

MEDIA RESEARCH CENTER

2010 ANNUAL REPORT





MRC BY THE NUMBERS IN 2010

6 Million visitors to MRC websites each month

Million people had the opportunity to see or hear the MRC's findings each week on TV, radio, print or online

500,651 Members of the MRC grassroots organization

220 Thousand e-newsletter subscribers

140 Thousand Facebook fans

Million video views each month

147,998 Bumper stickers requested

Full-time researchers, analysts, and staff at the Media
Research Center

CONTENTS

- 1 An Interview with Brent Bozell
- 2 MRC Divisions

News Analysis

NewsBusters™

NewsBusted™

Times Watch™

CNSNews.com™

Business & Media Institute™ Culture and Media Institute™ Eveblast.tv™

MRC Grassroots

- 8 E-Newsletters and Social Media
- 9 MRC Studio

- 10 MRC Impact
- 12 "Tell The Truth!" Campaign
- 16 The MRC Team
- 17 Intern Program
- 18 MRC Leadership and Trustees
- 20 MRC Associates
- 21 MRC Legacy Society
- 22 Foundation Support
- 23 Testimonial
- 24 2010 Financial Report
- 25 Publications

©Copyright 2011 Media Research Center All Rights Reserved

Product or service names, logos, brands, and other trademarks featured or referred to in the MRC Annual Report are the property of their respective trademark holders. These trademark holders are not affiliated with MRC, our products, or our services, and they do not sponsor or endorse MRC.

AN INTERVIEW WITH BRENT BOZELL

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?

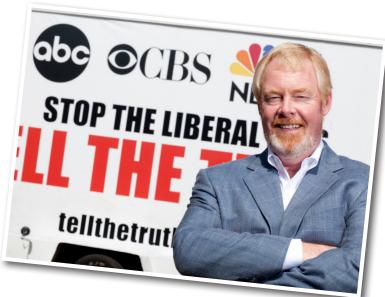
Here are just two examples: Our team worked overtime in 2010 exposing (a) the bizarre spectacle of the liberal media forcing Obamacare down the throats of the public despite its collapse in the polls, and (b) their attempts to scare people into rejecting the Tea Party message that was clearly winning 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.



"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

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.

MRC DIVISIONS

NEWS ANALYSIS DIVISION

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.





A half million readers deluged the site after the *Drudge Report* spotlighted NewsBusters replaying Dan Rather saying on TV that Obama "couldn't sell watermelons if you gave him state troopers to flag down the traffic." The examples are endless.

With the fifth anniversary, News-Busters also unveiled a site redesign in 2010 incorporating CNSNews.com headlines and videos, as well as conservative columnists and cartoons, to provide a broader home for conservatives to get all their information in one place.

*TIMES*WATCH[™]

The New York Times has long been considered by its media peers as the most prestigious daily newspaper in the United States. Its ability to set and shape the liberal news agenda for all the TV networks and radio and print reporters is why the MRC maintains a sharp eye on it with its TimesWatch project. Subscriptions to the daily Times Watch Tracker newsletter grew by more than 25 percent in 2010 to over 25,000 readers.

Veteran analysts comb through each day's paper and each day's TV appearances by *Times* personnel for bias, misinformation, and spin. *Times*Watch produced a devastating *Special Report* ("Supremely Slanted") on the newspaper's coverage of Supreme Court nominations over the last 20 years. It was featured on Fox News, and Fox's Liz Trotta declared the study "really amounts to a certified chapter in advanced liberal media bias."





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.

MRC DIVISIONS

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 -

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 Convers (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. Convers.

In November, CNSNews.com broke another important story, this one an exposé of a National Portrait Gallery exhibit glorifying the homoerotic lifestyle, using taxpayer

designate John Boehner (R-

the dismantling of an exhibit in the an exhibit in the Smithsonian's National Portrait Gallery after they learned that it contains video of a

Jesus statue with

ants crawling on it,

as well as works of art with strongly sexual themes.

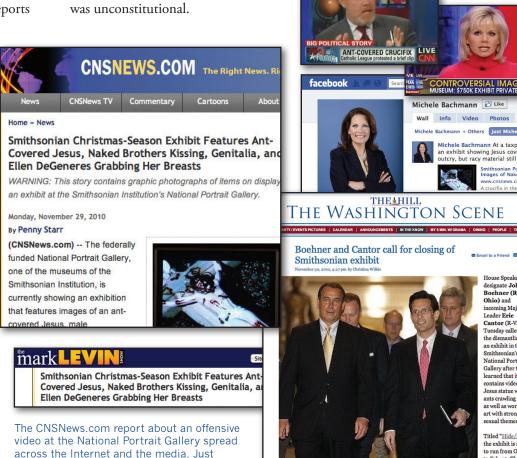
Titled "Hide/Seek,"

the exhibit is slated to run from Oct. 30

to Feb. 13. The

website CNS News.com <u>first alerted</u> the two Republican leaders to its content

Ohio) and incoming Majority Leader Eric Cantor (R-Va.) on Tuesday called for



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 opinon 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 stores 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

MRC DIVISIONS

BUSINESS & MEDIA INSTITUTE™

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

TIME MAGAZINE COVER FEATURES
SOUP LINES IN GREAT DEPRESSION

BREAKING
NEWS

Find Us in Your Area at FOX Business.com/channelfinde

Business & Media Institu

Advancing The Culture of Free Enterprise in America

Don't Ouestion Obama Policies

By Julia A. Seymour Wednesday, December 29, 2010 3:28 PM EST

Time Magazine Makes Own Ruling in

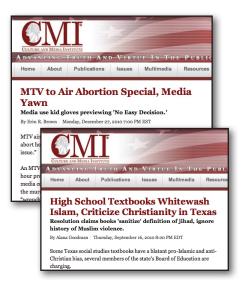
Supreme Court's Citizens United

Decision

hikes within Obamacare and a \$65 billion cigarette tax increase.

BMI also chronicled TV's attempt to ignore and degrade the explosive emails 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.





CULTURE AND MEDIA INSTITUTE

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.



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 be-

gan 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.



E-Newsletters and Social Media

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 freemarket 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. TimesWatch 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.



MRC STUDIO

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.



MRC IMPACT

















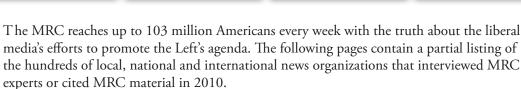












TELEVISION

ABC News

ABC News Channel 8 Washington CBN

> Brody File Newswatch The 700 Club

CNBC

The Kudlow Report

CNN

American Morning Headline News John King USA CNN Newsroom Rick's List The Situation Room

CSPAN - Washington Journal

Fox Business Network (FBN) Bulls & Bears Cavuto Fox Business Live Freedom Watch

Varney & Co.

Fox News Channel America Live America's Newsroom Fox & Friends Fox News Watch Fox Report Geraldo at Large Glenn Beck Hannity On the Record with Greta Van Susteren

Red Eve Special Report w/ Bret Baier Strategy Room The O'Reilly Factor Your World with Neil Cavuto

MSNBC

Countdown w/ KeithOlbermann Hardball with Chris Matthews Morning Joe

NBC - NBC Nightly News Thom Hartmann Show WOFL - Orlando, FL

~ Partial Listing

Radio

National & Syndicated America's Morning News American Family Radio Bill Bennett Show Blog Talk Radio Business Talk Radio Network Cable Radio Network **CBN Newswatch** Chris Plante Show Coral Ridge Ministries Radio **EWTN Catholic Radio** Florida Roundtable Focus on the Family Fox News Radio G. Gordon Liddy Georgia News Network Glenn Beck: on air IRN/USA Network Jim Bohannon Show Lars Larson Show Lou Dobbs Show Mark Levin Show Martha Zoller Show Neal Boortz Show NRA News Phil Valentine Show Roger Hedgecock Show Rusty Humphries Rush Limbaugh Show Salem Radio Network Sean Hannity Show Sirius XM Satellite Radio -Political Talk Steve Malzberg Show The Apple AM 970: New York Thom Hartmann Show Viewpoints Radio Voice of America Radio Washington Time Radio KBAR: Burley, ID KCOL: Loveland, CO KEXO/KRAI/KVELn KFAX-AM11: San Francisco KFKA: Colorado KFMB: San Diego, CA KFTK-FM: St. Louis, MO KGAB: Cheyenne, WY KIT: Yakama, WA

KJSL: St. Louis, MO

KOH-AM: Reno, NV

KPRZ: San Diego

KQKE 960 AM

KPAM: Portland, OR

KSFO: San Francisco, CA

KMOX: St. Louis

KTRH: Houston, TX WABC: NY, NY WAFG: Ft. Lauderdale, FL WAVA: Arlington, VA WBAL: Baltimore, MD WBT: Charlotte, NC WCBM: Baltimore, MD WCCO: Minneapolis, MN WCHS: Charleston, WV WDRC: Hartford, CT

Web: NewsMax TV

KSIM-AM: Cape Girardeau, MO

KSLR: San Antonio, TX

WENY: Corning, NY WHCB: syndicated in TN/NC/KY

WHJJ: Providence, RI WHO: Des Moines, IA WIBA: Madison, WI WIBC: Indianapolis, IN Wisconsin Public Radio WIZM: LaCrosse, WI WKRC: Cincinnati. OH WLQV: Detroit, MI WMRK: Montgomery, AL WMUZ: Detroit, MI WNYC-AM New York WOIC-AM: Columbia, SC WSAU: Wausau, WI WTAD: Quincy, IL

WTAN/KRLG: Clearwater, FL WTIC: Farmington, CT WTKF: Greenville, NC WTVN: Columbus, OH WXTL: Syracuse, NY WYRM: Norfolk, VA WZFG: Fargo, ND ~ Partial Listing

PRINT

Air Force Times American Journalism Review American Spectator Arkansas Democrat-Gazette **Associated Press** Beverly Hills Courier Boston Globe Canada Free Press Canberra Times (Australia) Chattanooga Times Dallas Morning News El Paso Times Gulf Weekly Hartford Courant Hindustan Times Human Events

Investor's Business Daily Irish Examiner Los Angeles Times Macon Telegraph Minneapolis Star Tribune Modesto Ree National Journal New Haven Register New York Post New York Times NewsMax Ottawa Citizen Pittsburgh Tribune Politico Reason Magazine Reuters San Diego City Beat Seattle Times The Augusta Chronicle The Baptist Press The Calgary Herald The Colorado Independent The National Review The Times of India The Wall Street Journal The Washington Examiner The Weekly Standard Toronto Sun Townhall Ukranian Weekly US News and World Report USA Today Vancouver Sun Washington Post









A FOX NEWS REGULAR

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.

INTERNET

~ Partial Listing

ABCNews.com **AOL News** Atlanta Journal-Constitution AZcentral.com BaltimoreSun com Barrons.com **BBC News** BigGovernment.com BillOReilly.com Bloomberg.com Boortz.com BostonHerald.com Boston.com Breitbart.com Businessweek.com CafeMom.com Canada Free Press CBSNews.com CharlotteObserver.com ChicagoTribune.com ChristianNewsToday.com Christian Science Monitor Cleveland Plain Dealer CNBC.com CNN.com Comcast.net DailyCaller.com Dallas Morning News **Financial Times** Forbes.com FoxBusiness.com FoxNews.com FreeRepublic.com Gawker.com

GlennBeck com

Guardian.co.uk Hannity.com Hartford Courant HotAir.com HumanEvents.com Investors.com Los Angeles Times Lucianne.com MarketWatch.com Mediabistro.com MiamiHerald.com MichelleMalkin.com Morningstar.com MSN Money National Public Radio National Review Online New York Magazine New York Observer New York Post Newsmax.com NYDailyNews.com Orange County Register OrlandoSentinel.com PajamasMedia.com Philadelphia Inquirer Pittsburgh Tribune Review Politico.com PoliticsDaily.com PRNewswire.com RealClearPolitics.com Reason com RedState.com Reuters Business News

RushLimbaugh.com Sacramento Bee Salon.com Seattle Post Intelligencer Sky News Slate SmartMoney.com TheDailyBeast.com The Daily Telegraph DenverPost.com TheHill.com HuffingtonPost.com The New York Times The Seattle Times The Sydney Morning Herald The Wall Street Journal WashingtonTimes.com TheWeekMagazine.com TheStreet.com Time.com TimesUnion.com TownHall.com TVNewser com U.S. News & World Report USAToday.com Washington Business Journal WashingtonExaminer.com WashingtonPost.com WashingtonTimes.com Wired.com WorldNetDaily.com Yahoo! News

~ Partial Listing







"TELL THE TRUTH!" CAMPAIGN 2010

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 ruining 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.

• Internet advertisements:

"Tell The Truth!" ads ran on virtually every major political site, including RushLimbaugh.com, DrudgeReport.com, Hannity.com, Newsmax.com, HumanEvents,com, RedState.com, GlennBeck.com, Townhall.com, Politico.com, and WashingtonExaminer.com.

• 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-*



ington Post, the Newseum, and the National Press Club. MRC mobile billboards carried messages like "Hey, ABC, CBS, NBC: Stop the Liberal Bias: Tell The Truth!" The media came face to face with the MRC message throughout the month of October, for four weeks, five days a week, eight hours a day.

• Billboards: MRC projected its "Tell The Truth!" message on major highways for four weeks in nine cities: Dallas, Seattle, Las Vegas, Orlando, Little Rock, Lexington, Pittsburgh, Cincinnati, and Milwaukee. Some signs read "Honk If You Don't Believe the Liberal Media" and others said "Got Truth?" All of them carried the MRC logo and our "Tell The Truth!" campaign's web address. Some localities (like Orlando) even did



news stories on the billboards and interviewed MRC executives.

- 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 national media. They organized a protest in front of *The New York Times* building to highlight the Tell The Truth! message, and invited MRC president Brent Bozell to attend. Some protesters carried the American flag and there were homemade signs with messages like "Honest Journalism Is Dead," and "News Organizations Are Supposed To Be Watchdogs – Not Attack Dogs."

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.



"TELL THE TRUTH!" CAMPAIGN 2010

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 theses boards got out, supporters of the MRC that owned other billboards offered them free of charge to help spread the message.





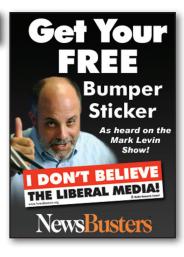




mark Laving

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.





"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

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.



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.

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

Vice President of Research & Publications: **Brent Baker** (Steven P.J. Wood Sr. Fellow)

Director of Media Analysis: **Tim Graham** Director of Research: **Rich Noyes** *Times*Watch.org Director: **Clay Waters** Sr. News Media Analyst: **Geoff Dickens**

News Media Analysts:

Brad Wilmouth, Kyle Drennen, Matthew Balan, and Scott Whitlock

NewsBusters Executive Editor: Matthew Sheffield NewsBusters Managing Editor: Ken Shepherd Alternative Media Project Coordinator: Karen Topper

Research Associate: Michelle Humphrey Media Archivist: Kristine Lawrence

CNSNEWS.COM

Editor-in-Chief: **Terry Jeffrey**Managing Editor: **Michael Chapman**

Communications Director: Craig Bannister

Senior Editor: Susan Jones

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

BUSINESS & MEDIA INSTITUTE

Vice President of Business and Culture: Dan Gainor

Managing Editor: **Matt Philbin**Assistant Editor: **Julia Seymour**

Staff Writer: Jeff Poor Staff Writer: Iris Somberg



CULTURE & MEDIA INSTITUTE

Vice President of Business and Culture: **Dan Gainor**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 Schoffstall

MARKETING

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

DEVELOPMENT

Vice President for Development: Thom Golab 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 Ganoe 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



INTERN PROGRAM

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.



Winter 2010 Interns (L to R): Joe Schoffstall, Dan Joseph, Corwin Parks, Matt Hadro, Alex Fitzsimmons, Christopher Neefus.

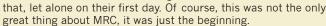


Summer 2010 Interns (L to R): Corwin Parks, Jane McGrath, Joe Schoffstall, Katie Bell, Nick Dean, Adam Cassandra, Kyle Gillis, Christopher Guzman.

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



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

- Joe Schoffstall, 2010 Intern

CNSNEWS.COM





MRC LEADERSHIP

2010 BOARD OF DIRECTORS



Harold Simmons Chairman of the Board of Directors President, Valhi, Inc.



Abby Moffat Chairman of the **Board of Trustees**



L. Brent Bozell III Founder and President



Michael Keiser President. **Bandon Dunes** Golf Resorts



Rebekah Mercer Wall Street Trader, Retired



The Honorable Leon Weil Former Ambassador to Nepal



The Honorable Curtin Winsor, Jr. Former Ambassador to Costa Rica

BOARD OF TRUSTEES

Mr. and Mrs. Edward M. Ackerman Mr. and Mrs. Ronald L. Allen

Mr. Peter A. Alpaugh

Mr. and Mrs. George E. Anderson

Mr. William C. Anton

Mr. Thomas K. Armstrong

Mr. Richard Ashburn

Mr. Nathan D. Bachman

Ms. Barbara B. Baker

Mr. Cyril Barbaccia

Mr. and Mrs. Robert M. Beall II

Mrs. Doris Berenzweig

Mr. and Mrs. George W. Bermant

Mr. Carl G. Berry

Mr. and Mrs. Larry Blatterfein

Mr. Albert C. Bostwick

Mr. Robert L. Bradley

Mrs. James Brandon

Mrs. Rebecca Brewer

Mr. Kirkwood Brodie III

Mr. B. V. Brooks

Ms. Gretchen Brooks

Mr. W. Michael Brown

Mrs. Frances Byles

Mr. William H. Byrnes

Mr. James J. Callan

Mr. and Mrs. John M. Camp III

Mr. and Mrs. Gerald T. Carden II

Mr. James F. Causley Jr.

Mr. Norman C. Chambers

Mr. and Mrs. William H. Clark III

Mr. H. Kenneth Cole

Mr. Richard H. Collins

Mr. Thomas A. Connolly Esq.

Mr. and Mrs. Daniel W. Cook III

Mr. Peter C. Cook

Mr. and Mrs. Lovick P. Corn

Mr. and Mrs. Cloud L. Cray Jr.

Mr. M. A. Custer

Mrs. Beverly Danielson

Mr. and Mrs. Len Darling

Mr. Kenneth W. Davis

Mrs. Dorothy de Ganahl

Mr. Curtis L. Debord

The Hon. and Mrs. Richard M. DeVos

Lt. Col. Jennifer L. Dieckmann

Mr. Joseph W. Donner

Dr. and Mrs. Edward Duffie M.D.

Mr. and Mrs. Joe Dworak

Mr. and Mrs. Richard D. Eckburg

Mr. and Mrs. Jim Emery

Mr. and Mrs. Randy R. Engstrom

Dr. Seymour H. Fein

Mr. Wade Fetzer

Mrs. Maureen H. Foulke

Mr. and Mrs. J Pepper Frazier

Mr. Philip M. Friedmann

Mr. and Mrs. Foster Friess

Mrs. Jeanne Fudge

Mr. Michael R. Fuljenz

Mr. James Fullmer

Mrs. Carol A. Fulton

Mr. Martin A. Galasso

Mr. and Mrs. John W. Galbraith

Mr. Robert Garthwait Sr.

Mr. William Garwood Jr.

Mr. J. Patrick Gavaghan

Mrs. Jane F. Geldermann

Mr. Michael W. Gleba

Mr. and Mrs. John Gordon

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 Groefsema

Mr. R. Jerry Grossman

Dr. and Mrs. Robert M. Hall

Mr. and Mrs. Henry E. Haller Jr.

Mr. Robert E. Hannay

Miss Caroline L. Hansen

Drs. Ken and Barbara Hansen

Mr. and Mrs. John N. Hanson

Mr. Ralph Harvey

Mr. Philip H. Haselton

Mr. and Mrs. Edwin F. Hawxhurst

Mrs. Agnes R. Hayden

Mr. and Mrs. Jerry L. Hayden

Mr. Edwin C. Heikkila Jr.

Mr. Clifford Heinz

Mr. and Mrs. Larry Helminiak

Mrs. Sandra L. Henson

Mrs. W. Gibbs Herbruck

Mrs. Heather R. Higgins

Mr. and Mrs. Al Hilde Jr.

Mr. and Mrs. Tatnall L. Hillman

Mr. Conrad Hock Jr.

The Hon. Glen A. Holden

Mr. and Mrs. Larry Holleran

Dr. Wayne J. Holman III

Mr. and Mrs. Bruce H. Hooper

Mr. and Mrs. E. Ralph Hostetter

Mr. E. Mark Hotze

Mr. and Mrs. Don N. Howell

Mr. Joseph W. Hudson

Mr. W. R. Jackson Jr.

Mrs. Virginia James

Mr. Phil F. Jenkins

Mrs. Isabella Johnson

Mr. and Mrs. Charles B. Johnson

Ms. Rebecca Julian

Mr. Kevin J. Justice

Mr. and Mrs. John C. Kane

Mrs. Barbara M. Kasler

Mr. Joseph S. Keelty

Mr. Michael L. Keiser

Mr. and Mrs. Thomas L. Kempner

Mrs. Linda Kendall

Mr. Dan S. Kennedy

Mr. F.M. Kirby

Mr. S. Dillard Kirby Mr. A. P. Kirby Jr. Mr. Roger H. W. Kir

Mr. Roger H. W. Kirby

Mr. Thomas Klein

Miss Marcia Lane

Mr. J. S. Lanier II

Mr. Peter O. Lawson-Johnston

Ms. Belina Lazzar

Mr. Joe R. Lee

Mr. David E. Lerner

Mrs. Ida M. Lightner

Mr. Bill L. Lindemann

Mr. Carl H. Lindner

Mr. Thomas Linnen Sr.

Mr. Leonard Litwin

The Hon. Robert L. Livingston

Dr. Letty G. Lutzker M.D.

Mr. and Mrs. William Lynch

Drs. John Maher



THE MRC TRUSTEES AND ASSOCIATES

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 Mr. Michael Maiatico

Mr. Robert T. Martin

Mr. and Mrs. Thomas W. Matey Sr.

Mr. Rex G. Maughan Mr. Ralph P. Mayer

Mr. and Mrs. William McCreery

Mr. Charles P. McQuaid

Mr. and Mrs. James B. McWethy

Mrs. Suzanne Melin

Mr. S. Prosser Mellon

Mr. and Mrs. Thomas G. Messner

Mr. Daniel N. Mezzalingua

Ms. Anna B. Milburn

Mr. Roger Milliken

Mrs. Abby Moffat and

Mrs. Diana Davis Spencer

Mr. Alwal B. Moore

Mr. William D. Mounger

Mr. David Murphey III

Mr. and Mrs. Robert Naleid

Mrs. Fran Newell

Mr. Brantley I. Newsom

Mr. Herman J. Obermayer

Mr. and Mrs. Hollis P. Osborne

Ms. Erika M. Parrish

Mr. James A. Patterson

Mr. and Mrs. Robert S. Pepper

Mr. Thomas L. Phillips

Mr. T. Boone Pickens

Mr. and Mrs. Christopher Pierce

Mr. Frank Ponzio

Mrs. Elsa D. Prince Broekhuizen

Mr. Barry Putegnat

Mr. and Mrs. Bruce Radford

Ms. Lyn G. Rales

Mr. and Mrs. Raymond S. Raveglia

Mr. Lunsford Richardson Jr.

Mrs. Shirley W. Roe

Mr. and Mrs. Frederick C. Ross

Mr. Stanford Z. Rothschild Jr.

Mr. and Mrs. Norman Rousselot

Col. and Mrs. Robert Rust

Mr. and Mrs. Fred Sacher

Mrs. Sandra G. Samkavitz

Mr. Richard M. Scaife

Mr. Robert W. Schneebeck

Mr. Charles J. Schoff CPA Trustee

Mr. Robert J. Schorr

Mrs. Ruth H. Schotanus

Mr. Donald R. Scifres

Mrs. S. Prewitt Semmes Jr.

Mr. William C. Shanley

Mr. Abe Siemens

Mr. and Mrs. Henry H. Silliman Jr.

Mr. Harold Simmons

Dr. Lawrence Simon

Dr. and Mrs. William B. Smith

Mr. Merrill G. Smith

Mr. and Mrs. Thomas W. Smith

Mr. William D. Smithburg

OFFICERS OF THE MRC

Chairman: Harold Simmons President: L. Brent Bozell III

Treasurer: Leon Weil

Exec. Vice President: David Martin

Mr. and Mrs. Linton S. Snapp

Mr. Douglas G. Snyder

Dr. Sharyne D. Snyder

Ms. Dian G. Stai

Mr. Theodore R. Stanley

Mr. Ralph Stayer

Mrs. Launa Stayer-Maloney

Mr. Jay Stobbs

Mr. and Mrs. Herbert Stockham

Mr. Roger W. Stone

Mr. and Mrs. Glen Stonebrink

Mr. George W. Strake Jr.

The Hon. Robert D. Stuart Jr.

Mr. and Mrs. Herbert Sugden Jr.

Dr. Patrick M. Sullivan

Mr. Gerald B. Swanson

Dr. John H. Tatom

Dr. John M. Templeton Jr.

Mr. John F. Tepe

Mrs. Beverly Thewes

Mr. Joe C. Thompson Jr.

Mr. and Mrs. Keith Twiggs

Mr. Richard Uihlein

Mr. and Mrs. Charles J. Urstadt

Mr. Luther H. Waller Jr.

Mr. Rawleigh Warner Jr.

Mrs. Ingrid Warshaw

Ms. Dana S. Weber

Mr. Richard W. Weekley

Mr. and Mrs. Roy W. Weiland

Mrs. Marion G. Wells

Mr. and Mrs. Carl Westcott

Mr. and Mrs. Bruce W. Wetzel

Mr. Steven E. Wheeler

Mr. James S. Whitcomb Jr.

Mr. Frederick B. Whittemore

Mr. Joseph H. Wilkens

Ms. Shari Williams

Mr. and Mrs. Andrew Wilson

Mr. Jerry E. Winn

The Hon. and Mrs. Curtin Winsor Jr.

Mrs. Elizabeth S. Wiskemann

Mr. and Mrs. Frank E. Witt

Mr. Keith C. Wold Jr. Ms. Elaine Wold

Miss Betty K. Wolfe

Mr. Richard B. Wright

Mr. Charles J. Wyly Jr.

Mr. Wirt A. Yerger Jr.

Mr. and Mrs. Edward S. Young

Mr. Dean Zarras

Mr. and Mrs. Charles V. Zichichi

MRC LEADERSHIP

MRC ASSOCIATES

Mr. Raymond C. Adamczyk Mr. Norman E. Adams Mr. Peter Alexandrakos Mr. and Mrs. Ronald L. Allen Mr. Benjamin C. Allen Mrs. Elizabeth A. Anderlik Mr. K. Tucker Andersen Mr. Charles J. Andersen Mr. Sydney J. Anderson Mr. James M. Anderson Mr. and Mrs. Albert Anseman Mrs. Virginia Archer Ms. Rena M. Ardan Mr Henri Ardantz Mr. Bill S. Atherton Mr. Thomas P. August Miss Doris F. Austin Mrs. Helen Z. Ayers Mr. William L. Bagnard Mr. Frank L. Bain Ir. Mr. Robert C. Balfour III Mrs. Elsa E. Bandi Ms. Leslie Barbi Mr. and Mrs. C. F. Barnes Miss Adolyn C. Bartels Mr. and Mrs. William G. Batt Mr. John A. Belanich Ms. Kathleen Bell-Flynn Mrs. Elizabeth (Betty Bergbower Mr. Sheridan Biggs Mrs. June M. Bills Dr. Gary D. Bond Mr. Leon Bonner Mr. Michael Bostic Mr. Victor Both Ms. Doris M. Boucher Mrs. Mary J. Bousek Mr. Samuel K. Bradshaw Mr. Timothy Brady Mr. Lawrence I. Brandes Mr. and Mrs. Bruce Branyan Mr. and Mrs. Harold Brayman Dr. and Mrs. Wayne F. Brown Mr. Tom C. Brown Mrs. Elizabeth D. Bruce Mrs. Elizabeth E. Brucker Mr. John S. Brumback Jr. Mr. and Mrs. John D. Bryan Mr. James Buell Mr. and Mrs. David I. Bunce Mr. and Mrs. John Cakebread Mr. Edward N. Caldwell Ms. Barbara L. Cameron Mr. and Mrs. John Camp Jr. Mr. and Mrs. Stuart Campbell Mr. Jack Carey Mrs. Beverly T. Carter Jr. Mr. James F. Causley Jr. Mr. George Cavanaugh Mr. Harry Chadwick Mrs. Ramona M. Chapman Mr. and Mrs. Fred E. Chez Mr. Henry L. Chisholm Mr. George L. Cholakian Mr. James M. Clark Mrs. Mary L. Clark Mr. Kenneth E. Clausen Mrs. Courts K. Cleveland Jr. Mr. and Mrs. Garth Conley Mr. Harry H. Coon Mr. Tom Cooper Mr. and Mrs. Thomas J. Coté Mr. Robert C. Cowen Mr. Christopher B. Cowie

Mr. Robert H. Crossman Mr. Richard E. Curtis Tim and Amy Davis Ms. Susan J. Davis Mr. and Mrs. Charles N. Davis Mr. Carl A. Davis Ms. Virginia H. Deane Mr. Earnest Deavonport Mr. B. M. Den Hartog Mr. and Mrs. Robert M. Desky Mrs. Dorothy D'Ewart Mr. Daniel J. DeYoung Mr. Allen Dickson Mr. Anthony Dinos Ms. Druscilla S. Doehrman Mr. Ronald T. Dreisbach Mr. Chris Dugle Mrs. Jane B. Eakes Dr. Wesley A. Eans Mr. William S. Edgerly Dr. Geraldine M. Emerson Ms. Sophie K. Farrell Mr. and Mrs. Steven R. Feinstein Mrs. Annabelle L. Fetterman Mrs. Lorraine H. Finch Mr. Gordon Fisher III Ms. June Fletcher Mr. James E. Flurry Mr. Gerald Forsythe Mr. Walter D. Foster Mr. James J. Fox Ms. Kimberly A. Frank Mr. Erwin P. Frech Mr. Kenneth R. Fuller Mrs. Patricia E. Gardner Mr. John K. Garvey Mr. Alexander Gaston Dr. Phillip Gausewitz Mr. W. W. Gay Dr. Donald Gaylor M.D. Mrs. Lavern N. Gavnor Miss Ellen I. Geheeb Mr. John A. Georges Mr. and Mrs. Benjamin Gettler Mr. William L. Gilbert Mr. Garnet Giles Mr. Ierry H. Glenn Ir. Mr. Robert D. Godwin Mr. Bernard G. Gogel Mr. A. Curtis Goldtrap Ir. Mr. and Mrs. Michael Gordon Stuart and Barbara Gorin Mr. John E. Gray Jr. Mr. William E. Griffin Mr. Richard S. Griffith Mr. Roy J. Grogan Ms. Susan Guadagno Mr. Jack Guenther Mr. Michael Guetz Mr. Daniel M. Guggenheim Mrs. Ruth M. Gulick Mr. Donald G. Gumpertz Mr. Billy E. Hale Mr. and Mrs. John A. Haley Mr. George E. Ham Mr. and Mrs. Al Hamilton Mr. J. K. Hamilton Mrs. Susan Hardwicke

Mr. and Mrs. Robert C.

Mr. and Mrs. Dan Hart

Mr. Ralph M. Hass

Dr. and Mrs. John H. Hasley

Mr. and Mrs. Gordon Hassing

Harrison

Mr. E. Robert Hautzenroeder Mr. George R. Hearst Jr. Mrs. Margaret B. Heers Mrs. Lois Hendricks Mr. Dave Hickson Mrs. Billie M. Hightower Mrs. Marlane Hodges Mr. Roger S. Hoffman Mr. Scott A. Hogenson Mr. Charles E. Holmen Ms. Winifred F. Hood Mr. Charles Hoogland Dr. and Mrs. Gregory Horning Mrs. Evelyn Howell Mr. George F. Huff Mr. Harold L. Huggins Mr. and Mrs. Frank Ianna Mr. Sheldon Jacobs Dr. Judith Jaeger Mr. and Mrs. Loren A. Jahn Mr. George W. James Mr. Melvin Jans Mr. and Mrs. Edward B. Jobe Mr. William R. Johnson Mrs. Frances Johnson Mr. and Mrs. J. Robert Johnston Mr. and Mrs. Richard H. Johnston Jr. Mr. and Mrs. Saunders Jones Mr. Cliff Jones Mr. and Mrs. Edward Jonson Mr. and Mrs. Daryl A. Kearns Mr. and Mrs. James Kenney Mr. Richard E. Kent Mr. and Mrs. John Kerian Mr. and Mrs. Joseph P. Kiernan Mr. John W. King Ms. Carol T. Kipilman Mr. Carl J. Kircher Mr. George W. Kistler Jr. Mr. Joseph Klein Mr. and Mrs. Barry H. Knispel Lt. Col. and Mrs. William Konze Mr. Frank W. Kozel Mr. Robert S. Kramer Mr. Ronald M. Krump Mr. Vincent W. Kyle Mr. and Mrs. William LaMothe Mr. Thomas H. Latimer Mr. and Mrs. John Lawrence Mrs. Lois H. Lazaro Mr. Joel H. Lazere Mrs. Doris S. Lee Mr. Floyd W. Lewis Mrs. Elsie Y. Lewis Mr. Ralph K. Lewis Mr. and Mrs. John Linder Dr. and Mrs. Carl H. Linge Lt. Col. Ruby Linn Mrs. Sarah Lipsett Mrs. Lorance W. Lisle Mr. James A. Livesay Jr. Mr. Charles W. Loufek Ir. Mr. Thomas Luckie Ms. Kathleen Lund Mr. Louis J. Lyell Mr. & Mrs. Donald R. Lynch Jr. Mr. Brad Lytle Mrs. Lou Élla Machin Mr. and Mrs. F. A. Maddox Jr.

Mr. and Mrs. John Marcus

Ms. Catherine A. Mark

Ms. Sherrill B. Martinez

Mrs. Mary Ivey Matthews

Mrs. Cheri Maust Mr. A. C. Mav Mr. Jeremiah J. McCloskey Mr. John Roger and Mrs. Kathy Gann-McCov Mr. Iim McCurdy Mr. Alden D. McKelvey Mr. Michael McLoughlin Miss Joyce L. McMahon Mr. Denman McNear Miss Ruth A. Merillat Mr. and Mrs. Kenneth R. Merrill Mr William H Metz Ms. Mary Michaels Mr. Paul Miles Mr. Robert E. Miller Mrs. Dae Miller Mr. Andrew J. Missler Mrs. Mary P. Montgomery Mr. Herbert N. Morgan Mrs. Levonne D. Mulroonev Ms. Anne C. Natvig Mr. R. B. Newman Mrs. Mary W. Newton Ms. Linda Noves Mr. Richard Null Mr. Howard A. Null Mr. Ralph Ochsman Mr. and Mrs. Clifford L. Olson Mr. Christopher I. Page Mr. William B. Palm Jr. Mr Richard B Palmer Mr. Donald Pemberton Mr. and Mrs. John G. Penson Mrs. Marie T. Pero Mr. David H. Persing Mr. William R. Pogue Mr. Gary L. Pomeroy Mrs. Corinne P. Quavle Mr. Hollis Rademacher Ms. Ginni Ragan Mrs. Beverly Redgwick Mr. and Mrs. Maurice J. Reese Ms. Jocelan G. Rainey Reif Mr. and Mrs. Richard K. Reuling Mr Matthew Reynolds Mrs. Ellen E. Rezabek Ms. Virginia T. Rezetko Mr. Gerry Ridge Mr. Greg Rivers Mr. and Mrs. John H. Roberts Mr. Richard G. Robison Mr. and Mrs. Edward B. Rogers Jr. Mrs. Nancy B. Roth Mrs. Dorothy G. Roth Mr. Bob Rothenberg Mr. David C. Rowe Jr. Dr. and Mrs. Terry Rowland DDS Mrs. Teresa Rowland Dr. and Mrs. J. T. Rulon Mr. Arthur N. Rupe Mr. James D. Russell VADM James A. Sagerholm USN (Retired) Mr. Fred Salyer Mr. and Mrs. John W. Sampson Mr. Edwin C. Sandham Miss Margaret Scheibel Mr. Theodore G. Schmidt Mr. H. Stephen Schneider Mr. Philip F. Schneider Jr. Mr. William C. Scott Mr. Richard D. Sears III Mr. Michael J. Sebastian

Mrs. Lucy T. Sensing

Mr. Lewis J. Serventi Mrs. Janice E. Shallenberg Mr. Richard L. Sharp Mr. and Mrs. Robert Shavelle Mr. Edward S. Shea Mr. John J. Sieffert Jr. Mrs. Elia Slad Capt. Allan P. Slaff Mr. and Mrs. Roland Smith Mr. Arthur O. Smith Mr Menlo F Smith Mr. William B. Snyder Mr. and Mrs. Ben H. Sparkman Mr. and Mrs. Mark E. Speese Mr Robert H Steele Mr. and Mrs. Steve Stefely Mr. William M. Stewart Mr. Dale V. Stolzenburg Mr. Gaylord A. Strahan Mrs. Ada A. Strasenburgh Mr. Terry A. Strine Mr. William C. Stutt Mr. and Mrs. Richard H. Suhr Mr. Chris T. Sullivan Mr. and Mrs. Thomas C. Sullivan Mr. and Mrs. John L. Sullivan Mrs. Rozene R. Supple Mr. Gerald Sussman Mr. Robert D. Sweet Jr. Mr. L. J. Swertfeger Jr. Col. Daniel D. Taylor USAF (Ret.) Mr. Robert J. Theis Sr. Mr. Donald G. Thomas Mrs. Diane L. Thorn Mr. Zane Todd Mr. James B. Townsend Jr. Mr. Warren T. Trask Mr. and Mrs. Hank True Mr. and Mrs. Ronald Trzcinski Mr. Daniel P. Tully Mr. W. B. Turner Mr. George F. Tyrrell Mrs. Lucia E. Uihlein Mrs. Mary Umstead Mr. Calvin K. Upp Mr. and Mrs. Don A. Wagenheim Mr. Roger Wahldick Mr. and Mrs. Charles P. Waite Mr. and Mrs. Walter B. Waldie III Dr. Robert T. Walsh M.D. Ms. Maria A. B. Warhola Ms. Bernadette Warrens Mr. Randolph M. Watkins Mr. Robert Watson Mr. James D. Weaver Mr. and Mrs. Don W. Wehling Mr. James D. Weil Mr. John D. Weiss Mr. and Mrs. Jack Weiss Mr. and Mrs. Richard T. Weiss Mr. Daniel J. Wellehan Jr. Mr. and Mrs. Bruce W. Wetzel Ms. Alice Y. Wheatley Dr. Elizabeth Whelan Mr. Elmer Whitaker Mr. Stanley F. Whitman Mr. Norman B. Williamson Mr. and Mrs. John F. Woodhouse Mr. A. C. Woodruff Ms. Sally A. Wooster Mr. and Mrs. Donald Workman Mrs. Jeanne C. Wulbern Mrs. Regis E. Wyatt Mr. Richard A. Young

Dr. and Mrs. Andrej J. Zajac

THE MRC LEGACY SOCIETY Of the United States, in order to for the Common defence, promote the general Welfare, and I have domestic Tranquisty provide for the common defence for the United States of America.

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.



Joseph W. Wilkens, Legacy Society Chairman

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
Cecila Giebutowski
Mr. and Mrs. Edwin Hawxhurst
Paul and Mary Hertenstein
Rose Janka

Martha Jones Thomas F. Linnen

Dae Miller

Joe E. Neiderheiser
Ellen E. Rezabek
Mrs. William Sanderson
Mr. and Mrs. Arnold Slatin
Margaret Standley
Margaret Thornton
Melva B. Wallace
June Weston
Mr. and Mrs. Joseph H. Wilkens

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

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

OTHER

Caroline Hansen Steven P. J. Wood

Anonymous members not listed.

FOUNDATION SUPPORT

Edward and Wilhelmina Ackerman Foundation

Alpaugh Foundation

The Anait Foundation

The John and Lucile Andreas Foundation

The Ronit and Marc Arginteanu Fund

The Armstrong Foundation

Bachman Foundation

Bailey Family Foundation

Barnes Family Foundation

The G.C. Barr Foundation

The Beall Family Foundation

Best Family Fund

BLR Trust

The Lynde and Harry Bradley Foundation

The Branyan Family Foundation

W.R. Burgess Foundation

Gordon and Mary Cain Foundation

Capital Community Foundation

The Carwill Foundation

Cassara Family Charitable Trust

Clinton Family Revocable Living Trust

Calvert K. Collins Family Foundation, Inc.

G. L. Connolly Foundation

Conrad Family Foundation

James Deering Danielson Foundation

Davis Bruce Foundation

The Charles & Melissa Davis Foundation

Diana Davis Spencer Foundation

The Kathryn W. Davis Foundation

William H. Donner Foundation

The G.A.F. Foundation

Garvey Kansas Foundation

Gay Family Trust

GLACS Endowment Fund

The Guetz Foundation

Harry Frank Guggenheim Foundation

Guilford Foundation

Henry E. Haller, Jr. Foundation

Hanson Family Foundation

The Ronald C. Hart Family Foundation, Inc.

Hayden Foundation

Clifford Stanton Heinz Trust

Ralph & Lois Hendricks Family Charitable Fund

Hickory Foundation

Glen and Gloria Holden Family Foundation

Barbara N. & Don N. Howell Foundation

International Health Foundation

I.I.C.T.M. Foundation

John E. and Sue M. Jackson Charitable Trust

Charles and Ann Johnson Foundation

F.M. Kirby Foundation, Inc.

Craig E. Lighty Fund

Robert D. Lindner Family Trust

The Edward A. and Catherine L. Lozick Foundation

Maranatha Foundation

McWethy Foundation

The Melin Family Foundation

R. K. Mellon Family Foundation

Minneapolis Foundation

The Dorothy D. and Joseph A. Moller Foundation

Jay R. Monroe Memorial Foundation

Monsen Family Foundation

Brenda A. (Bonnie) Moran Trust

The Oferon Family Trust UTD

The Charles Maxfield and Gloria

F. Parrish Foundation

Patrick Family Trust

Perrin Family Trust

The Mark C. Pope III Foundation

Pritchett Family Trust

Richard & Mary Ellen Reuling Charitable Fund

Roberts Family Foundation

The Roe Foundation



"People should get involved and support the MRC because the left-wing media are on their last legs right now."

MICHELE BACHMANN

Rogers Family Trust

Don D. and Lisa Rollins Charitable Trust

Rothschild Charitable Foundation, Inc.

Arthur N. Rupe Foundation

Same Line Foundation, Inc.

Sarah Scaife Foundation

Prewitt and Valerie D. Semmes Foundation

Thomas W. Smith Foundation

Herbert and Peggy Stockholm Family Foundation

Stone Barrett Foundation

Roger and Susan Stone Family Foundation

The Richard C. & Irene D. Storkan Foundation

Strake Foundation

The John Templeton Foundation

Thank Heaven Foundation

The Trzcinski Foundation

Tsang Family Foundation

Whitcomb Charitable Foundation

Wirt A. Yerger, Jr. Foundation, Inc.

Sandra M. Young Rev. Trust

The Young Family Trust

TESTIMONIAL

STEVEN AND RAFFAELLA FEINSTEIN

FOXBORO, MASSACHUSETTS

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.

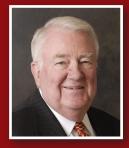
Our involvement with the MRC began in earnest in January of 2006 when we bought tickets for the MRC's Annual Gala featuring the *Dis* Honors Awards in Washington, DC. After we bought the tickets, I received a call from James Nolan who explained that since we had given \$1,000 over the course of the previous 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

2010 FINANCIAL REPORT

MEDIA RESEARCH CENTER

STATEMENT OF ACTIVITIES*

For the Year Ended December 31, 2010

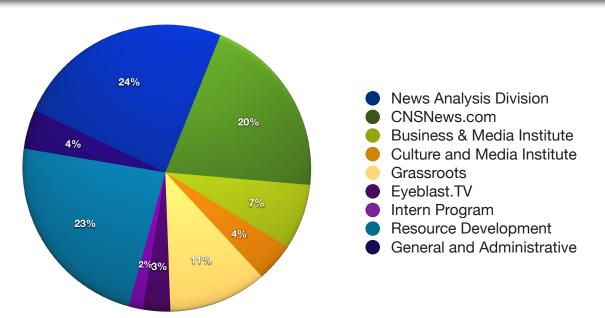
REVENUE AND SUPPORT	Total 2010		
Contributions	\$11,886,940		
Interest/Investment	789,815		
Rental and Other	386,511		
Total Revenue and Support	\$13,063,266		
PROGRAM SERVICES EXPENSES			
News Analysis Division	2,973,093		
(Includes TimesWatch and NewsBusters)			
CNSNews.com	2,515,252		
Business & Media Institute	918,178		
Culture and Media Institute	542,518		
Grassroots	1,397,955		
Eyeblast.tv	389,135		
Youth Education & Intern Program	205,556		
Total Program Services	\$ 8,941,687		
SUPPORT SERVICES			
Resource Development	2,896,353		
General and Administrative	549,402		
Total Support Services	\$ 3,445,755		
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

ASSETS		Total 2010
Current Assets		
Cash and Cash Equivalents	\$	1,299,731
Contributions Receivable		271,792
Prepaid and Other		84,757
Total Current Assets	\$	1,656,280
Investments		7,336,336
Investments – Annuity		208,457
Property and Equipment		3,130,424
(Net of Accumulated Depreciation and Am	ort	ization)
Total Assets	\$	12,331,497
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable		253,634
Accrued Expenses		254,215
Deferred Revenue		227,772
Annuity Payment Liability		324,869
Total Current Liabilities	\$	1,060,490
Net Assets Unrestricted	\$	11,271,007
Total Liabilities and Net Assets		12,331,497
	<i>T</i> T	

^{*} 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



PUBLICATIONS

SPECIAL REPORTS

"The Real Radio Hatemongers: Left-Wing Radio Hosts' Track Record of Vile & Vicious Rhetoric"

"TV's Tea Party Travesty: How ABC, CBS & NBC Have Dismissed & 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"

"Supremely Slanted: How the New York Times Pounds Conservatives and Coddles Liberals When Nominated for the Supreme Court"

"Syrupy 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 them. 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 ™

WEB PRODUCTS

www.MRC.org www.BusinessandMedia.org www.CultureandMediaInstitute.org www.CNSNews.com www.NewsBusters.org www.TimesWatch.org www.MRCAction.org www.Eyeblast.tv





AMERICA'S MEDIA WATCHDOG

CREATING A MEDIA CULTURE IN AMERICA WHERE TRUTH AND LIBERTY FLOURISH

Media Research Center 325 South Patrick Street 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.

