## MRC by the Numbers in 2010

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>6</td>
<td>Million visitors to MRC websites each month</td>
</tr>
<tr>
<td>103</td>
<td>Million people had the opportunity to see or hear the MRC’s findings each week on TV, radio, print or online</td>
</tr>
<tr>
<td>500,651</td>
<td>Members of the MRC grassroots organization</td>
</tr>
<tr>
<td>220</td>
<td>Thousand e-newsletter subscribers</td>
</tr>
<tr>
<td>140</td>
<td>Thousand Facebook fans</td>
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<tr>
<td>2</td>
<td>Million video views each month</td>
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<tr>
<td>147,998</td>
<td>Bumper stickers requested</td>
</tr>
<tr>
<td>54</td>
<td>Full-time researchers, analysts, and staff at the Media Research Center</td>
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How did conservatives win the House in 2010 with so much left-wing media power deployed against them?
The media always favor the Left. That is difficult, and quite possibly impossible, to stop. But what we can do is educate the public about the “news” media’s left-wing distortions. And when the public understands and sees through the distortions, the left-wing media become neutralized. We accomplished that in 2010, as every major survey shows.

Could you give some examples?
Here are just two examples: Our team worked overtime in 2010 exposing (a) the bizarre spectacle of the liberal media forcing Obamacare down the throats of the public despite its collapse in the polls, and (b) their attempts to scare people into rejecting the Tea Party message that was clearly winning the P.R. war. The liberal media saw, and treated, the Tea Party as a mortal threat. They were attacked as racists, homophobes, Nazis, haters – all the ugly ad hominems you’d expect. But at the end of the cycle, the smears didn’t win. In fact, surveys showed that by Election Day, the Tea Party was viewed more favorably than the Republican or Democratic Party! Why? Because the American people saw through the distortions.

What is the MRC’s role in political campaigns?
It’s important to stress that our work isn’t designed to turn elections. We merely lay out the truth, documenting how the media are skewing their reports during a campaign. People make up their own minds about how to evaluate Washington. Sometimes conservatives win, and sometimes we lose. But the leftist media want us to lose, every day, in every way. We have become the check and balance that the conservative movement needs to neutralize the damaging impact of the liberal media.

You’ve come a long way from the debut of the MRC in 1987, when ABC, CBS, and NBC newscasts were dominant in the TV news arena. What does MRC do differently in this new era, with a robust alternative media?
I hear from a lot of conservatives that they’ve stopped following these usual suspects – that they’d rather be informed by Fox News and their favorite talkers and bloggers. I’m happy to take some credit for helping grow public demand for the alternatives. The American public wouldn’t be seeking alternatives if they believed the so-called “Old Media” were balanced in their coverage.

But even though their numbers are vastly diminished, in large part due to us, the liberal media – particularly the broadcast networks – still dominate, and are watched by millions of Americans. They remain a powerful force, and only we have the resources to expose them.

How does that MRC message get out today, with so many new media sources?
Charlton Heston once called us the “conveyor belt” for the movement, because we can provide our findings to a vast network of leaders in the alternative media. Every day, our editors and analysts supply the nation’s leading conservative talk show hosts and journalists with the latest up-to-the-minute analysis. Within hours, even minutes, the morning or evening outrage we found isn’t just on major web sites like the Drudge Report. Limbaugh or Hannity or Levin or countless others are playing the audio and video and exposing liberal silliness from coast to coast.

“We’ve been at this for almost 25 years. We don’t just slam and expose the day’s example of liberal overreach, we provide the long view of media manipulation, backed up by the largest TV news archive in the world.”

L. BRENT BOZELL III
MRC Founder and President

“I hear from a lot of conservatives that they’ve stopped following these usual suspects – that they’d rather be informed by Fox News and their favorite talkers and bloggers. I’m happy to take some credit for helping grow public demand for the alternatives. The American public wouldn’t be seeking alternatives if they believed the so-called “Old Media” were balanced in their coverage.”
The News Analysis Division is the nerve center of MRC’s campaign against liberal media bias, a campaign that reached an average of 103 million Americans weekly in 2010. With an archive of more than 400,000 hours of recordings dating back to 1987, it combines the largest TV news archive in the world with the very latest monitoring of today’s political bias. Expert analysts churn out transcripts and critiques of the latest news on ABC, CBS, NBC, CNN, MSNBC, NPR, and PBS within hours of their airing.

Armed with this research, the MRC can pounce with scientific studies. In 2010, the liberal media’s ineffective but relentless war on the Tea Party and their transparent attempts to demonize away its political impact were exposed in an MRC Special Report, “TV’s Tea Party Travesty.” In addition to Special Reports, smaller studies appear in the MRC’s online report, Media Reality Check. In the midst of heavy fire against conservatives in the battle over immigration laws in Arizona and the Ground Zero Mosque fight in Manhattan, analysts compiled the numbers to expose dramatic TV news bias against conservative objections to the mosque and its radical leaders.

The News Analysis Division produces a wide range of research products, from rapid-response Bias Alerts to the bi-weekly Notable Quotables newsletter. Special Reports in 2010 also included “Omitting for Obama: How the Old Media Deliberately Censored New Media Scoops in 2009,” “Syrupy Minutes: How CBS’s 60 Minutes Works Overtime for the Obama Left,” and “The Real Radio Hatemongers: Left-Wing Radio Hosts’ Track Record of Vile and Vicious Rhetoric.”

MRC analysts appear frequently on television, on radio, and in print. MRC president Brent Bozell appeared weekly on the Fox News Channel’s Hannity to share this flood of analysis and data during the Thursday night “Media Mash” segment. In addition, Brent appeared as a frequent guest on Fox & Friends to showcase the MRC’s work in front of the largest weekday cable news audience on television.

Brent’s twice-weekly Creators Syndicate column on media issues is distributed to over 50 print and online outlets and appears regularly on the popular editorial pages of Investor’s Business Daily.
NewsBusters™

The MRC’s blog NewsBusters celebrated its fifth year of operation in 2010. The New York Times blogger and statistician Nate Silver ranked NewsBusters as the 10th most influential online-only news source, and the analytics site Wikio consistently ranks NewsBusters in its top 20 most influential political blogs on the web. NewsBusters regularly draws well over 100,000 visits each day. More than 175,000 fans “like” NewsBusters on Facebook, and another 19,000 follow the blog highlights on Twitter. Talk radio hosts like Vicki McKenna in Milwaukee call the blog “my daily show prep.” Columnist and radio host Larry Elder touted “the ever-growing catalog of [Keith] Olbermann’s greatest hits kept by the indispensable NewsBusters.org.” Rush Limbaugh put it best: “NewsBusters rocks!”

The blog’s daily use of video clips frequently draws national attention. On Fox News, Bill O’Reilly paid tribute to NewsBusters for a “brilliant” montage of CBS, NBC, and CNN clips hailing Obama for picking Gen. David Petraeus to take command in Afghanistan. NewsBusters caught Chris Matthews after the 2010 State of the Union saying “I forgot he was black tonight for an hour,” which was quoted (and credited) by Fox News, the New York Post, and Politico.com, among others.

NewsBusted™

NewsBusted is the MRC’s highly acclaimed, twice-weekly video comedy show starring Jodi Miller anchoring a Saturday Night Live-style newscast. Surveys continue to show that more young Americans get their news from left-leaning news-satire shows such as Jon Stewart’s The Daily Show and The Colbert Report than from the “real” TV news. Why should liberals have all the fun? NewsBusted is the only show of its kind, presenting conservative humor in a popular Internet format. NewsBusted episodes were viewed more than 2.5 million times in 2010.
CNSNews.com™

With the national media (especially in the nation’s capital) dominated by thousands of liberal reporters, conservative journalists are dramatically outnumbered. CNSNews.com brings the latest news that liberals don’t want to report to over 100,000 viewers daily.

In 2010, CNSNews.com was linked to by the Drudge Report 66 times, averaging easily more than once a week and projecting its reach to millions more. CNSNews.com has an impact larger than its numbers. Its hard-hitting journalism is changing the way Washington works.

The Tea Party national rallying cry “Read the Bill!” was sparked by a 2009 CNSNews.com story reporting that members of Congress weren’t planning to read the Obama “stimulus” bill before voting on it. In 2010, CNSNews.com issued several reports on how those stimulus appropriations were being wasted by the government. For example, the National Endowment for the Arts allocated $12,500 to translate into English a novel by the Marquis de Sade, the libertine icon whose appetite for sexual violence inspired the word “sadism.” The National Institutes of Health spent over $2 million on a study that, among other things, sought to increase condom use among drug users in Kazakhstan; and the National Institute of Alcohol Abuse and Alcoholism spent another $2.6 million to train Chinese prostitutes to drink responsibly on the job. Another CNSNews.com report revealing waste was how taxpayers paid at least $9 million in signs promoting Obama’s economic stimulus.

Before the vote on Obamacare, CNSNews.com challenged Speaker Nancy Pelosi at a press conference to explain where the Constitution authorized Congress to order Americans to buy health insurance. Pelosi was incredulous. “Are you serious? Are you serious?” That sparked the national debate over the constitutionality of socialized health care – and the Left’s disregard for that sacred document. Virginia Attorney General Ken Cuccinelli later told CNSNews.com editor Terry Jeffrey that Pelosi’s snappish response to CNSNews.com that captured his attention; his subsequent lawsuit resulted in a federal judge ruling that the linchpin of Obamacare – the mandate to buy health insurance – was unconstitutional.

That’s not the only Obamacare moment CNSNews.com exposed in 2010. Its reporters caught several members of Congress on tape making wild justifications for socialized health care. The best was House Judiciary Committee Chairman Rep. John Conyers (D-Mich.), who told CNSNews.com that the nonexistent “good and welfare clause” gives Congress the authority to require individuals to buy health insurance. More than 10,000 websites picked up the CNSNews.com video of Rep. Conyers.

In November, CNSNews.com broke another important story, this one an exposé of a National Portrait Gallery exhibit glorifying the homoerotic lifestyle, using taxpayer dollars to promote a video at the gallery. The offensive video spread across the Internet and the media. Just 24 hours later, the Smithsonian Institution removed the video.
funds, and even inviting children to come watch. The exhibit included a series of images of male genitalia, naked brothers kissing with guns pointed at each other, and TV host Ellen DeGeneres grabbing her breasts. But the most controversial piece was a video featuring Jesus on a crucifix with ants crawling over him.

Within one hour of CNSNews.com breaking this jaw-dropping story, radio host Mark Levin reported it on his national program. By the next day, the story appeared on the Drudge Report and by noon, incoming Republican Speaker John Boehner and incoming Majority Leader Eric Cantor were calling for an investigation. Within 24 hours, the Smithsonian Institution – which oversees the gallery – removed the offensive Jesus video.

This became a large national news story, and MRC president Brent Bozell appeared on CNN to debate an art critic over this taxpayer-funded atrocity. Liberal media outlets had celebrated this exhibit and found no offense in its imagery. Without CNSNews.com asking questions and reporting the full story, taxpayers would never have known about this outrage.

CNSNews.com also shaped public opinion about Washington with a groundbreaking story on Department of Homeland Security Secretary Janet Napolitano actually telling a Washington gathering, in reference to the U.S.-Mexico border, “You’re never going to totally seal that border.” She later said, “The notion that you’re gonna somehow seal the border, and only at that point will you discuss immigration reform, that is not an answer to the problem.” The CNSNews.com story spread to numerous other outlets, including ABC and CNN.

In her last press conference as Speaker, Nancy Pelosi bragged “Deficit reduction has been a high priority for us. It is our mantra, pay-as-you-go.” When Pelosi became speaker in January 2007 she was emphatic that their mantra was “Pay as you go, no new deficit spending.” But CNSNews.com reported that in the 1,461 days Pelosi served as speaker of the House, the national debt increased by a total of $5.343 trillion or about $3.66 billion per day, according to official debt numbers published by the U.S. Treasury.

Note that in all these stories CNSNews.com is reporting facts – not conservative opinion. The impact of these stories comes not from argument but from simply asking questions no liberal media reporter will ask. The answers are often shocking – with explosive results when they make their way into the national conversation, and liberal media are forced to react to the facts CNSNews.com exposed.

This is the unique contribution CNSNews.com is making to the MRC’s ongoing mission to prevent liberal elites from deciding what is news and what the American people should know about their government.

“I’m a big fan and I quote CNSNews.com all the time.”

SEAN HANNITY
The MRC’s Business & Media Institute (BMI) is dedicated to monitoring how our national media elites report on — and misinterpret — the free enterprise system. In addition to hundreds of radio and TV appearances to discuss their analysis in 2010, BMI reached an audience of almost 30,000 subscribers weekly through their newsletter, *The Balance Sheet.*

America’s business sector has faced imposing challenges from the socialist impulses of the Obama administration. But a casual media consumer might think the White House is squarely in the policy mainstream. For example, BMI issued a Special Report on the strange concept of “Obama the Tax Cutter: A Network Fairy Tale.” Obama’s “stimulus” bill was 70 percent pork and 30 percent temporary tax relief, so ABC, CBS, and NBC reporters portrayed Obama as a tax cutter more than four times as often as they talked about his tax hikes, like his signing tax hikes within Obamacare and a $65 billion cigarette tax increase.

BMI also chronicled TV’s attempt to ignore and degrade the explosive e-mails showing liberal climate scientists attempting to alter data and censor opposing scientists (the ClimateGate scandal) in a Special Report titled “Networks Hide the Decline in Credibility of Climate Change Science.” BMI’s “Top Ten Myths of 2010” exposed how politics so often trump facts in economic reporting.

Most Americans agree that the country is moving into a disturbing moral decline. The MRC’s Culture and Media Institute (CMI) documents how our country’s news and entertainment media assail traditional values, social conservatism, and religious faith. CMI’s *Culture Links* newsletter is read by nearly 25,000 subscribers.

In one story CMI reported, from 2008 to 2010, the big three networks ran 527 stories about Christmas in their nightly news broadcasts, but a mere seven of those stories mentioned God or the birth of Jesus Christ. The other 98.7 percent of Christmas references highlighted the holiday’s secular impact on the economy, weather, travel, and retail sales. Only 312 words, in 19 sentences mentioned “God,” “Jesus” or “Christ.” CBS used more words than that in a single story about the addition of ping pong to the Olympics.

CMI also exposed how activists in the Society of Professional Journalists were pushing to drop the term “illegal” in immigration stories. That idea was stopped.
**EYEBLAST.TV**

It is one thing to read about media bias. It is quite another thing to see it captured on video. Thanks to the MRC’s Eyeblast.tv, millions are now able to access the Internet and see firsthand visual evidence of liberal media bias and hypocrisy. Eyeblast is an online platform for conservatives to upload, view, and share content and bring a video component to grassroots activism. In 2010, Eyeblast.tv continued to grow – with as many as two million video plays a month. And those videos are replayed on national TV, on shows like Hannity, Glenn Beck and The O’Reilly Factor.

The Eyeblast website contains videos uploaded by all of the MRC’s core divisions, plus videos submitted and uploaded by outside users, all of which are searchable. Whether it’s an Obama gaffe or a Chris Matthews rant, visitors can watch for themselves – often within hours of broadcast.

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**MRC GRASSROOTS**

The MRC Action team, our grassroots activist army, has become a potent weapon in the MRC arsenal. Not only have Action Team members signed hundreds of thousands of petitions on topics ranging from health care to the Fairness Doctrine, but they’re helping to get the MRC message out to their neighbors, friends, and relatives. The community grew to more than 500,000 active members in 2010.

In 2010, as the left realized they were losing the war of ideas they began to attack conservatives in a much more vicious way than they have in the past. After brutalizing Rush Limbaugh in 2009 with vicious lies and fabrications, the media took aim at Tea Party members. Led by the MRC Action team, over 280,000 citizens have signed petitions to keep the left from using the Federal Communications Commission to regulate conservative radio talk shows out of existence.

In April, The MRC Action team responded again by signing a petition demanding the media “end their attack campaign against conservatives.” Then, as our “Tell The Truth!” campaign was launched in September, nearly 60,000 Action Team members signed up to receive “Tell The Truth!” bumper stickers. A total of 147,998 stickers were distributed in 2010.
The MRC communicated its message in many forms to the public in 2010, from printed reports and newsletters to electronic media ranging from video to websites to e-mail. This past year, the MRC focused its marketing resources on its seven websites, but it also added over 50,000 new subscribers for its six electronic newsletters. This brought the total subscriber count to more than 220,000 – a 30 percent increase over 2009 subscriptions.

With the proliferation of websites, the amount of information available online is overwhelming. The most valuable service MRC can offer a time-strapped consumer of information is to extract the most important items from the Web and hand-deliver it to them as new media bias items are posted throughout the daily news cycle.

That’s why the MRC has developed a menu of E-newsletters. CyberAlert is the MRC’s daily email cataloging the latest outrages from the leftist press. Notable Quotables is a bi-weekly compilation of the most outrageous and hilarious quotes from the liberal media. The Balance Sheet, from the Business and Media Institute, audits media from a free-market perspective – offering coverage of business and economic issues. Culture Links, the weekly bulletin from the Culture and Media Institute, covers the media assault on traditional values. Times Watch Tracker from the Times Watch Division reveals the relentlessly liberal agenda of America’s “paper of record.” CNSNews.com’s E-Brief lays out the daily scoops the liberal media are working to bury.

The MRC newsletter family promises to become an important source of revenue as circulation grows.

In addition to its newsletters, the MRC also had as a priority in 2010 growing its presence in social media.

Social media sites such as Facebook and Twitter are rapidly overtaking e-mail as news and information sources. Indeed, over 500 million people worldwide subscribe to Facebook, and they tend to spend more time on Facebook than they do checking their home e-mail account.

MRC supporters communicate with one another regularly on Facebook about the latest media outrage uncovered by our news analysts. Tweets inform MRC fans when Brent Bozell or other MRC stars are appearing on national TV or radio shows. “Re-tweets” of MRC articles generate more web traffic to MRC’s work.

At the end of 2010 the MRC had more than 139,000 fans on Facebook – with more than 1,000 user interactions per day. Over 40,000 people were following the MRC on Twitter – including Speaker of the House John Boehner, Sarah Palin and Sean Hannity.
Most of the time, when MRC president Brent Bozell appears on television with Sean Hannity or the Fox & Friends team, he’s actually inside MRC headquarters in MRC’s state-of-the-art television studio. Television appearances used to require Brent or other MRC executives to travel to Washington or New York. Now, with the studio, Brent and the others can be scheduled to appear and simply connect via satellite within just a few minutes.

In addition to TV interviews, the MRC studio is also used to create video content for MRC websites. The Online with Terry Jeffrey show grew dramatically this past year with CNSNews.com editor-in-chief Terry Jeffrey interviewing a plethora of influential figures including Sean Hannity, Dick Armey, David Limbaugh, Virginia Attorney General Ken Cuccinelli, Rep. Michele Bachmann and several other members of Congress.

The studio is also the home of Right Now on CNSNews.com – a daily wrap-up of the top stories from the MRC’s highly acclaimed news website – and plans are in the works for expanded video content on CNSNews.com. News-Busters celebrated its 5th anniversary with a video compilation of MRC analysts recalling the blog’s biggest moments and video clips – like exposing Hillary Clinton lying in 2008 about landing to gunfire in Bosnia as First Lady in 1996. The video was produced and edited in the studio.

The studio has revolutionized the MRC’s ability to communicate directly with its army of over half a million grassroots activists. Brent Bozell can produce taped messages when important issues arise, or he can address members live via the web directly from the MRC studio. This has improved the impact of communications with MRC Action team members and dramatically shortened reaction times when grassroots campaigns are needed to immediately respond to misdeeds by the liberal media.
The MRC reaches up to 103 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 local, national and international news organizations that interviewed MRC experts or cited MRC material in 2010.
Liberal bias in the media became so outrageous and widespread in 2010 that Fox News’ Sean Hannity created a weekly segment called “Media Mash” on his popular prime-time show to highlight it. MRC founder Brent Bozell joins Sean each week for this segment to discuss some of the most egregious examples of bias uncovered by the MRC. Brent is also a frequent guest on Fox & Friends to showcase the MRC’s work in front of the largest weekday cable news audience on television.
In October 2010, the MRC led the charge against the liberal media with an all-out declaration of war, reaching more than 103 million Americans weekly with a $2.1 million campaign. The battle cry was “Tell The Truth!”, and it was the biggest campaign in the MRC’s 23-year history.

The goal was simple: expose for all Americans to see the “news” media’s leftist political agenda and demand the media tell the truth about the major issues of the day, be it the massive growth in government spending and regulation destroying people’s liberty, or how trillion-dollar deficits are ruin- ing our children’s future. Moreover, this campaign carried the demand that the leftist media stop the character assassination against conservatives as extreme, violent, and racist.

As the 2010 election cycle reached a climax, the “Tell The Truth!” campaign was striking on multiple fronts:

- **National television advertisements:** three different 15-second ads about Obamacare, the Ground Zero mosque, and illegal immigration, all issues on which the liberal media are out of sync with majorities of Americans. The ads highlighted polls showing that 58 percent of Americans wanted Obamacare repealed, 73 percent agreed with Arizona’s immigration law, and 72 percent felt a huge mosque just a few blocks from Ground Zero in New York City was “inappropriate.”

- **National radio advertisements:** MRC entered into a special media partnership with nationally syndicated talk-radio host Mark Levin. The MRC was featured on The Mark Levin Show throughout the month of October with hard-hitting 60-second radio ads. Levin urged listeners to go to the MRC’s “Tell The Truth!” website: “You’ll see how the left-wing media are trying to ruin our country, and what they’re doing every day to mislead us, to lie to us.” The ads could be heard by Mark’s audience of more than 8 million listeners each week.


- **Mobile billboard and delivery trucks:** The MRC rented dozens of trucks to circle the New York offices of ABC, CBS, NBC, and The New York Times, as well as the Washington bureaus of the networks, The Wash-

- **Bumper stickers:** The MRC distributed over 140,000 “Don’t Believe the Liberal Media” and “Tell The Truth!” bumper stickers that are now on cars and trucks from coast to coast.

- **Website:** The “Tell The Truth!” website not only kept activists informed of the latest elements of the campaign, it educated and activated citizens with a Media Bias 101 kit, which summarizes more than 25 years of survey research showing how journalists vote, what journalists think, what the public thinks about the media, and what journalists say about media bias.

- **Petition to the Media:** Some 60,000 Americans signed the MRC’s “Tell The Truth!” petition to the media. Each of them declared, in part: “I am signing this petition because I am tired of being told half-truths by a liberal media that are more interested in pushing a left-wing agenda than in informing me. I want and expect to hear the truth from the news media whether or not it fits their personal ideology.”

TeaParty365, a New York City-based grassroots organization, saw the MRC’s fleet of “Tell The Truth!” trucks rolling in Manhattan and wanted to help carry that message to President Obama’s enablers in...
The MRC took its “Tell the Truth! 2010” Campaign across America, holding events in New York City, Chicago, Dallas, Washington, D.C., and Palm Beach. Publisher Steve Forbes, editorial writer Steve Moore, publisher Stan Evans, and talk radio host Neil Boortz and other media personalities spoke to hundreds of participants about media bias and why journalists must “Tell the Truth!”

The MRC’s “Tell The Truth! 2010” campaign was a powerful and effective way to force the liberal media to give the news to the American people straight. It wasn’t easy. It wasn’t cheap. But it was effective in neutralizing the left-wing press.

See photos on page 14-15 for various scenes and products from the MRC’s “Tell The Truth!” campaign.

GIVING SHORT SHRIFT TO TEA PARTY RALLIES

The three broadcast networks collectively produce more than 3,000 hours of news programming each year, which translates into tens of thousands of field reports, interview segments and news desk items.

Yet over an entire year, the networks carried just 19 stories on the Tea Party — seven on the evening newscasts, seven on the morning shows, four Sunday talk show segments, and one on Nightline. Another 48 stories or segments contained brief mentions of the Tea Party, for a total of 67 items that at least referred to the Tea Party during the year. Most of this coverage focused on Tea Party rallies, but the networks offered far less coverage to these anti-big government demonstrations than liberally-themed events in the past.

Rather than objectively document the rise and impact of this important grassroots movement, the “news” networks instead chose to first ignore, and then deplore, the citizen army mobilizing against the unpopular policies of a liberal President and Congress.

To read the complete findings of the MRC Special Report, “TV’s Tea Party Travesty,” visit www.MRC.org.
Billboards
Massive billboards were rented in nine major cities across the country to highlight the MRC’s “Tell The Truth!” message in high traffic areas. When news of these boards got out, supporters of the MRC that owned other billboards offered them free of charge to help spread the message.

Radio
Long-time friend of the MRC and nationally-syndicated radio talk show host Mark Levin supported the campaign with live commentaries on his show throughout the month of October.

Television
Three 15-second ads highlighted examples of where the media were advocating positions diametrically opposed to majority public opinion. In spite of public opposition to Obamacare and the proposed mosque near Ground Zero, the liberal media consistently advocated for both throughout 2010.

Internet
The MRC flooded the Web with banner ads promoting the “Tell The Truth!” message and generating support for the associated petition drive and bumper sticker promotion.

“You can count on the Media Research Center. They absolutely will never back down. No one person could document all of the lies and left wing bias constantly coming from the media. You need the team of researchers at the MRC to collect it all … It’s fantastic.”

ANN COULTER
MOBILE BILLBOARDS

Nothing captured the attention of the liberal media quite like the dozens of mobile billboards and cargo trucks circling ABS, NBC, CBS and The New York Times headquarters eight hours a day for four weeks last fall. The message was clear and unavoidable. Trucks were also deployed strategically throughout Washington, DC.

GRASSROOTS

As with every MRC effort, the over 500,000 members of the MRC Action team played a critical role in the “Tell The Truth!” campaign. Signing petitions, putting bumper stickers on their car, and carrying signs at dozens of Tea Party rallies across the country are just a few of the things they did to support the effort.

“Brent Bozell and the Media Research Center have been true warriors in defending the Tea Party movement against the relentless attacks and distortions by the liberal press.”

JENNY BETH MARTIN
Co-Founder, Tea Party Patriots
The MRC Team

Executive
Founder and President: L. Brent Bozell III
Executive Vice President: David Martin
Director of Financial Operations: Cheryl Michener
Executive Assistant to the President: Melissa Lopez

News Analysis Division
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(Steven P.J. Wood Sr. Fellow)
Director of Media Analysis: Tim Graham
Director of Research: Rich Noyes
TimesWatch.org Director: Clay Waters
Sr. News Media Analyst: Geoff Dickens
News Media Analysts: Brad Wilmouth, Kyle Drennen, Matthew Balan, and Scott Whitlock
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NewsBusters Managing Editor: Ken Shepherd
Alternative Media Project Coordinator: Karen Topper
Research Associate: Michelle Humphrey
Media Archivist: Kristine Lawrence

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Deputy Managing Editor: Melanie Hunter
International Editor: Patrick Goodenough
Senior Writer/Editor: Pete Winn
Senior Staff Writer: Penny Starr
Investigative Reporter: Fred Lucas
Staff Writer: Matt Cover
Staff Writer: Edwin Mora
Senior Video Producer: Eric Scheiner
Video Reporter: Nicholas Ballasy
Video Producer: Jonathan Schulter

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Assistant Editor: Julia Seymour
Staff Writer: Jeff Poor
Staff Writer: Iris Somberg

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Managing Editor: Matt Philbin
Managing Editor: Nathan Burchfiel
Staff Writer: Erin Brown
Staff Writer: Alana Goodman

Eyeblast.tv
Eyeblast Content Editor: Stephen Gutowski
Eyeblast Content Specialist: Joe Schofustall

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Grassroots Coordinator: Bill Toye
Graphic Designer: Melanie Selmer
Online Marketing Coordinator: Kevin Eder
Video Graphics Specialist: Corwin Parks

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Director of Development for Major Gifts: David Bozell
Director of Annual Gifts: Lawrence Gourlay
Direct Response Marketing Manager: Maria Ciarrocchi
Development Associate: James Nolan
Development Associate: Michael Gano
Development Coordinator: Jamie Sullivan
Development Assistant/Receptionist: Rhiana Wilks
Development Assistant: Lauren Merz

Information Systems
Chief Technology Officer: Eric Pairel
System Administrator: Josh Cabana

2010 Interns
Karen Schuberg, Christopher Neefus, Sean Rainey, Alex Fitzsimmons, Benjamin Graham, Anthony Kang, Jane McGrath, Nick Dean, Adam Cassandra, Christopher Guzman, Kyle Gillis, Kathryn Bell, Melissa Afable, Rachel Burnett, Matt Hadro, Samantha Stepanov-VandenBerg, Dan Joseph, Chris Johnson, Joseph Brady Howell, Krista West

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Senior Video Producer: Bob Parks
Grassroots Coordinator: Bill Toye
Graphic Designer: Melanie Selmer
Online Marketing Coordinator: Kevin Eder
Video Graphics Specialist: Corwin Parks

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Director of Development Operations: Sara Bell
Director of Development for Major Gifts: David Bozell
Director of Annual Gifts: Lawrence Gourlay
Direct Response Marketing Manager: Maria Ciarrocchi
Development Associate: James Nolan
Development Associate: Michael Gano
Development Coordinator: Jamie Sullivan
Development Assistant/Receptionist: Rhiana Wilks
Development Assistant: Lauren Merz

Information Systems
Chief Technology Officer: Eric Pairel
System Administrator: Josh Cabana

2010 Interns
Karen Schuberg, Christopher Neefus, Sean Rainey, Alex Fitzsimmons, Benjamin Graham, Anthony Kang, Jane McGrath, Nick Dean, Adam Cassandra, Christopher Guzman, Kyle Gillis, Kathryn Bell, Melissa Afable, Rachel Burnett, Matt Hadro, Samantha Stepanov-VandenBerg, Dan Joseph, Chris Johnson, Joseph Brady Howell, Krista West
Many college students dream of coming to Washington to work at the national level of politics. The MRC’s Youth Education and Intern Program offers conservative leaders of tomorrow a serious on-the-job education in news analysis, reporting, marketing and fundraising.

In the three intern semesters in 2010, the MRC provided 34 internships spread across every division of the MRC. Students who make it through MRC’s competitive selection process are thrown immediately into the swirl of MRC’s daily ride through the news cycle. They research and write articles and blogs, contribute to Special Reports, help develop surveys and ad campaigns, or join reporters on Capitol Hill and elsewhere to experience covering the news at D.C. hot spots. Students are required to maintain portfolios of their work that they can use in the future to apply for jobs or further their education.

MRC interns make news in their own right. News analyst Matthew Hadro wrote up a post for NewsBusters.org on liberal radio host Ed Schultz appearing on C-SPAN, boasting that his North Dakota construction business had “gone from eight employees to twenty employees in the past year, because of the stimulus package.” This sounded cozy: praise Obama on air, get federal funds. Schultz was so angry with Hadro that he attacked him by name on his national radio show, even (wrongly) suggesting he was a wealthy heir.

Several MRC interns have seen their news items make the Drudge Report, a feat many professionals never achieve. For example, Kyle Gillis wrote for the Business and Media Institute about “Lebrononomics,” on whether pro basketball superstar LeBron James would relocate to Miami because it has a more favorable tax climate than New York City (which James did). In another story, Joe Schoffstall of Eyeblast.tv posted a video that exposed how the man President Obama wanted to run Medicare and Medicaid, Donald Berwick, said in a 2008 speech in England that “any health care funding plan that is just equitable civilized and humane must redistribute wealth from the richer among us to the poorer and the less fortunate.”

The intern program also provides the MRC with an opportunity to train and recruit future full-time employees. Several longtime MRC staffers, including NewsBusters managing editor Ken Shepherd, began as interns.

Moving Up In The MRC

“My 2010 internship at the MRC was fantastic and the best experience I could have asked for. It’s definitely not your average internship in the Washington, D.C. metro-area. The thing that separates the MRC from other outlets is you gain hands-on experience and are allowed to perform the same tasks full-time employees perform.

My first day at CNSNews.com I was told I could cover Barack Obama’s ‘State of the Union’ address — where I somehow interviewed David Axelrod, who at the time was Obama’s Senior Adviser. The interview ended up making the Rush Limbaugh Show the next day. Many other interns around D.C. would never be allowed to do something like that, let alone on their first day. Of course, this was not the only great thing about MRC, it was just the beginning.

I am now part of the full-time staff and have highly recommend others to consider applying at the MRC so they can gain experience they wouldn’t elsewhere!”

— Joe Schoffstall, 2010 Intern
MRC Leadership

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Founder and President

Abby Moffat
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Harold Simmons
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Dr. Bobby L. Graham Jr. and
Dr. Sharon Martin
Mr. James H. Graves
Mr. Michael Gravette
Mr. Michael W. Grebe
Dorothy G. Griffin
Mr. Kenneth Groesemana
Mr. R. Jerry Grossman
Dr. and Mrs. Robert M. Hall
Mr. and Mrs. Henry E. Haller Jr.
Mr. Robert E. Hannay
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Mr. F.M. Kirby
The MRC’s Trustees are an exclusive and distinguished group of some of the best-known and most influential conservative leaders in America. While the Trustees have no fiduciary responsibilities (that rests with the MRC’s governing Board of Directors), MRC Trustees provide guidance and counsel in the role the MRC plays in moving the conservative agenda forward. Every major initiative undertaken by the MRC must first be approved by the Board of Trustees before being presented to the Board of Directors for final approval. Many MRC programs were undertaken at the suggestion of our Trustees. The Board of Trustees helps make it possible for the MRC to continue its vital mission: Creating a Media Culture in America Where Truth and Liberty Flourish.

Jessica Sherwood — Secretary, MRC Board of Trustees
The MRC’s Legacy Society is made up of individuals who understand that the fight against the liberal media agenda will — and must — go on long after they’re gone. These dedicated conservatives have the foresight to ensure that the MRC will have the resources it needs to continue the fight for decades to come by including the MRC in their estate plans. Legacy Society Members have included the MRC in their estate plans by naming it as a beneficiary of their will, by setting up a Charitable Gift Annuity, a Charitable Remainder Trust, or through a variety of other planned giving vehicles.

In December of 2010, retired small business owner Joe Wilkens was named the first Chairman of the MRC’s Legacy Society.

For more information on how to join the MRC’s new Legacy Society, please call MRC Associate James Nolan at 1-800-672-1423.

---

**Charitable Gift Annuity**

- Mrs. Peggy Brandon
- Eldred Brown
- James Bruton
- Mr. and Mrs. John M. Cassella
- J. Doreen Chadbourne
- Margaret Davenport
- Harold Dorough
- Dan Fairey
- Worth Farrington
- Walter R. Fraser
- Ellen Geheeb
- Cecilia Giebutowski
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- Melva B. Wallace
- June Weston
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**Bequest**

- Eugene Allen
- Margaret Brosmer
- Jim and Melissa Emery
- Mrs. Dorothy Griffin
- Mrs. W. Gibbs Herbruck
- Tatnall and Bobbie Hillman
- Sara Holzman
- Walter Kandel
- Joseph F. Kucera

**Other**

- Claire Lombard
- Katherine McArver
- Elmer C. Moore
- Donald Pitt
- Robert M. Ramp
- Donald G. Thomas
- Edwin Tolnas
- Jane Soderland Trust
- Martha Van Sickle
- Dick Walsh
- Mrs. G. Greeley Wells
- Betty Wolfe

Anonymous members not listed.
People should get involved and support the MRC because the left-wing media are on their last legs right now.

Michele Bachmann
My wife Raffaella and I have been supporting the Media Research Center since 2005. We had become disgusted with the liberal media’s contemptuous treatment of conservatives and our values. We wanted to fight back. When we received a letter from Brent Bozell asking for our help, we were happy to help.

Our involvement with the MRC began in earnest in January of 2006 when we bought tickets for the MRC’s Annual Gala featuring the DisHonors Awards in Washington, DC. After we bought the tickets, I received a call from James Nolan who explained that since we had given $1,000 over the course of the previous year, we were invited to the MRC’s Annual Meeting before the Gala. We have made the trek annually down to Washington ever since. We even attended the “Tell the Truth!” 2010 Tour this year at the Mayflower Hotel in Washington, DC. We’re always astounded by all that Brent and his team are doing for conservatives and for America.

We recognize how important the work of the MRC is. We know that the news media plays an important role in shaping people’s perception of reality, and that perception of reality helps to shape their political opinions. The so-called ‘mainstream media’ are doing everything they can to push people into supporting a liberal agenda. The MRC is the only organization with the manpower resources, expertise, and credibility to challenge and correct the media’s half-truths, lies, and distortions.

Let me say this as clearly as can be: We feel that no other contribution you make to any candidate or organization is as important or effective as supporting the MRC. Without the clear, bias-free media environment that the MRC makes possible, nothing else matters.

Please support the valuable work of the Media Research Center. It’s an investment that leads to well-informed Americans, who then make intelligent choices for the country.

“The Media Research Center is one of the most important organizations and resources that the conservative movement has … and the way in which they take on the established media, where they pierce behind the propaganda and the untruths, and where they get the real facts to the people of this country is a great service to all of us.”

THE HONORABLE ED MEESE III
## STATEMENT OF ACTIVITIES*
*For the Year Ended December 31, 2010*

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>Total 2010</th>
</tr>
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<tbody>
<tr>
<td>Contributions</td>
<td>$11,886,940</td>
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<tr>
<td>Interest/Investment</td>
<td>789,815</td>
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<td>Rental and Other</td>
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<td><strong>Total Revenue and Support</strong></td>
<td><strong>$13,063,266</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Program Services Expenses</th>
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</thead>
<tbody>
<tr>
<td>News Analysis Division</td>
<td>2,973,093</td>
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<tr>
<td>(Includes TimesWatch and NewsBusters)</td>
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<tr>
<td>CNSNews.com</td>
<td>2,515,252</td>
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<td>Business &amp; Media Institute</td>
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<td>Culture and Media Institute</td>
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<td>Grassroots</td>
<td>1,397,955</td>
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<td>Eyeblast.tv</td>
<td>389,135</td>
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<td>Youth Education &amp; Intern Program</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>$8,941,687</strong></td>
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<table>
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<tr>
<th>Support Services</th>
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<tr>
<td>Resource Development</td>
<td>2,896,353</td>
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<tr>
<td>General and Administrative</td>
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<td><strong>Total Support Services</strong></td>
<td><strong>$3,445,755</strong></td>
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| **Total Expenses** | **$12,387,442** |
| **Change in Net Assets** | **$675,824** |
| **Net Assets – Beginning Jan. 1, 2010** | **10,595,183** |
| **Net Assets – Ending Dec. 31, 2010** | **$11,271,007** |

## STATEMENT OF FINANCIAL POSITION*
*December 31, 2010*

<table>
<thead>
<tr>
<th>Assets</th>
<th>Total 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
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<tr>
<td>Cash and Cash Equivalents</td>
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<td>Contributions Receivable</td>
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<tr>
<td>Prepaid and Other</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
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<tr>
<td>Investments</td>
<td>7,336,336</td>
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<td>Investments – Annuity</td>
<td>208,457</td>
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<tr>
<td>Property and Equipment</td>
<td>3,130,424</td>
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<tr>
<td>(Net of Accumulated Depreciation and Amortization)</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$12,331,497</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
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</tr>
<tr>
<td>Accounts Payable</td>
<td>253,634</td>
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<tr>
<td>Accrued Expenses</td>
<td>254,215</td>
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<tr>
<td>Deferred Revenue</td>
<td>227,772</td>
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<tr>
<td>Annuity Payment Liability</td>
<td>324,869</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>$1,060,490</strong></td>
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<tr>
<td><strong>Net Assets Unrestricted</strong></td>
<td><strong>$11,271,007</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$12,331,497</strong></td>
</tr>
</tbody>
</table>

*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*
SPECIAL REPORTS
“The Real Radio Hatermongers: Left-Wing Radio Hosts’ Track Record of Vile & Vicious Rhetoric”
“TV’s Tea Party Travesty: How ABC, CBS & NBC Have Dishonored & Disparaged the Tea Party Movement”
“Obama the Tax Cutter: A Network Fairy Tale”
“Omitting for Obama: How the Old Media Deliberately Censored New Media Scoops in 2009”
“Syrup Minutes: How CBS’s 60 Minutes Works Overtime for the Obama Left”
“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”
“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”
“Obama’s Margin of Victory: The Media Editing Wright’s Wrongs”
“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”
- For the archive of MRC Special Reports visit www.MRC.org

NEWSLETTERS
The Watchdog™

ELECTRONIC NEWSLETTERS
The Balance Sheet™
CNSNews.com E-Brief™
Culture Links™
CyberAlert™
Notable Quotables™
TimesWatch Tracker™

ONLINE PUBLICATIONS
BiasAlert™
Media Myths™
Media Reality Check™
Profiles in Bias™

“Thanks to 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 it. It was a daily buffet of material to work from. We certainly made tremendous use of it.”

BRIT HUME

MRC VIDEO SHOWS
NewsBusted™
Online with Terry Jeffrey™
MRC Live! with Brent Bozell™
Right Now on CNSNews.com™

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www.TimesWatch.org
www.MRCAction.org
www.Eyeblast.tv
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Media Research Center
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Alexandria, Virginia  22314
(703) 683-9733

www.MRC.org
www.CNSNews.com
www.NewsBusters.org
www.Eyeblast.tv

The mission of the MRC is to bring balance to the news media. The Media Research Center is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible for income tax purposes. The Media Research Center participates in the Combined Federal Campaign (CFC). MRC's CFC number is 12489.