative and alternative media outlets, the MRC once again inflicted further damage to the credibility of the liberal media.

A Business & Media Institute *Special Report*, "How the Networks Promoted the Biggest Spending Bill in History," found less than two percent of network news stories discussed that a spending

plan could involve either cutting programs or raising taxes. ABC and NBC reports featured pro-stimulus voices by a ratio of more than 2-to-1. The MRC put out a press release about BMI's study, and experts conducted 12 television and 148 radio interviews to discuss media bias on stimulus and spending.

The media praised government intervention into markets – stimulus spending, bank bailouts, auto bailouts, etc. *Newsweek* triumphantly declared in its February 16 issue that "We Are All

Socialists Now." Jon Meacham and Evan Thomas wrote, "Whether we like it or not ... the numbers clearly suggest that we are headed in a more European direction." Clearly, the media like it. They don't always call it socialism – instead using terms like "rescue" or "matter of survival" – but they certainly support socialism's many forms.

As it became clear the stimulus spending wasn't delivering on its promises, the media continued to defend it, deferring to White House arguments that it needed more time to take effect and reporting fudged numbers showing jobs "created or saved." NewsBusters.org tracked the coverage and pointed out when journalists got it right and when they got it wrong.

As unemployment continued to rise in spite of the stimulus promise to "save or create" jobs, the media couldn't bring themselves to question whether government spending was the right answer. Instead, they questioned whether \$787 billion was enough. Instead of calling for a return to fiscal responsibility, they began campaigning for a second stimulus. BMI and NewsBusters.org documented the bias at *The New York Times*, *The Washington Post*, CNN, and other outlets that called for a second stimulus package in spite of the first's failure.

As reports surfaced that government statistics on jobs saved or created included some congressional districts that don't exist, the media again ignored the inconvenient truth. NewsBusters.org reported that immediately after the news broke, the networks' morning news shows devoted a combined 21 seconds to the scandal.

"The answer may indeed be more government. In the short run, since neither consumers nor business is likely to do it, the government will have to stimulate the economy. And in the long run, an aging population and global warming and higher energy costs will demand more government taxing and spending."

NEWSWEEK - FEBRUARY 16, 2009



MRC experts appeared on TV and radio talk shows nationwide to discuss the liberal media's blatant attempts to promote Obama's stimulus package.

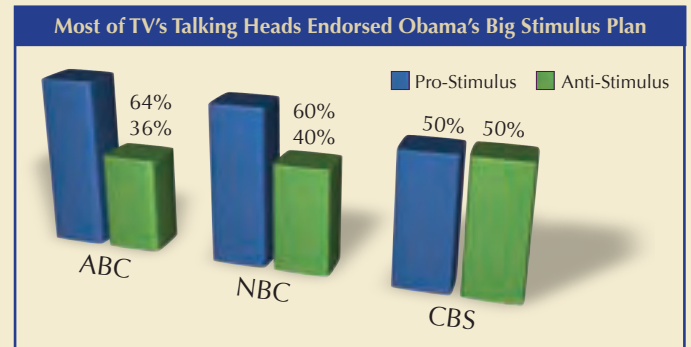
Opposition to the increasing government spending boiled over in the spring of 2009, spawning grassroots Taxed Enough Already (TEA) Party demonstrations across the country. As TEA Parties grew more popular and fanned growing discontent with government spending, the media refused to give protestors a fair shake, instead attacking protestors in an attempt to discredit them.

NewsBusters.org documented the media's attacks on demonstrators. The broadcast networks covered the protests, but labeled them as a front for "corporate interests" or a "fistful of rightward leaning websites," suggesting they were "Astroturf" and not legitimate grassroots. The media suddenly discovered a cynicism toward protestors' motives that never surfaced during the Left's 2006 marches in support of illegal immigration.

In addition to NewsBusters' ongoing analysis of media coverage of TEA Parties, the News Analysis Division produced a report examining the coverage of the more than 800 protests that took place on tax day, April 15, on ABC, CBS, NBC, CNN, MSNBC, *USA Today*, *The New York Times*, and *The Washington Post*. During live coverage, CNN correspondent Susan Roesgen argued with two protestors and slammed the demonstrations as "anti-government," "anti-CNN," and "highly promoted by the right-wing conservative network Fox." Roesgen's behavior was widely criticized, including by *New York Times* media columnist David Carr. Roesgen's contract with CNN was not renewed in the summer.

NewsBusters.org and the Culture and Media Institute also documented the media's shameful use of a disgusting sexual term for TEA Party demonstrators. Supposedly civilized "journalists" like CNN's Anderson Cooper and MSNBC's David Shuster gleefully derided patriotic Americans with sexual slurs instead of reporting the truth.

The Left continues to promote Big Government as the solution to America's economic problems, but thanks to the MRC, the American people know they can't trust the liberal media to give them the straight story.



Source: MRC *Special Report*, "Cheerleaders for the Revolution"



"[The liberal media] have employed all of Obama's lingo. They use terms like 'stimulus package' and 'recovery plan' without any quotes or ironic distance. They continue to use the sales language they employed during the campaign..."

Tim Graham, MRC's Director of Media Analysis as quoted in *The Washington Times*, March 13, 2009.

SOCIALIZED HEALTH CARE AND HOW THE MRC EXPOSED IT

If the media supported any left-wing proposal more than they promoted increased government spending in 2009, it was the socialist takeover of the American health care sector.

Liberals in Washington appeared to have the political capital necessary to nationalize health care. With the help of the media, they planned to ram legislation through Congress before the end of the summer.

In June, ABC broadcast its morning and evening news programs from the White House complex, concluding with what was billed as a prime time “town hall” discussion on health care. The News Analysis Division and Business & Media Institute issued reports illustrating ABC’s history of support for government-run health care. The MRC got the word out to talk radio and television hosts, who slammed ABC for donating prime time broadcasting to an ObamaCare “infomercial.” When ABC refused to allow opposition voices into the “discussion,” and even rejected advertisements from groups that would have pointed out some flaws in the proposals, the MRC acted. In cooperation with Americans for Tax Reform, the MRC co-hosted a panel discussion featuring Sen. Jim DeMint, R-S.C., Rep. Tom Price, R-Ga., and other experts to provide some alternatives to ObamaCare that ABC was ignoring. The event was streamed live online and earned coverage from *Investor’s Business Daily*, C-SPAN, Fox News, CNN.com, United Press International, and the *National Journal*, among other news outlets.

The MRC Action team flooded ABC News headquarters with phone calls demanding they tell the truth about the dangers of socialized medicine, reportedly overloading the network’s switchboards. BMI issued a list of 17 questions ABC could ask about ObamaCare crafted by BMI Advisers and other experts. ABC News Senior Vice President Kerry Smith and anchor Diane Sawyer both publicly responded to criticism of the planned broadcast, denying it would be biased. The network went ahead



Because of MRC’s grassroots base, myriad tactics, and research proving ABC’s past Obama bias, ABC News Senior Vice President Kerry Smith and news anchor Diane Sawyer both publicly responded to criticism of the planned broadcast, denying it would be biased.



The MRC’s Business & Media Institute produced studies and *Special Reports* to educate the media and public about the true cost of Obamacare.

MRC spokesmen discussed the findings, and media personalities on TV, radio, and in print cited the material throughout the year.

with its infomercial, but not without clear knowledge that Americans wouldn’t stand for their one-sided presentation.

A BMI *Special Report*, “Uncritical Condition: Network News Fails to Examine the High Cost and Proven Failures of Government-Run Health Care,” found that the network news programs exaggerated the health care “crisis” and ignored the costs associated with proposed reforms.

While the liberal media were busy praising Obama for being brave enough to demand hurried passage of health care legislation and ignoring the dangers of his proposals, CNSNews.com was asking the questions Americans wanted the answers to.

On July 27, Rep. John Conyers, D-Mich., argued in a speech at the National Press Club that it was unreasonable to expect elected officials to read the bills they pass into law. After lawmakers came under fire for not reading the \$787 billion stimulus bill, Conyers defended them from similar criticism over the health care legislation. “What good is reading the bill if it’s a thousand pages and you don’t have two days and two lawyers to find out what it means after you read the bill?” he scoffed. CNSNews.com reported the story, and it went viral around the Internet just as senators and representatives began heading home for the August recess – having missed Obama’s deadline for passing the bill. They returned home to find angry constituents once again demanding their officials “Read The Bill!” before voting on it.

The national press had a field day misrepresenting town hall protestors, as they had misrepresented TEA Party demon-

strators in the spring. NewsBusters.org documented the media's lies and slander against Americans who showed up at town hall meetings for answers. Once again, the media depicted demonstrators as "Astroturf" (fake grassroots), extremists, and even racists. In an especially blatant example of misrepresentation, MSNBC showed video of a gun-toting demonstrator in an attempt to depict protestors as violent racists. It was later revealed that MSNBC had cropped the video to hide the fact that the demonstrator was African-American.

Thanks to the power of the Internet and sites like the MRC's Eyeblast.tv, the American people could see citizen-shot videos of the demonstrations and town hall meetings, which the national press otherwise muzzled or distorted. The grassroots response was so overwhelming that many politicians avoided meeting constituents face-to-face to avoid having to answer the tough questions.

Throughout the fall, as Congress continued to formulate and debate legislation, CNSNews.com repeatedly asked a simple question of elected officials for its *On the Spot* video feature: "Where does the Constitution grant authority for Congress to mandate Americans buy health insurance?" Most could not defend the Constitutionality of a mandate. Others, like Sen. Patrick Leahy, D-Vt., denied that anyone questioned whether a mandate is Constitutional. House Speaker Nancy Pelosi mocked the question "Are you serious?"

The American people are serious. Polls continued throughout 2009 to show that Americans were happy with their own health care, and opposed massive reforms to the system. The MRC Action team collected more than 120,000 petitions in the last months of 2009 demanding the media tell the truth about government-run health care.

CNSNews.com also broke the news of Rep. Bart Stupak's, D-Mich., coalition of pro-life Democrats who would oppose a health care bill that included federal funding of abortion. The story became national news after CNSNews.com's interview with Stupak.

The attempt to nationalize the American health care system failed in 2009, because the MRC was able to document, expose, and neutralize the liberal media's influence on the debate. In addition to all the written reports from analysis and reporting divisions, MRC experts reached millions of Americans through radio and television appearances in 2009. The plan to nationalize health care may have stalled in 2009, but it remains a top priority for the Left. The MRC will continue to work in 2010 to expose the media's lies, distortions, and bias so Americans have access to the truth about government-run medicine.

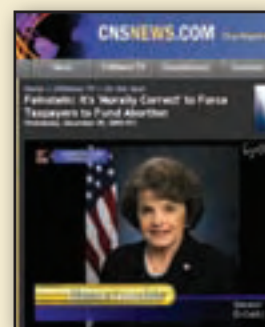


CNSNews.com's *On the Spot* segments revealed how Democrats feel about abortion in Obama's health care plan...

Sen. Dianne Feinstein (D-Calif.) says it is "morally correct" to force taxpayers to fund abortion.

Sen. Barbara Mikulski (D-Md.) said it would be "morally wrong" for members of Congress to vote against the health care bill.

Sen. Joe Lieberman (I-Conn.) said that making taxpayers fund initiatives they believe are immoral "happens all the time."



CNSNews.com's Dec. 22 follow-up story and video/audio clip of Rep. Bart Stupak's stance against abortion provisions in the health care bill spread like wildfire across the Internet and through many media outlets.

MEDIA CENSORSHIP AND HOW THE MRC EXPOSED IT

Liberals know they can't beat conservatism on ideas, so they have resorted to using the media to attack conservatives and try to silence our message through intimidation and regulation. The Left and their allies in the media are working together to silence the people who exposed Obama's "green jobs czar" Van Jones as an outspoken Communist. They want to silence the people who exposed ACORN's shady business dealings. They want to silence the people who broke the ClimateGate scandal.

The alternative media – especially conservative blogs and talk radio – drove those stories and made them national issues in spite of the national media's silence. The liberal press want to silence their competition and opposition.

The campaign centers around reviving the Fairness Doctrine, a policy that would effectively regulate conservative talk radio off the air. But the Media Research Center is making sure that won't happen.

The MRC launched the Free Speech Alliance in November 2008 to foster cooperation among organizations opposed to censorship. It has grown to include 70 member organizations representing millions of Americans.

In February 2009, the Senate passed the Broadcaster Freedom Act as an amendment to another bill. The legislation, sponsored by Sen. Jim DeMint, R-S.C., prohibits the Federal Communications Commission from re-imposing the Fairness Doctrine.

But that didn't stop the Left. On the same day senators voted to protect free speech, liberal politicians launched a campaign to enact the various policies of the Fairness Doctrine under new names, such as "localism" and "diversity." This Stealth Fairness Doctrine poses as much of a threat to free speech as the original Fairness Doctrine, but is more dangerous because it is less obvious, and the media refuse to cover it.

The MRC vigorously defended free speech from the Left's assault throughout 2009. Grassroots conservatives are eager to fight censorship, and joined the MRC Action team's efforts to protect free speech. The MRC delivered more than 670,000 petitions to Senate Majority Leader Harry Reid and House Speaker Nancy Pelosi demanding an up-or-down vote on the Broadcaster Freedom Act, and more than 430,000 insisting that incoming FCC head Julius Genachowski protect free speech. Tens of thousands of members sent faxes to or called elected officials with the same demands.

The MRC has also led the way in exposing the extremism of Obama administration officials who want to usher in a new era of government censorship. Mark Lloyd, the FCC's so-called "diversity czar," praised Venezuelan dictator Hugo Chavez's crackdown on media opposition. Lloyd had also advocated removing white people from important media positions and replacing them with "people of color [and] gays."

The MRC, largely via the NewsBusters.org blog and press releases, exposed Lloyd's extremism and got the word out to free speech defenders, conservative talk radio hosts, and grassroots activists in spite of the liberal media blackout. MRC Director of Communications Seton Motley appeared on Fox News Channel's *Glenn Beck* show four times to talk about Mark Lloyd and other Obama administration officials who threaten free speech. Motley also participated in a panel discussion about free speech and the Fairness Doctrine hosted by the Federalist Society Nov. 13, 2009.

The MRC was so effective in exposing Lloyd that in a December speech he attacked an "obscure right-wing blog" which he said was spreading "exaggerations and distortions." He could only have been talking about NewsBusters. However, the MRC's reports were neither exaggerations nor distortions. Lloyd has repeatedly voiced a disregard for free speech and support for censorship efforts.

Just some of the voices the liberals are trying to SILENCE.



Rush Limbaugh



Mark Levin



Glenn Beck



Laura Ingraham



Sean Hannity

ATTACKS ON RUSH

The liberal media also ramped up their long-running war on conservative talk radio pioneer Rush Limbaugh in 2009. They know Rush poses an enormous threat to the enactment of their left-wing agenda because of ability to reach tens of millions of Americans with the truth.

The media believe that if they characterize Rush as extreme or crazy at the same time they label him the leader of the conservative movement, they can discredit the entire movement.

The 2009 attacks began in January, when Rush said he hoped Obama's policies would fail. Members of the media described Limbaugh as a "car-wreck-quality spectacle, at once scary and sad," "blistering, frothy-mouthed," a "human vat of vitriol," and "on the fringe."

In the fall, news broke that Rush was part of a team of investors attempting to purchase the St. Louis Rams NFL franchise. The media pounced again.



Liberal activists fabricated quotations intentionally designed to destroy Rush's reputation, and the so-called "journalists" at CNN, MSNBC, and elsewhere willfully perpetuated the lies. They claimed Rush said slavery "had its merits," and that he praised the man who assassinated Dr. Martin Luther King Jr. They refused to produce evidence that Rush ever said those things, and they continued to spread the lies until Rush was dropped from the group of investors trying to buy the team.

The MRC and the Action team came to Rush's defense, issuing press releases demanding the media retract their false accusations and writing articles exposing the lies. A News Analysis Division *Special Report*, "Rush to Ruin: The Left's Character Assassination Campaign Against Rush Limbaugh," chronicled the media's obsession with Rush dating back more than 15 years.

What the media did to Rush Limbaugh was the continuation of a pattern that has been developing in recent years. The Left knows they can't beat conservatism on its merits; our ideas are simply better. Conservative principles are so widely embraced that even the Left's often vicious personal attacks on conservative leaders failed to derail the movement.

MSNBC and CNN weren't just assaulting Rush. This was just the latest in a long line of attempts to discredit every single one of Rush's 20 million listeners and anyone else who opposes the Left's socialist agenda. These desperate, disgraceful attacks are aimed at the entire conservative movement.

According to the media, anyone who listens to Rush, Sean Hannity, Glenn Beck, Mark Levin, Laura Ingraham, or the rest is a racist. Anyone who protested at an anti-tax TEA Party is a racist. Anyone who showed up at a town hall meeting and demanded the truth about socialized medicine is a racist.

The label is absurd and offensive, but it is also dangerous. If the Left successfully brands conservatives as racist, it's over. The MRC refuses to allow the Left to define conservatism, especially with such slander. The MRC is fighting harder than ever fought before to disprove and discredit these charges and demand that the liars and instigators apologize and retract their smears.

In one of several video addresses to the MRC Action team regarding the Fairness Doctrine, President Bozell noted how the team of over 667,000 citizens "...has grown to become the nation's largest and most pro-action grassroots organization in fighting to preserve and protect our free speech rights."



In continued efforts to promote the Fairness Doctrine, the liberal media used false accusations about Rush Limbaugh to try and discredit him and end conservative success on talk radio. The MRC came to Rush's defense and exposed the liberal lies via alerts, websites, *Special Reports*, blogs, articles, press releases, television and radio appearances and even grassroots videos – all chronicling the media's disdain for Rush dating back more than 15 years.



In his own defense, Rush often cited MRC's NewsBusters, the *Special Report*, and other MRC research to demonstrate proof of the liberal media's on-going attempts to ruin him.

The MRC reaches more than 80 million Americans every week with the truth about the liberal media's efforts to promote the Left's agenda. The following pages contain a partial listing of the hundreds of national and local news organizations that interviewed MRC experts or cited MRC material in 2009.



TELEVISION

ABC
CBN
 Newswatch
 The 700 Club
CNBC – *The Kudlow Report*
CNN
 American Morning
 Headline News
 CNN Newsroom
 The Situation Room
Coral Ridge Ministries
 Coral Ridge Hour
C-SPAN – *Washington Morning*
Dateline America
EWTN
Fox Business Network
 America's News HQ
 Bulls & Bears
 Cavuto
 Fox Business Live
Fox News Channel
 America's Newsroom
 Fox & Friends
 Fox News Live
 Fox News Watch
 Glenn Beck
 Hannity
 On The Record with Greta Van Susteren
 Special Report w/ Bret Baier
 Strategy Room
 The O'Reilly Factor
 Your World w/ Neil Cavuto
KCTV – Kansas City, MO
KDKA-TV – Pittsburgh, PA
KPRC – Houston, TX
KXAS – Dallas, TX
MSNBC
 Countdown with Keith Olbermann
 Hardball w/ Chris Matthews
 Morning Joe
NBC
 NBC Nightly News
NBC10 – Philadelphia, PA
News Channel 8 – Wash., DC
Retirement Living TV
Sinclair Broadcasting Group
SRN News
WJXT – Jacksonville, FL
WOIA – San Antonio, TX
WTFX – Philadelphia, PA
~ Partial Listing

RADIO

National & Syndicated

Air America Network
American Family Radio
Bill Benett Show
Blog Talk Radio
Catholic Channel
Christian Radio Network
Chuck Wilder Show
Clash Radio
Colorado Radio Network
Concerned Women for America
Dateline America
Dennis Miller Show
EIB Network
Faith Broadcasting
Faith2Action with Janet Porter
Family News in Focus
Family Research Council
Focus on the Family
Fox Across America
G. Gordon Liddy Show
George Putnam Show
Glenn Beck Show
Howard Stern Show
Information Radio Network
Intel Radio Network
IRN Radio Network
Janet Parshall's America
Jerry Doyle Show
Jodi Hice Show
KABC – Los Angeles, CA
KCEO – Denver, CO
KDWN – Las Vegas, NV
KFAB – Omaha, NE
KFAQ – Tulsa, OK
KFNN – Phoenix, AZ
KFTK – St. Louis, MO
KFYI – Phoenix, AZ
KGLO – Mason City, IA
KIDO – Boise, ID
KIRO – Seattle, WA
KIT – Yakima, WA
KMBZ – Mission, KS
KNUS – Denver, CO
KOA – Denver, CO
KOGO – San Diego, CA
KPAM – Portland, OR
KPSZ – Des Moines, IA
KSCJ – Sioux City, IA
KSFO – San Francisco, CA
KSLR – San Antonio, TX
KTOK – Oklahoma City, OK
KTRH – Houston, TX
KTSA – San Antonio, TX
KTTH – Seattle, WA
KTVA – Ventura, CA
KVI – Seattle, WA
KXYL – Brownwood, TX
KZIM – Cape Girardeau, MO
Lars Larson Show

Laura Ingraham Show
 Laurie Roth Show
 Lou Dobbs Daily
 Lynn Breidenbach Show
 Mancow's Morning Madhouse
 Mark Levin Show
 Martha Zoller Show
 Michael Reagan Show
 Michael Savage Show
 Neal Boortz Show
 NRA News
 O'Reilly Factor Radio
 One News Now
 Point of View
 Pro-Life Radio
 Ringside Politics
 Rush Limbaugh Show
 Rusty Humphrey Show
 Small Business Advocate
 Steve Gill Report
 USA Radio Network
 WABC – New York, NY
 WAOK – Atlanta, GA
 WAVA – Washington, DC
 WBAL – Baltimore, MD
 WBOB – Jacksonville, FL
 WBT – Charlotte, NC
 WCHS – Charleston, WV
 WCHV – Charlottesville, VA
 WDAY – Fargo, ND
 WDEL – Wilmington, DE
 WDRC – Hartford, CT
 WFLA – Tampa Bay, FL
 WHK – Cleveland, OH
 WHO – Des Moines, IA
 WIBA – Madison, WI
 WIBC – Indianapolis, IN
 WICC – Bridgeport, CT
 WJR – Detroit, MI
 WKRC – Cincinnati, OH
 WKVL – Knoxville, TN
 WLS – Chicago, IL
 WLW – Cincinnati, OH
 WMAL – Baltimore, MD
 WMUZ – Detroit, MI
 WNTA – Rockford, IL
 WOR – New York, NY
 WORD – Greenville, SC
 WRVA – Richmond, VA
 WSAU – Wausau, WI
 WTAN – Tampa Bay, FL
 WTAQ – Green Bay, WI
 WTNB – Tampa Bay, FL
 WTKK – Boston, MA
 WTLN – Orlando, FL
 WTPF – Raleigh, NC
 WWTN – Nashville, TN
 WXJC – Birmingham, AL
 WZNZ – Jacksonville, FL
 XEPE – San Diego, CA
 ~ Partial Listing

PRINT

Air Force Times
 Albuquerque Journal
 Associated Press
 Augusta Chronicle
 Canada Free Press
 Canadian National Post
 Chicago Daily Herald
 Christian Science Monitor
 Columbia Daily Tribune
 Dallas Morning News
 Duluth News Tribune
 Financial Times
 The Hill
 Human Events
 Investor's Business Daily
 The Kansas City Star
 The Jewish Press
 London Free Press
 Los Angeles Times
 Marine Corps Times
 Miami New Times
 Minneapolis Star Tribune
 Navy Times
 New York Post
 New York Sun
 The New York Times
 Newsday
 NJ Courier-Post
 OC Register
 Ottawa Citizen
 Pittsburgh Post-Gazette
 Pittsburgh Tribune Review
 Politico
 Reuters
 Sacramento Bee
 St. Petersburg Times
 Toronto Sun
 Union Leader
 Ventura County Star
 Washington Post
 Washington Times
 The Wall Street Journal
 ~ Partial Listing

MAGAZINES

American Journalism Review
 American Spectator
 Broadcasting & Cable
 Church Executive Magazine
 Columbia Journalism Review
 Entrepreneur
 Entertainment Weekly
 Focus on the Family Magazine
 Health Business Week
 Human Events
 Hollywood Reporter
 Information Week

NewsMax
 Roll Call
 Stars and Stripes
 The New American
 Townhall
 USA Today
 US News & World Report
 Variety
 World
 ~ Partial Listing

INTERNET

ABCNews.com
 AmericanSpectator.com
 AmericanThinker.com
 Ann Coulter
 AOL News
 AtlasShrugs.com
 BaptistPressNews.com
 BillO'Reilly.com
 Breitbart.TV
 BusinessWeek.com
 CanadaFreePress.com
 CanadianNationalPost.com
 Catholic News Agency
 CBSNews.com
 Chicago Daily Herald
 ChicagoTribune.com
 China View
 Christianity.com
 CNBC.com
 CNN.com
 Concerned Women for America
 Congress Daily
 Congressional Quarterly Politics
 C-Span.org
 DavidLimbaugh.com
 DenverPost.com
 DetroitFreePress.com
 Digg.com
 DrLaura.com
 Drudge Report
 EagleForum.org
 FinancialTimes.com
 Forbes.com
 Fox Business Network
 FoxNews.com
 FreeRepublic.com
 FrontPageMagazine.com
 GlennBeck.com
 Google News
 GOPUSA.com
 HotAir.com
 HoustonChronicle
 HuffingtonPost.com
 Human Events Online
 Instapundit.com
 International Herald Tribune
 Investor'sBusinessDaily.com
 KeepandBearArms.com
 LauraIngraham.com
 Lew Rockwell.com
 LifeSiteNews.com
 Los Angeles Times
 Lucianne.com
 MarkLevinShow.com
 MarketWatch.com
 MichaelSavage.com
 MichelleMalkin.com
 MotorTrend.com
 NationalPublicRadio.org
 National Review Online
 National Taxpayers Union
 NealBoortz.com
 NewRepublic.com
 NewYorkSun.com
 NewYorkTimes.com
 Newsday.com
 NewsMax.com
 Newsweek.com
 NYPost.com
 OneNewsNow.com
 OutsidetheBeltway.com
 Pajamas Media
 Pittsburgh Tribune Review
 Politico.com
 RasmussenReports.com
 RealClearPolitics.com
 RedState.com
 Reuters.com
 RightSideNews.com
 RushLimbaugh.com
 Salon.com
 SeanHannity.com
 Technorati.com
 Arizona Republic.com
 BostonGlobe.com
 Cincinnati Enquirer.com
 TheHill.com
 NationalJournal.com
 NewYorkDailyNews.com
 NewYorkPost.com
 TheScotsman.com
 TimeMagazine.com
 Today.com
 Topix.com
 Townhall.com
 TVNewser.com
 US News & World Report
 USA Today.com
 WallStreetJournal.com
 WashingtonExaminer.com
 WashingtonPost.com
 WashingtonTimes.com
 WeeklyStandard.com
 Wired.com
 WorldNetDaily.com
 Yahoo! News
 YouTube.com
 ~ Partial Listing

Average Daily Audience Numbers Add Up for MRC
 MRC spokesmen are frequent guests and our research and publications are often cited on top shows like these:



20 Million



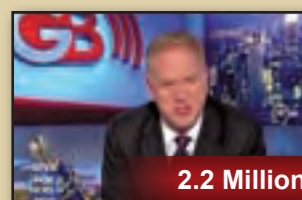
2.1 Million



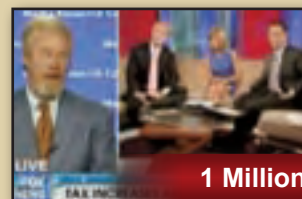
2.5 Million



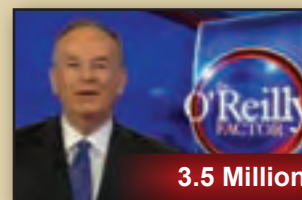
14 Million



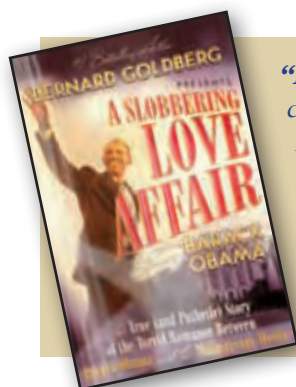
2.2 Million



1 Million



3.5 Million



“Media Activism: A Case Study — The Media Research Center did an extensive study of how the media shilled for Barack Obama from the time of his debut on the national stage up through his victory in the Democratic primaries. I reproduce the executive summary of the MRC’s report here, with permission, as a case study of what ‘media activism’ means.”

Bernie Goldberg’s 2009 book, *A Slobbering Love Affair – Starring Barack Obama*

MRC VIDEO STUDIO

The MRC has long been a leader in the use of video on its websites. The Internet generation demands visual information, but producing original video content off-site is difficult, and costly. That's why in 2009 the MRC installed a high-tech video studio in its headquarters in Alexandria, Va. The state-of-the-art technology empowers the MRC to be proactive in fighting liberal media bias. The studio was expanded in 2009 to maximize that ability to fight.

MRC experts are in high demand on cable news programming. In the past, experts appearing on cable news often spent more than an hour of travel and preparation time for a segment lasting only a few minutes. The studio allows the MRC to link directly with cable and broadcast news studios. Experts can now appear on national television with just a few minutes notice.

The studio has also revolutionized the way the MRC communicates with readers and grassroots members. MRC Founder and President Brent Bozell can directly address hundreds of thousands of MRC Action team members with a video message to accompany and supplement email Action Alerts. In December, Bozell participated in the first ever *MRC Live! with Brent Bozell*, a live video chat with more than 1,400 MRC Action members.

All MRC divisions have access to the studio facilities. CNSNews.com records many of its *Online with Terry Jeffrey* interviews in the studio under the leadership of Bob Parks, hired in 2009 as the MRC's video producer.



The MRC's studio uses state-of-the-art technology and enables each of the divisions to produce videos which are emailed or posted online. And, since MRC experts are in high demand on cable news programs, the studio and its digital backdrop make it possible for MRC spokesmen to appear on national television with just a few minute's notice.

The MRC's new video producer, Bob Parks, manages the busy operations in the Center's broadcast studio. Bob coordinates live interview feeds for MRC expert interviews on network and cable channels; edits topical advocacy videos; and creates, produces, and designs graphics. He also edits and produces CNSNews.com's *Offline* and *Online with Terry Jeffrey*, as well as the new webcast *MRC Live! with Brent Bozell*.



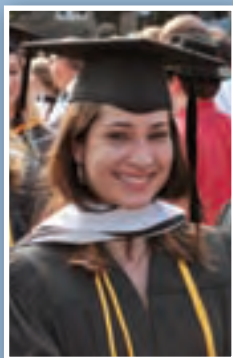
INTERN PROGRAM

The MRC puts great emphasis on the importance of preparing the next generation of conservative leaders. The 17-year-old Youth Education and Intern Program (YEIP) hosts students throughout the year and trains them for future careers by giving them hands-on experience in news analysis, journalism, marketing, and public relations. The MRC is training the next generation of journalists with hope they can influence the mainstream media for the better.

The MRC's internship program is sought after in the world of Washington, D.C., non-profit or journalism internships. Instead of fetching coffee or filing papers, participants are allowed – and expected – to do real work. They research and write articles and blogs, contribute to *Special Reports*, develop surveys and ad campaigns, and join reporters on Capitol Hill and elsewhere to experience covering the news firsthand. Students are required to maintain portfolios of their work that they can use in the future to apply for jobs or further education.

MRC interns directly impacted the national discussion in 2009. Here are just a couple examples:

- In April, Georgetown University, a Catholic university, covered up a monogram of the name of Jesus Christ (IHS) on the wall behind a stage where President Obama was set to speak. CNSNews.com intern Edwin Mora broke the news that the White House had requested the coverup. The Drudge Report, FoxNation.com, and HotAir picked up the story, as did hundreds of other websites. Nearly 600,000 people read the story on CNSNews.com, with countless more reading the details elsewhere, sparking a firestorm of questions regarding the administration's feelings toward religion.



"The MRC internship program was a great opportunity for me to continue my education in politics and build a strong base of experience working in the field. I know having the MRC on my resume helped me land a great job working for a public relations firm in Washington, D.C., and I'm grateful to the MRC for giving me that chance."

— Lyndsi Thomas, Intern Summer and Fall 2008

MOVING UP IN THE MRC

Ken Shepherd began at the MRC as an intern in Fall 1998. After he graduated from the University of Maryland in May 2001, he was hired as a full-time MRC news analyst. Ken also worked as a staff writer in the MRC's Business & Media Institute before becoming the managing editor of NewsBusters in 2007.

"Over the past 10+ years at the MRC, I've loved every minute of it." Shepherd said, "As a news junkie I truly enjoy holding the media accountable and working with others who share the same passion." — Ken Shepherd, Fall 1998 Intern



SUMMER 2009 INTERNS

(Back Row) Marie Mazzanti, Zoe Ortiz, Timothy Scee, Edwin Mora, Adam Brickley, Chris Neefus, Sarah Knoploh, and Mike Sargent.
(Front Row) Marie Magleby, Catherine Maggio, Fadia Galindo, and Joshua Stern.



FALL 2009 INTERNS

Mike Sargent, Edwin Mora, Chris Neefus, Carolyn Plocher, Karen Schuberg, and Corwin Parks.

- On June 8, early in the summer intern semester, Christopher Neefus earned a link on the Drudge Report for his story, "Katie Couric Tells Princeton Grad to Avoid 'Nastiness,' Then Takes Swipes at Sarah Palin, Carrie Prejean."

More than 125 students applied for the 16 available internships for the Summer 2009 semester. In the three intern semesters in 2009, the MRC hosted 33 interns. Interns worked in every division of the MRC.

The YEIP also provides the MRC with an opportunity to train and recruit future full-time employees. Several long-time MRC staffers began as interns. Two students from the 2009 classes of interns – Erin Brown and Matt Cover – were offered full-time positions in the MRC due to the tremendous work they had done as interns.

For more information on MRC internship opportunities, contact CNSNews.com Senior Editor Pete Winn.



THE MRC LEGACY SOCIETY

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

The MRC would like to thank Mr. Joe Wilkens for taking the time to share his story (below) and, more importantly, for establishing such a generous and vital gift. For more information on MRC charitable gift annuities, or to receive a personalized summary of benefits, contact the MRC's Vice President for Development Thom Golab.

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THE POWER OF A CHARITABLE GIFT ANNUITY

Reinvested assets create fixed payments to the donor for life.

A Charitable Gift Annuity is a wonderful way to support the Media Research Center. The concept is simple – a person wishing to support our work makes a gift of at least \$5,000 in cash or marketable securities. The MRC reinvests the assets and agrees to make fixed payments to the donor for life. Payout rates depend solely on the donor's age at the time the CGA is established. The gift and payouts can result in income and estate tax savings, and there are no investment, custodial, or management fees.

Joe Wilkens, a retired materials engineer and small business owner, recently established a \$50,000 CGA with the MRC after more than 10 years of annual support. He recently told us why:



"I don't like the direction this country is headed right now, and the general media have played a big role in putting us on the wrong track. The MRC is a vital part of fighting the liberal media, and I am impressed with how hard they work and the results they get. I've been supporting the MRC since 1998, but I realized it was time to take my support to the next level."

"I was looking for a way to get a bigger charitable deduction and a guaranteed lifetime income stream, so a CGA was the perfect fit. Not only does it provide both a deduction and the guaranteed income stream for the rest of my life, but the MRC was able to put a portion of my gift to use immediately in their important work fighting the liberal media."

"Setting up my CGA was easy. The MRC provided me with personalized and detailed information on how my CGA would work. When I decided to open one, the MRC took care of all the paperwork. I get a check in the mail every quarter and don't have to worry about anything else! I would definitely encourage others to explore this opportunity."

SEYMOUR H. FEIN, M.D.

October 28, 2009

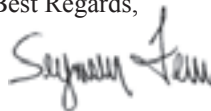
Dear Brent,

Enclosed is my contribution of \$50,000 for 2009 to the Media Research Center. Following the Gala in March I wrote you and pledged to increase my donation this year based on your call to arms to conservatives to defend our belief in liberty, limited government and traditional moral values. We anticipated the assault on these principals which was looming from the new Administration and its leftwing allies, and it has surely come. Under Obama our foreign policy seems based on the Jimmy Carter model. Appease enemies, betray friends, castigate America and undermine our military and intelligence services. Apparently this is a surefire recipe for winning a Nobel Peace Prize.

Despite these gloomy tidings there is reason to hope. Many Americans are unwilling to be led down the path of collectivism to dependency. Many Americans are unwilling to accept the secularist goal of driving religion from the public square. Many Americans are unwilling to subordinate our sovereignty and embrace internationalist fantasies in an attempt to achieve peace and security. The Media Research Center is one the beacons of hope for these Americans in whose company I am numbered. I am honored to be a Trustee and to have the privilege of supporting the important work in which you and your colleagues at MRC are engaged.

I am very pleased to include an additional contribution in the amount of \$1,000 for my son, David, to join the MRC ranks as an Associate. Together we will continue to fight in defense of freedom, liberty, traditional values and a secure and prosperous America.

Best Regards,



Seymour Fein



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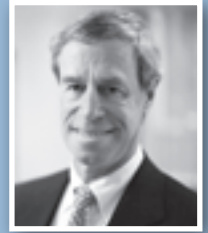
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“So much progress is made and one of the reasons is Brent Bozell and the Media Research Center documenting what [the liberal media] do. In my case, I would not be able to do what I do were it not for people like Brent.”

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Mr. & Mrs. Thomas J. Meakem	Mrs. William B. Powell	Mrs. Janice E. Shallenberg	Mr. John M. Thies
Ms. Paula K. Meehan	Mr. Scott L. Probasco Jr.	Mr. Richard L. Sharp	Mr. Robert E. Thomas
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Mr. & Mrs. Jim L. Melhuish	Mrs. Corinne P. Quayle	Mr. & Mrs. Robert Shavelle	Mrs. Margaret K. Thornton
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Ms. Suzanne P. Murphy	Mr. & Mrs. Richard & Janet Rohrich	Dr. Sharyne D. Snyder	Mr. James D. Weaver
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RICHARD LOWRY

2009 FINANCIAL REPORT

STATEMENT OF ACTIVITIES*

For the Year Ended December 31, 2009

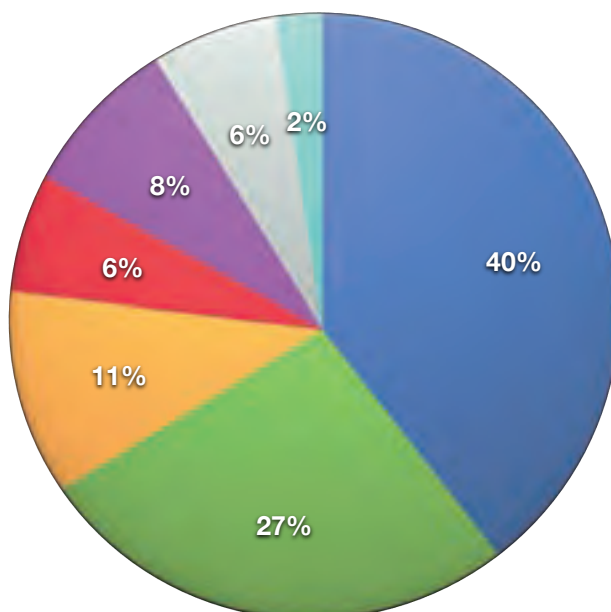
	Total 2009
REVENUE AND SUPPORT	
Contributions	\$10,593,706
Advertising Income	195,430
Rental and Other	124,588
Interest/Investment	1,055,922
Total Revenue and Support	\$11,969,646
PROGRAM SERVICES EXPENSES	
News Analysis Division (Includes TimesWatch and NewsBusters)	3,167,018
CNSNews.com	2,140,680
Business & Media Institute	863,903
Culture and Media Institute	487,145
Grassroots	647,830
Eyeblast.tv	508,615
Youth Education and Intern Program	188,357
Total Program Services	\$8,003,548
SUPPORT SERVICES	
Resource Development	2,495,419
General and Administrative	586,505
Total Support Services	\$3,081,924
Total Expenses	\$11,085,472
Change in Net Assets	884,174
Net Assets, Beginning of Year	9,711,010
Net Assets, End of Year	\$10,595,184

STATEMENT OF FINANCIAL POSITION*

December 31, 2009

	Total 2009
ASSETS	
Current Assets	
Cash and Cash Equivalents	\$987,989
Contributions Receivable	506,197
Due from PTC	5,120
Prepaid and Other	56,727
Total Current Assets	\$1,556,033
Investments	6,500,926
Investments – Annuity	79,533
Property and Equipment	3,483,743
(Net of Accumulated Depreciation and Amortization)	
Total Assets	\$11,620,235
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	262,619
Accrued Expenses	307,164
Deferred Revenue	306,707
Annuity Payment Liability	148,561
Total Liabilities	\$1,025,051
Net Assets	\$10,595,184
Total Liabilities and Net Assets	\$11,620,235

* The above are unaudited interim 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 • Tel: (703) 683-9733



PROGRAM SERVICES EXPENSES BY DIVISION

- News Analysis Division
- CNSNews.com
- Business & Media Institute
- Culture and Media Institute
- Grassroots
- Eyeblast.tv
- Intern Program

PUBLICATIONS, VIDEO, AND WEB PRODUCTS

NEWSLETTERS

The Watchdog™

Media Reality Check™

BOOKS

Whitewash: What the Media Won't Tell You About Hillary Clinton, but Conservatives Will

~ For past MRC books visit www.MRC.org

SPECIAL REPORTS

“Better Off Red: Twenty Years After the Fall of the Berlin Wall, Recalling the Liberal Media's Blindness to the Evils of Communism”

“A Rush to Ruin: The Left's Character Assassination Campaign Against Rush Limbaugh”

“UnCritical Condition: Network News Fails to Examine High Cost and Proven Failures of Government-Run Health Care”

“Faded Glory: How Broadcast Networks Trivialize Patriotism”

“BlueTube: Four Reasons to Keep Your Children Away From YouTube This Summer”

“Cheerleaders for the Revolution: Network Coverage of Barack Obama's First 100 Days”

“How the Networks Promoted the Biggest Spending Bill in History: ABC, CBS, NBC Put Positive Spin on Huge Growth of Government”

“The Great Media Depression: News Reports Depict Economy Far Worse Now Than During the 1929 Stock Market Crash”

“Global Warming Censored”

“Unmasking the Myths Behind The Fairness Doctrine”

“No Fairness Doctrine for PBS”

“Down a Dark Abby”

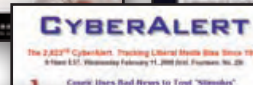
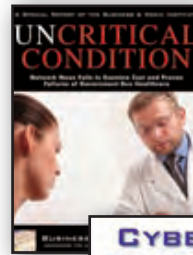
“Obama's Margin of Victory: The Media Editing Wright's Wrongs”

“Character' the Most Important Issue in the Presidential Primary Debates”

“Apostles of Atheism: How the Broadcast & Print Media Helped Spread the Gospel of Godlessness in 2007”

“A Study in Character Assassination: How the TV Networks Have Portrayed Sarah Palin as Dunc or Demon”

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www.MRC.org

www.BusinessandMedia.org

www.CultureandMediaInstitute.org

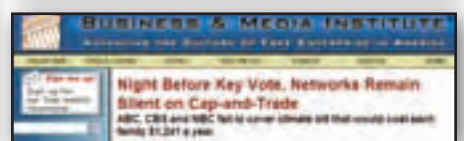
www.CNSNews.com

www.NewsBusters.org

www.TimesWatch.org

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***“For conservatives,
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all rolled into one.”***

PAT SAJAK

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The mission of the MRC is to bring balance to the news media.

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