



# 2011 ANNUAL REPORT

A black and white photograph of the exterior of the Media Research Center building. The building is constructed of brick and features a large, curved, light-colored stone or concrete overhang above the entrance. The words "MEDIA RESEARCH CENTER" are engraved in a serif font on the front of this overhang. The building is partially framed by dark, leafy tree branches in the foreground. Sunlight is visible through the upper windows, creating a bright, hazy effect.

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*“One of the  
greatest tools  
we’ve got as  
conservatives  
and as Americans is  
the work of the Media  
Research Center.”*



**REP. JOE WALSH (R-IL)**

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*Thousands of grassroots conservatives including members of MRC's Action team descended on Madison, Wisconsin in April 2011 to show their support for Governor Scott Walker who was coming under withering attack by the liberal media and anti-taxpayer public sector unions.*



# LETTER FROM THE PRESIDENT

No presidential candidate in the television era has received the rapturous acclaim that greeted Barack Obama in the Hope and Change election cycle of 2008. But the utter failure of Obama's policies and his resulting unpopularity have brought that whole syrupy symphony to a screeching halt.

Our "objective" media still champion Obama and his socialist policies. They ridicule, demonize, and belittle conservatives as uneducated and mean-spirited. When the Tea Party rose in a great wave to challenge Obama, they were smeared as racists, terrorists, hostage-takers, and suicide bombers.

For Obama to win re-election, the media will have to wrest control of the 2012 agenda and goad the electorate to hate everything about the Republican nominee. It's going to be non-stop, uncorked 24/7 ugliness.

Four years ago, the media elite were 100 percent committed to Barack Obama and his socialist agenda. In 2012, the same group will be 100 percent united in opposition to conservatives, the Tea Party, and their pro-freedom, pro-growth solutions.

It is neither the intention nor the desire of the MRC in any way to support any candidate or party. It is, however, the imperative of the organization to demand a level playing field in the coming campaign. Democracy cannot flourish without a truly free and politically independent press.

That's why the Media Research Center — for decades now, the nation's number-one media watchdog group — will unleash the largest grassroots effort ever to demand our news media *"Tell the Truth!"* We are arrayed against a billion-dollar media industry that thrives on crude misinformation and smear tactics from a nest of left-wing special interest groups and think tanks, funded by wealthy anti-American socialists like George Soros. While they pound away at conservatives about gaffes and scandals, they bury damaging scoops that threaten Obama's chances for another four years of running the country into the ground.

But we have a sophisticated and proven machine at the MRC. A staff of more than 60 dedicated people operate in eight separate divisions that document, expose, and neutralize liberal media bias. We are the "go-to" group for Fox News and conservative commentators and leaders from Limbaugh to Levin. I am blessed to appear Thursday nights on Sean Hannity's "Media Mash" and enjoy a morning chat on *Fox & Friends*. Other MRC experts also share our facts and journalist quotes on major TV and radio shows.

You can find the MRC everywhere. Our websites average six million visitors each month. Two million Americans view our videos online each month. We have 506,000 grassroots activist



supporters. We have 315,000 e-mail newsletter subscribers. Our Facebook page has 435,000 fans. Our followers on Twitter surpassed 60,000. All told, the MRC reaches and educates roughly 134 million Americans with the truth each week. These are the weapons that we bring to bear on the distortions, omissions and lies of the entrenched Left.

It's why Rush Limbaugh calls us a "precious commodity" and leftist trash-talkers like Ed Schultz denounce us as "conservative psychopaths." We don't let them get away with their hate speech. We've called them on the carpet, and made their unglued moments a national issue.

With your support and grassroots action, I am confident that we will continue to accomplish great things. Together we can replace the media in their vaunted task of writing "the first draft of history."

Sincerely,

A handwritten signature in dark ink, appearing to read "L. Bozell III".

L. Brent Bozell III  
Founder and President

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***"For Obama to win re-election, the media will have to wrest control of the 2012 agenda and goad the electorate to hate everything about the Republican nominee. It's going to be non-stop, uncorked 24/7 ugliness." — L. Brent Bozell III***

# AMERICA'S MEDIA WATCHDOG



*With an archive of 432,000 hours dating back to the MRC's debut in 1987 and a recording system that captures 650 hours of broadcast and cable news each week, the MRC's News Analysis Division has the most sophisticated media monitoring operation on the planet.*

The oldest and most influential branch of the MRC is the News Analysis Division (NAD), which leads the MRC's broad weekly outreach effort to 134 million Americans. With an archive of 432,000 hours dating back to the MRC's debut in 1987 and a taping system that captures 650 hours of broadcast and cable news each week, NAD has the most sophisticated media monitoring operation on the planet. That archive was used extensively by the Fox News Channel to produce a prime-time Sean Hannity special in April titled *Behind the Bias: A History of the Liberal Media*. Fox producers used more than 20 vintage clips from the MRC archive and extensive commentary from MRC president Brent Bozell.

The National Geographic Channel used clips from the MRC archive for its special on 9/11 and George W. Bush. Those clips were first requested by the Bush Presidential Library

in Dallas. PBS also requested the infamous Bill and Hillary Clinton *60 Minutes* interview from 1992 for a four-hour Clinton documentary in its "American Experience" series.

Around the clock, MRC's expert analysts are energetically churning out transcripts and critiques of biased journalism on ABC, CBS, NBC, CNN, MSNBC, and NPR within hours of their spin hitting the airwaves. In addition to its flurry of quick punches at thinly disguised propaganda, the News Analysis Division packs a wallop with scientific studies that collapse the idea that fairness and balance are our national media elite's most precious ideals.

Some of the efforts include:

- In a long and thorough study of campaign coverage titled "Still Thrilled by Obama," analysts reviewed the network morning shows in the first ten months of GOP presidential campaign coverage in 2011, compared

to the same period for the Democrats in 2007. MRC analysts found the networks pounded the Republican candidates overwhelmingly with questions from a left-wing agenda in 2011. In 2007, they mostly asked Democrats questions from the same left-wing agenda. In both election cycles, the networks seemed almost physically incapable of describing Barack Obama even as a "liberal."

- In the battle over an increase in the national debt limit, the networks clearly suggested Republicans were a huge problem. Analysts looked at 202 television news stories on the congressional debt-ceiling negotiations during July 1-22, looking for statements that assigned blame for the failure to reach a settlement. Network reporters were more than three times as likely to blame Republicans more (56 stories) than Democrats (17), a greater than three-to-one disparity. The numbers were reported by Bret

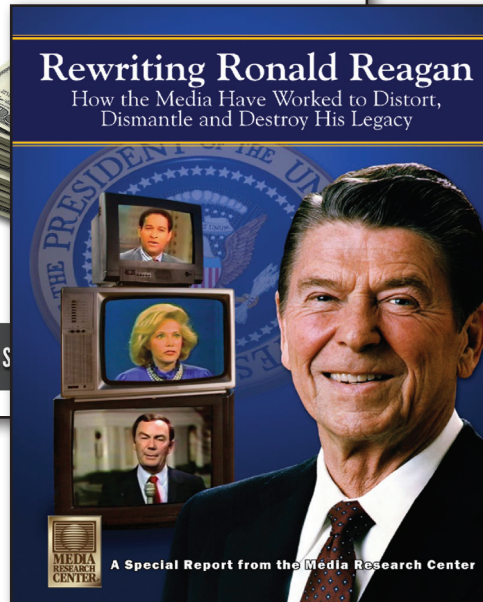


Baier on *Special Report* and praised on *Fox News Watch*.

- The fiscal battles in the street were also seriously mangled by the media. The “Occupy Wall Street” protests attracted a massive number of stories compared to the Tea Party in 2009, and the difference in the positive Occupy stories and negative Tea Party reports was stunning. *The O'Reilly Factor* brought on MRC director of media analysis Tim Graham to recite the specifics.

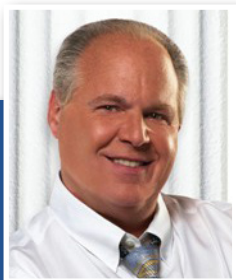
The News Analysis Division produces a wide range of research products, from minute-to-minute *Bias Alerts* to the biweekly *Notable Quotables* newsletter. Special Reports in 2011 also included *Rewriting Ronald Reagan: How the Media Have Worked to Distort, Dismantle and Destroy His Legacy* to mark the 100th anniversary of Reagan's birth. For the tenth anniversary of 9/11, we issued *Red, White, and Partisan: How the Media Furor Over Bush's War on Terror Vanished Under Obama*, which Jim Pinkerton called a “terrific study” on *Fox News Watch*. We also urged Congress to read our report *Counting the Reasons to Defund: The 20 Most Memorable Leftist Excesses of Public Broadcasting*.

MRC analysts are frequently featured on television, on radio, and



in print articles. MRC president Brent Bozell appears weekly with Sean Hannity on Fox News Channel to share NAD's constant flow of research updates and video clips. MRC's Tim Graham appeared on ABC's *Nightline* in March to react to a secret taping of anti-conservative snobbery by NPR executives.

Now in its twentieth year of syndication, Brent Bozell's twice-weekly column on media bias and cultural outrages is nationally distributed by the Creators Syndicate and is picked up by more than 50 newspapers, including the popular national paper *Investor's Business Daily*.



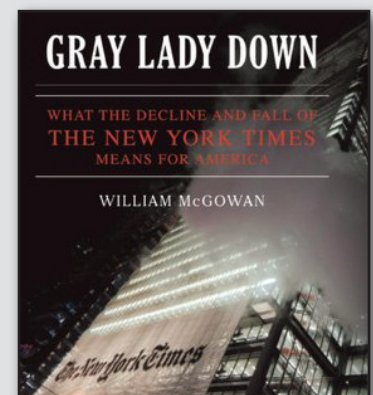
*“The MRC is a vital national interest.”*  
.....  
RUSH LIMBAUGH

## TIMESWATCH™

*The New York Times* is not only one of the nation's most prestigious newspapers, it's one of the largest. Its weekday circulation is 1.2 million, and it's the largest Sunday paper in the country with 1.6 million subscribers. Even as print subscriptions shrink, in 2011 the *Times* more than tripled its paid online or “digital circulation” to 380,000 customers.

That's why the MRC maintains its *TimesWatch* project. Veteran analysts comb through each day's paper to pluck out the worst misinformation and bias as it trickles down to other outlets. They also monitor the TV and radio appearances influential *Times* reporters make every day.

*TimesWatch* research was cited six times by author William McGowan in the book *Gray Lady Down: What the Decline and Fall of The New York Times Means for America*, including a study by MRC's Clay Waters on the glaring contrast of McCain and Obama coverage in the summer of 2008.



# DEFENDING FREE ENTERPRISE

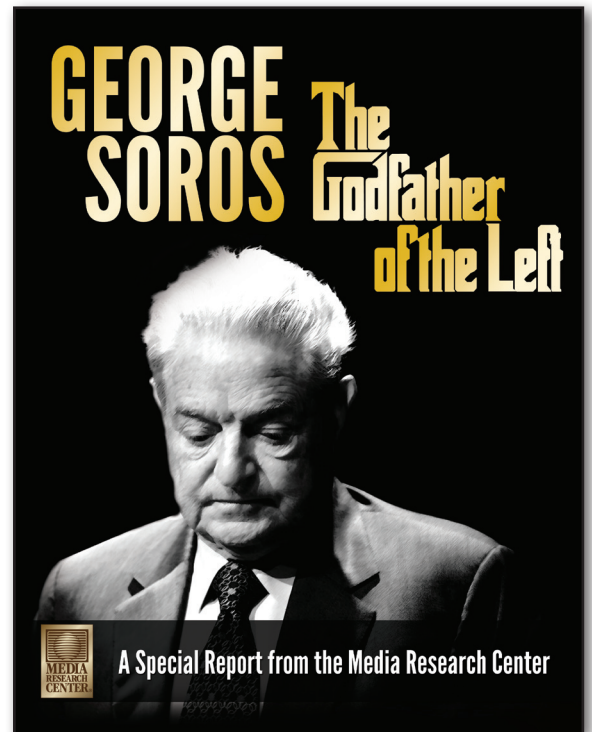
The MRC's Business and Media Institute (BMI) monitors how the national media report on — and often distort — the free enterprise system. BMI analysts appeared on hundreds of radio and TV shows in 2011, defending the argument for economic liberty.

The most urgent project inside BMI is an effort to expose the supersized influence of Hungarian-American leftist billionaire George Soros on our media system. In 2006, Soros wrote that “the main obstacle to a stable and just world order is the United States.” Soros hopes to transform America into just another moribund European socialist state — including a government-funded media that churns out statist talking points.

To accomplish this transformation, BMI discovered, Soros has spent through his “Open Society Institute” at least \$52 million to fund 180 liberal media outlets across America. It's all published in a Business and Media Institute Special Report titled *George Soros, Media Mogul: Lefty Busi-*

*nessman Spends Millions Funding Journalism*. Some of the radical leftist new groups benefiting from this Soros largesse include NPR, Pacifica Radio, the Center for Public Integrity, the investigative site ProPublica, and the *Columbia Journalism Review*.

These groups are explicitly linked to the liberal media establishment — as advisors, or news-gathering partners — including prominent journalists like ABC anchor Christiane Amanpour, *New York Times* executive editor Jill Abramson, and former *Washington Post* executive editor Leonard Downie serve on the boards of groups that rake in Soros cash. The nationwide echo chamber they have created reaches more than 332 million people worldwide. That's greater than the entire population of the United States.



*A second special report about George Soros highlights the vast array of liberal organizations funded by the billionaire.*

MRC Vice President of Business and Culture Dan Gainor appeared on *Fox & Friends*, *The O'Reilly Factor*, and several times on the Fox Business Network's *Lou Dobbs Tonight* to discuss these findings.

Fox News grew interested in MRC research because it was discovered that nearly 30 Soros-funded media operations are part of a left-wing “war on Fox.”

The exposed media outlets tried to say nothing about being exposed. “Journalists are supposed to avoid conflicts of interest,” Gainor told Lou Dobbs. “Real or perceived. It's not just what they think. It's whether you and I think it's a conflict of interest. But they don't seem to acknowledge it.” Dobbs called the BMI report “terrific work.”



*MRC Vice President of Business and Culture Dan Gainor appeared on the Fox Business Network's Lou Dobbs Tonight, FNC's Fox & Friends, and The O'Reilly Factor to discuss the findings from BMI's special report on George Soros.*



# PROTECTING FAMILY VALUES

Polls show a majority of Americans are seriously unsatisfied with the country's moral climate. The MRC's Culture and Media Institute (CMI) exposes how both America's news and entertainment media promote causes that weaken the country's moral fiber and assail traditional values like faith, marriage, and children's innocence.

One obvious occasion for identifying the media's moral tone arrived when Good Friday and Earth Day both came on April 22. The network morning shows shunted aside Good Friday with brief items about Christian celebrations in Jerusalem, but each network devoted interview segments to celebrating Earth Day and "news" stories promoting how kids were "saving the Earth, one juice box at a time."

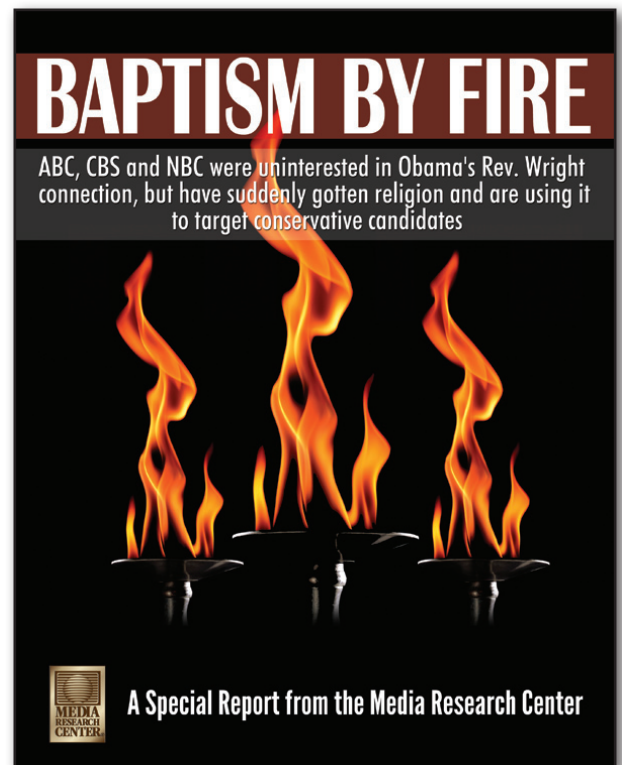
CMI was also on the case in June when NBC edited the words "under God" out of the Pledge of Allegiance during their U.S. Open golf coverage. Under our pressure, NBC was forced to apologize.

CMI caused a major cultural ruckus in April from a promotional e-mail by the fashion retailer J. Crew. It contained a photo illustrating how their designer Jenna Lyons liked painting her son Beckett's toenails: "Lucky for me, I ended up with a boy whose favorite color is pink," she wrote. CMI's electronic scoop spurred stories on ABC, CBS, NBC, and CNN, as NBC confessed surprise that public opinion was critical on their Facebook page: "It seemed like more thought it was not a good idea than thought it was."

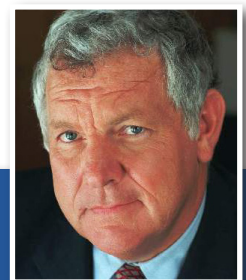
In June, MRC Vice President for Business and Culture Dan Gainor appeared on *Fox & Friends* to discuss how an open microphone found reporters and photographers expressing hatred for Sarah Palin during a speech at a California university. He said "Some of these journalists hate her so bad if she cured cancer, they'd complain how many doctors she put out of work."

In September, Gainor appeared on ABC's *Nightline* as the voice of protest against ABC's *Dancing With The Stars* casting "transgender" activist Chastity "Chaz" Bono and pairing her with a female dancer. Gainor declared "ABC is certainly normalizing what is clearly abnormal behavior."

In December, CMI released a special report *Baptism by Fire* which exposed liberal media's slanted coverage of and attacks against the religious beliefs of Republicans while praising the faith of left-wing Democrats. The report set the stage for CMI's push into 2012, holding the media accountable about how they use religion to boost their liberal agenda.



*Fox News cited CMI's report finding the networks were 13 times more likely to be critical of Republican candidates' religious beliefs than they were of Democrats just four years ago.*



*"MRC is one of the most important organizations in the country."*

BILL BENNETT

# NewsBusters®

Exposing & Combating Liberal Media Bias

MRC's weblog NewsBusters is one of the top ten political blogs in America, and one of the top five conservative blogs. It publishes over 9,000 articles a year and regularly draws more than 110,000 daily visits. More than 439,000 fans "like" NewsBusters on Facebook, and another 28,000 follow the blog highlights on Twitter.

A *New York Times* survey published a ranking of the most quoted websites, and NewsBusters ranked number 10 among online-only news outlets, beating out established liberal websites like Slate, Salon, and the Daily Beast.

NewsBusters proved its impact in May, when it reported how Ed Schultz sneered on his national radio show that conservative radio talker Laura Ingraham was a "right-wing slut" and a "talk slut." Schultz was suspended for two weeks by MSNBC and was forced to apologize.

The MRC blog also drew *Drudge Report* and Fox News attention by putting an obscure left-wing talk radio host named Mike Malloy on the map. In the aftermath of the Osama bin Laden killing, Malloy asked when Navy SEALs would assassinate George W. Bush.

On Halloween, a Brent Bozell statement was quoted from NewsBusters by the Associated Press and appeared in newspapers across America. Bozell denounced the first anonymously sourced stories alleging Herman Cain committed sexual harassment. "In the eyes of the liberal media, Herman Cain is just another uppity black American who has had the audacity to leave the liberal plantation," Bozell said.

Rush Limbaugh often reads from the blog, touting the latest nugget from "Our buddies at NewsBusters." Even the *Washington Post* noticed the "feisty blog" run by "the best-known and best-funded conservative watchdog."



## NEWSBUSTED™

*NewsBusted* is the MRC's highly acclaimed, twice-weekly video comedy show which stars comedian Jodi Miller anchoring a *Saturday Night Live*-style newscast. *NewsBusted* episodes were viewed more than 3.9 million times in 2011. Surveys of media usage show that left-wing comedy shows like *The Daily Show* and *The Colbert Report* on Comedy Central skew heavily to voters in the prized 18-to-49 demographic, and that young people even use them to keep up with the latest headlines.

Why should liberals get to monopolize the mockery of arrogant politicians and news anchors? *NewsBusted* is the only show of its kind, presenting humor for the conservative movement in a popular online format.





# THE RIGHT NEWS. RIGHT NOW.™

CNSNews.com is America's leading news website for breaking stories the liberal media would rather ignore.

The new CNSNews.com opinion blog called, "The Right Views, Right Now," scored a major viral Internet hit almost as soon as it debuted with a satire of the old Lucky Starr country song "I've Been Everywhere." The song, put together by conservative talk show host Lars Larson, mocked Obama's finger-pointing at everyone else for the state of the country: "I Blame Everyone, Man."

CNSNews.com had a big impact on November 15, 2011. With four concurrent links of its articles on the *Drudge Report*, the site received more than 1.2 million unique visitors on a single day. CNSNews.com has become a *Drudge Report* regular, achieving more than 150 links in 2011.

The million-viewer day came as editor Terry Jeffrey shook the Supreme Court Building by reporting that when she was Solicitor General for President Obama, Justice Elena Kagan e-mailed liberal Harvard law professor Laurence Tribe to celebrate the passage of Obamacare: "I hear they have the votes, Larry!! Simply amazing." According to federal law on judicial disqualification, Supreme Court justices must recuse themselves from "any proceeding in which his impartiality might reasonably be questioned."

The law also says a justice must recuse any time he has "expressed an opinion concerning the merits of the particular case in controversy" while he "served in governmental employment." The networks typically ignored this damaging scoop, but others did not. The cast of *The Five* on Fox

*continued on page 8*

The CNSNews.com website was completely redesigned in 2011, incorporating more photos, more video, and a new section for conservative opinion and commentary. Also added were a broader range of news topics, including sports, health, entertainment, and business news.





*CNSNews.com Editor-in-Chief Terry Jeffrey shook the Supreme Court Building — and drove over one million visitors to the website — when he broke the story that when Justice Elena Kagan was President Obama's Solicitor General, she e-mailed liberal Harvard law professor Laurence Tribe to celebrate the passage of Obamacare. The news brought renewed calls on Capitol Hill for Kagan to recuse herself from the Obamacare case.*

News thought it strongly demonstrated Kagan's need to recuse. Senate Republicans sent the e-mails CNSNews.com highlighted to Attorney General Eric Holder.

All through 2011, CNSNews.com was breaking news and making things happen at the highest levels of Washington:

- In January, Sean Hannity of Fox News invited former Sen. Rick Santorum and Al Sharpton to discuss a CNSNews.com interview: "Rick Santorum is getting mixed reaction from people on the right and left over comments that he made in a recent interview with Terry Jeffrey from CNSNews.com." Santorum brought up race as he condemned Obama's failure to find an unborn child is a person: "I find it almost remarkable for a black man to say that we are going to decide who are people and who are not people."

- In March, CNSNews.com was the first to point out how the national debt jumped by \$72 billion even as the Republican-led U.S. House of Representatives passed a continuing resolution to fund the government for just three weeks to cut \$6 billion from government spending. As noted by CNSNews.com, if Congress were to cut \$6 billion every three weeks for the next

36 weeks, it would only manage to save as much money as the Treasury added to the nation's net debt during just the business hours of Tuesday, March 15. That report went viral across the Internet and was discussed on many talk radio shows.

- In June, CNSNews.com was the first to reveal that the Treasury Department reported communist China had dumped 97 percent of their short-term U.S. debt in Treasury bills, while also beginning to draw down their holdings in long-term U.S. debt. Caught napping, the Associated Press and other media outlets picked up the CNSNews.com story.

- In July, CNSNews.com reporter Fred Lucas interviewed Rep. Darrell Issa, the chairman of the House Oversight and Government Reform Committee, on the "Fast and Furious" scandal inside the Obama Justice Department. Issa told Lucas he did not believe Attorney General Eric Holder's testimony in May was accurate. After the Lucas story broke, Issa moved to subpoena the Attorney General and the House Judiciary Committee called for a special counsel to evaluate if Holder misled Congress. In November, CNSNews.com was there again, when Holder was forced to admit that his previous testimony was inaccurate.

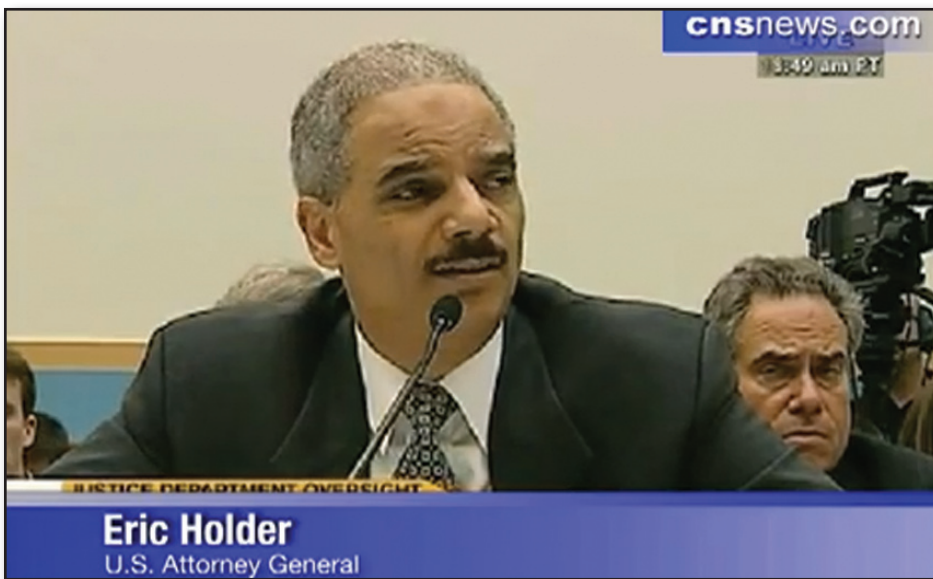
- In August, Fred Lucas was the first correspondent to report that President Obama's planned three-day bus tour campaigning in Midwestern swing states (copycatting Sarah Palin's bus trips) would be funded by the taxpayers, not by the Democratic National Committee or the Obama re-election campaign. The media herd soon followed as conservative talkers and Republicans picked up the charge.

- In August, CNSNews.com reporter Matt Cover pushed Obama's Department of Health and Human Services to reveal that healthcare centers for "migrants" funded under Obamacare would not check their immigration status. This wasn't widely



*On Fox's Hannity, former Sen. Rick Santorum and Al Sharpton were brought on specifically to discuss comments that Sen. Santorum made during a CNSNews.com interview.*





*During a CNSNews.com interview that went viral online, the accuracy of Attorney General Eric Holder's testimony was questioned by Rep. Darrell Issa, the chairman of the House Oversight and Government Reform Committee. In a later hearing, Holder admitted his previous testimony was inaccurate.*

reported because it would deeply embarrass the media for shaming Rep. Joe Wilson of South Carolina for yelling "You lie!" at President Obama in the House chamber when he claimed his health plan would not cover illegal aliens.

- In October, CNSNews.com showed how it's been a defining voice on budget issues. Mark Levin and other conservative media stars relayed a report from editor Terry Jeffrey that in the less than three years Obama had been in office, the federal debt had increased by \$4.212 trillion — more than the total national debt of about \$4.17 trillion accumulated by 41 U.S. presidents from George Washington through George H.W. Bush combined. Anyone else could have done the math. CNSNews nailed it to America's wall for everyone to see. The *Drudge Report* frequently featured CNSNews.com articles related to debt, taxes, budget, and unemployment rates above the fold or at the top of the column.

- In November, Edwin Mora of CNSNews.com confronted leftist Rep. Maxine Waters about the deaths and other violent crimes that have occurred around Occupy Wall Street protests being held across the country. Waters

dismissed it as un-newsworthy. "That's life and it happens," Waters said. "That's a distraction from the goals of the protesters."

In 2011, CNSNews.com reporters secured video or audio interviews with Senate leaders Harry Reid and Mitch McConnell, House leaders John Boehner and Nancy Pelosi, Health and Human Services Secretary Kathleen Sebelius, Labor Secretary Hilda Solis, White House press secretary Jay Carney, former House Speaker Newt Gingrich, Sen. John McCain, Rudy Giuliani, and Ted Turner.

They even interviewed some liberal entertainers about current events, including singer Tony Bennett and actors Alec Baldwin, Richard Gere, and Kate Walsh. Bennett insisted President Obama inherited a mess, so "they can't blame him for anything

because they created all of the trouble for him." Gere said Obama has done an "extraordinary job" in office and will probably go down as one of America's "great presidents."

CNSNews.com reporters were featured more than 2,800 times in major market media outlets, including reports on CBS, CNBC, Fox News, MSNBC, NPR, ABCNews.com, *The New York Times*, *The Washington Times*, *The Los Angeles Times*, and *The Wall Street Journal*.

CNSNews.com's success in 2011 was aided by a major site redesign in September. The range and depth of reporting was dramatically increased and commentary and analysis were added.

CNSNews.com readers now have a more visually appealing and reader-interactive site with numerous photos and videos on the home page. Visitors can watch, hear, and read the most important news as it unfolds throughout the day.

In addition to the prominent headline news and Washington coverage on the main page, there are five CNSNews.com TV channels on the site, including *Online with Terry Jeffrey*, and the *Golden Hookah Award* for wasteful government spending. Among the waste CNSNews.com exposed in 2011 was The National Institute on Drug Abuse spending \$398,873 on a study that taught monkeys how to smoke and drink doses of hard drugs like heroin, meth, PCP, and cocaine, then studying how the monkeys' drug consumption varies during different phases of their menstrual cycles.



*"One of the news organizations  
I trust most is CNSNews.com."*

MARK LEVIN



In 2011, as part of a broader initiative to promote the MRC brand, Eyeblast was rebranded as MRC TV. Since the site was relaunched in July, 10 million MRCTV videos have been viewed around the globe. MRCTV is reaching a new audience of younger people through their format of choice — video.

MRCTV is an online platform for users to upload, view, and share content and bring a video component to grassroots advocacy. The redesigned



*The MRCTV videos of Peter Schiff challenging the Occupy Wall Street crowd in Zuccotti Park have been watched more than 1,152,000 times.*

site added a new high-definition video player and increased integration with social networks — like Facebook and Twitter — that make video clips go viral. Thanks to MRCTV, millions now discover firsthand visual evidence of liberal media bias and stunning content the “objective” media won’t allow on the air.

MRCTV has encouraged other conservative video makers to create their own channels on our site. Having Breitbart TV and The Right Scoop select MRCTV as their exclusive video platform has boosted the site’s visibility and reach. The addition

of high-definition cameras and players has made MRCTV videos appealing to websites like *Drudge Report*, Fox Nation, and Glenn Beck’s *The Blaze*, as well as TV programs like *Hannity* and *The O’Reilly Factor*.

The Occupy Wall Street movement, which began in September, gave the MRCTV team an opportunity to put their skills and tools to work. A channel was created on MRCTV to document the side of the movement that wasn’t being shown on the evening news shows.

MRC videographers also documented several incidents of vulgar anti-Semitism spewed by Occupy Wall Street radicals in New York. One activist railed “The Jews commit more white-collar crime than any other ethnic group on the earth! And they go unprosecuted because they can buy their way out of it!” The video was viewed over 87,000 times.



*MRCTV’s Dan Joseph posed questions to numerous OWS protestors in Washington, D.C. and Rush Limbaugh discussed each outrageous video and played them on his show.*

MRC president Brent Bozell also boosted MRCTV by interviewing several members of Congress for the site, including Rep. Allen West (R-Fla.) and Rep. Joe Walsh (R-Ill.). The Walsh interview became a sensation online, beginning with the Daily Caller website.

In just a few short months, MRCTV has become a valuable tool for fighting liberal media bias and exposing the truth in a way only video can.



*MRCTV documented “Occupy DC” protestors using toddlers to block doors at a Ronald Reagan tribute dinner. The video became a hot topic on talk radio and the blogosphere and was aired on The O’Reilly Factor.*



# GRASSROOTS ACTION

The MRC Action team has become one of the most active, dedicated, and reliable grassroots organizations in the conservative movement. With over half a million members, MRC Action is a force to be reckoned with in the fight to expose and neutralize liberal media bias.

All the petitions, e-mails, letters, and faxes delivered by MRC Action members amounted to more than *eight million* citizen actions in 2011. It all began in January, when the signatures of over 245,000 Action team members were delivered to ABC, CBS, and NBC expressing disgust with the media's coverage of Obamacare. From bizarre statements that a massive new entitlement would shrink the annual deficit to smears

that opponents were "extreme," the networks distorted the truth and covered up the risks associated with the massive healthcare plan.

In the summer, at the beginning of NBC's coverage of the final round of the U.S. Open golf tournament, a video montage included schoolchildren reciting the Pledge of Allegiance. But somebody at NBC couldn't hide their liberal stripes and edited out the words "under God" — not once, but twice. MRC Action team members flooded the corporate offices of NBC with tens of thousands of messages and forced NBC to apologize.

Tens of thousands of Action team members stood up in the summer debt-ceiling debate as the networks ignored their own polls. CBS's poll showed that 49 percent of the public opposed raising the debt ceiling, and NBC's poll showed 43 percent. But both networks spiked the findings. ABC neither asked this question nor reported on the other results.

By the fall, MRC Action members stood up to expose the national media's vicious attacks on each conservative Republican presidential candidate that rose to the top of the polls, from Michele Bachmann to Rick Perry to Herman Cain to Newt Gingrich. They manufactured lame "scoops" out of everything from Bachmann's family farm-subsidy payments to Perry's handling of a



*The MRC Action website is the hub for all grassroots activities underway. Members can take action to protect our freedoms and hold the media accountable for their biased coverage of a variety of issues. The Action team has over 500,000 enthusiastic members.*



racist rock that was painted over to the scandal of Cain's campaign manager blowing cigarette smoke in an ad.

Within hours of its launch, tens of thousands of activists across America signed our petition calling for balanced election coverage in 2012 and pledging "I will do everything in my power to expose and confront any liberal news outlet that substitutes bias, opinion, propaganda, or advocacy for balanced, truthful reporting." The MRC Action team is committed to holding the media accountable as they work overtime to try and re-elect President Obama in 2012.



# THE CONVEYOR BELT OF TRUTH

The MRC's "Tell the Truth!" message to the media elite reaches up to 134 million Americans every week with the truth about the "news" networks' efforts to promote the Left's agenda. The late Charlton Heston once called the Media Research Center "the conveyor belt of truth" for the conservative movement, because the MRC's research and analysis works its way into a vast network of alternative media outlets. Almost instantaneously, our research is spread online and on syndicated radio shows — not just in one city, but a massive nationwide audience — playing audio and video clips and exposing ridiculous liberalism up and down the dial. In addition to live appearances, our research is routinely mentioned on numerous TV and radio shows across the country. Many TV and radio shows are also simulcast on the Internet and portions of the scripts are often transcribed online. The sheer volume of MRC research and articles printed and cited online is nearly impossible to track and calculate. Here is just a sampling.

## TELEVISION

### PARTIAL LISTING

ABC  
ABC News  
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  
C-SPAN  
Washington Journal  
Fox Business Network (FBN)  
Bulls & Bears  
Cavuto  
Fox Business Live  
Freedom Watch  
Varney & Co.  
Fox News Channel  
America Live  
America's Newsroom  
Follow the Money  
Fox & Friends  
Fox News Watch  
Fox Report  
Hannity  
On the Record  
O'Reilly Factor  
Red Eye  
Special Report with  
Bret Baier  
Strategy Room  
Your World w/ Neil Cavuto  
MSNBC  
Hardball  
Morning Joe  
NBC  
NBC Nightly News  
SNN  
Sun News Network Canada



## RADIO

### National & Syndicated

### PARTIAL LISTING

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  
Christian Radio Network  
Coral Ridge Ministries Radio  
EIB Radio Network  
EWTN Catholic Radio  
Focus on the Family  
Fox News Radio  
G. Gordon Liddy  
Glenn Beck: On Air  
IRN/USA Network  
Jim Bohannon Show  
Lars Larson Show  
Lou Dobbs Daily  
Mancow Morning Madhouse  
Mark Levin Show  
Martha Zoller Show  
Michael Savage Show  
Neal Boortz Show  
NRA News  
Phil Valentine Show  
Pro-Life Radio  
Roger Hedgecock Show  
Rush Limbaugh Show  
Salem Radio Network  
Sean Hannity Show  
Sirius XM – Political Talk  
KABC: Los Angeles, CA  
KFYI: Phoenix, AZ  
KTRH: Houston, TX  
WABC: New York, NY  
WDRC: Hartford, CT  
WHO: Des Moines, IA

Prominent talk radio hosts like Rush Limbaugh rely on the MRC's research and analysis for show content and spread the truth to their national audiences.





## A FOX NEWS REGULAR

In addition to the frequent appearance of MRC spokesmen on various Fox News programs in 2011, Brent Bozell continued his weekly "Media Mash" segment on FNC's *Hannity*. Each week, Brent shares some of the most egregious examples of bias uncovered every day by the MRC. Brent also was a regular guest on *Fox & Friends*.



## PRINT

### PARTIAL LISTING

Agence France Press  
Air Force Times  
American Conservative  
American Journalism Review  
American Spectator  
Arkansas Democrat-Gazette  
Associated Press  
Boston Globe  
Canada Free Press  
Canberra Times (Australia)

Christian Post  
Dallas Morning News  
Federal News Service  
Finance Wire  
Guardian  
Human Events  
International Wire  
Investor's Business Daily  
Irish Examiner  
Japan Times  
Los Angeles Times  
National Journal  
New York Post  
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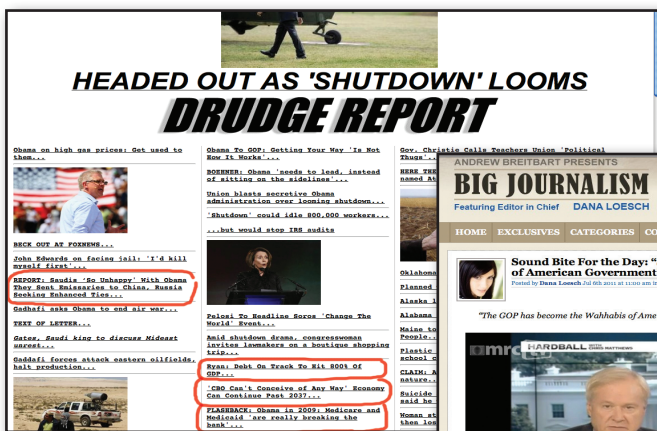
## AP ASSOCIATED PRESS

NewsMax  
Ottawa Citizen  
Pittsburgh Tribune Review  
Politico  
Reason Magazine  
Reuters  
Scripps Howard News  
States News Service  
Times of India

## THE WALL STREET JOURNAL.

Toronto Sun  
Townhall  
Ukrainian Weekly  
US News & World Report  
USA Today  
Vancouver Sun  
Wall Street Journal  
Washington Examiner

Washington Post  
Washington Times  
Weekly Standard



The audience for MRC's research and CNSNews.com reports are greatly expanded via the Internet and websites like the Drudge Report, which often tops 900 million users per month. In 2011, the news aggregator featured CNSNews.com stories related to debt, taxes, budget, Obamacare, and unemployment rates 190 times. The stories were often above the fold or at the top of the column.

## INTERNET

### PARTIAL LISTING

ABCNews.com  
Barrons.com  
BBC News  
BigGovernment.com  
Bloomberg.com  
Breitbart.com  
Businessweek.com  
Canada Free Press  
CBN.com  
CBSNews.com  
ChristianNewsToday  
CNBC.com  
CNN.com  
DailyCaller.com  
DailyPaul.com  
Dallas Morning News  
Examiner.com  
Financial Times  
Forbes.com  
FoxBusiness.com  
FoxNews.com  
FreeRepublic.com  
Gawker.com  
Google News  
Guardian.co.uk  
Hannity.com  
HotAir.com

HuffingtonPost.com  
HumanEvents.com  
Investors.com  
Lucianne.com  
MarketWatch.com  
Mediabistro.com  
Morningstar.com  
MSN Money  
MSNBC.com  
National Public Radio  
Newsmax.com  
OneNewsNow.com  
PajamasMedia.com  
Politico.com  
PoliticsDaily.com  
RealClearPolitics  
RedState.com  
Reuters.com  
RushLimbaugh.com  
Salon.com  
Sky News  
SmartMoney.com  
TheDailyBeast.com  
The Daily Telegraph  
TheHill.com  
SydneyMorningHerald  
Time.com  
TownHall.com  
USAToday.com  
Wired.com  
WorldNetDaily.com  
Yahoo! News

# REACHING A BROADER AUDIENCE

In 2011, the MRC communicated its message in many different forms to the public, from glossy printed special reports and newsletters to blogs and videos to electronic mail. But the biggest growth is in social media sites, which now play an important role in disseminating political news and views.

Facebook membership hit 800 million worldwide in 2011 and is projected to reach a billion by the end of 2012. In America, Facebook has about 150 million users, or about half the population, with 50 percent of those users logging onto Facebook in any given day.

Second only to Facebook is Twitter, which is just five years old. With its brief snippets of information of 140 characters or less in each “tweet,” Twitter was credited with helping launch the so-called “Arab Spring” in the Middle East as well as domestic protests. It now claims over 106 million users worldwide and over 200 million “tweets” are sent each day.

In 2011, MRC solidified its place as a leading conservative voice in social media. Our fan base on Facebook grew in size from 139,000 to nearly a million, and our followers on Twitter grew to over 60,000, including influential people such as Sarah Palin, Sean Hannity, and Laura Ingraham.

MRC supporters communicate constantly with each other on Facebook and Twitter about the latest media outrage uncovered by our news analysts. Facebook posts and Twitter tweets and “re-tweets” are used to inform MRC fans when Brent Bozell or other MRC experts on appearing on national TV or radio shows, and Brent often makes news with comments he makes on social sites.



*Social networking websites like Facebook (top) and Twitter have become important channels for communicating with fans and followers of the MRC's research and analysis. By the end of 2011, the MRC amassed nearly one million Facebook fans combined for its three main accounts — Media Research Center, CNSNews.com and NewsBusters.*

As the Internet continues to grow in outlets and volume, readers can be easily overwhelmed by what's available. In a world of online information overload, the MRC offers a tightly organized overview of the day's media-bias updates that have been posted throughout the news cycle.

MRC offers six electronic newsletters to subscribers. *CyberAlert* is the MRC's daily electronic summary of reports from the News Analysis team. *Notable Quotables* is a bi-weekly compilation of the most outrageous and sometimes hilarious quotes from the liberal media. *The Balance Sheet*, from

the Business and Media Institute, assesses the media from a free-market perspective — offering coverage of business and economic news. *Culture Links*, from the Culture and Media Institute, investigates the media's relentless assault on traditional morals. *Times Watch Tracker* from the Times Watch Division reveals the daily menu of mistakes and misinformation from America's “paper of record.” CNSNews.com's *E-Brief* unfurls the latest scoops that liberal reporters would rather keep a secret. Together, these newsletters are distributed to over 300,000 subscribers worldwide.



# DEVELOPING TOMORROW'S LEADERS

For more than twenty years, the MRC's Youth Education and Intern Program has offered the nation's most promising conservative journalists an intensive on-the-job education in news analysis, reporting, marketing, and fundraising.

In the three intern semesters in 2011, the MRC provided more than 30 internships, with opportunities in every division of the organization. Students who succeed in a competitive selection process are quickly pressed into the fast lane of MRC's daily drive through the news cycle. They research and write articles and blog posts, contribute data to Special Reports, help develop surveys or ad campaigns, or join reporters on Capitol Hill, the National Press Club, and other D.C. venues to dig up the latest scoop. Students must create portfolios of all their work that they can use in the future to apply for jobs or get admitted to graduate degree programs.

Example: Alex Fitzsimmons worked in the News Analysis Division where he posted more than 100 items on the NewsBusters blog. Alex assisted in several major reports, including a *Times Watch* report on the coverage of Supreme Court justices and another one analyzing the political ideology of CNN's prime-time guest roster.

Example: CMI intern Paul Wilson caused a sensation during football season by reporting how the stars of Showtime's *Inside the NFL* expressed disgust over how Denver Broncos quarterback Tim Tebow was slammed for his Christian faith and missionary work.

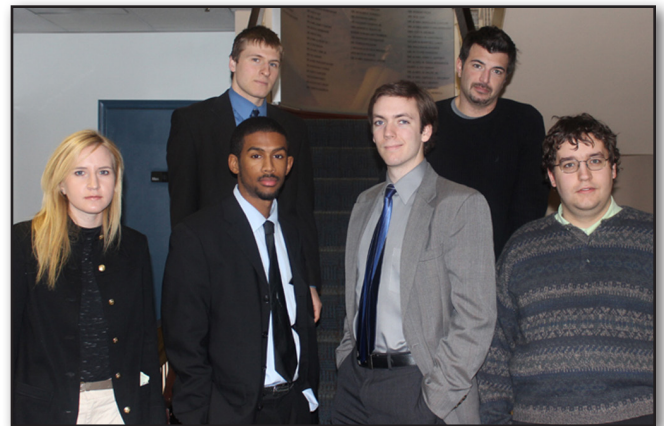
Example: CNSNews.com intern Patrick Ryan drew a *Drudge Report* link with his article "HHS Official



**List of Summer 2011 Interns:** (Back Row) Paul Wilson, Dan Joseph, Sean Rainey, Patrick Ryan, James Zilenziger and Eric Ames; (Front Row) Anna Sugg, Katie Bell, Samantha Schneider, Tierney Smith, Jerad McHenry and Andrew Herzog; (Not Pictured) Adam Sylvain, Alex Fitzsimmons and Jerome Vorus.

Tells Youth Summit: We're Recruiting LGBTs to Adopt Kids." David Hansell, head of the department's Administration for Children and Families, told the Department of Education's LGBT Youth Summit that he was actively recruiting gay adoptive parents.

The intern program provides an opportunity to identify candidates for full-time employment. Several staffers — including NewsBusters managing editor Ken Shepherd, CNSNews.com reporter Matt Cover, and CMI's writer and Joe and Betty Anderlik Fellow, Erin Brown — began as interns.



**List of Fall 2011 Interns:** (Back Row) Paul Wilson and Dan Joseph; (Front Row) Elizabeth Harrington, Christopher Goins, Lucas Zellers and Grant Dahl; (Not Pictured) Erick Hamme and Jerome Vorus.

***"The chance to work with professionals dedicated to telling the truth is a wonderful gift."***

**PAUL WILSON, FALL 2011 INTERN**



# THE MRC GALA AND *DisHONORS AWARDS*



*“This is the one fun dinner  
in Washington all year.”*

ANN COULTER

The MRC's 2011 Gala and *DisHonors Awards* was held at the historic National Building Museum on May 7. Attended by more than 1,000 people, the event was marked by wit and side-splitting humor, as befitting an MRC gala. Winners for the five *DisHonors Awards* were selected by a panel of 14 leading media observers, including Neal Boortz, Monica Crowley, Sean Hannity, Mark Levin, Rush Limbaugh, Cal Thomas and Walter Williams to name a few.

MRC Founder and President Brent Bozell served as Master of Ceremonies. Talk radio's Neal Boortz presented the “Obamagasm Award” and “The Tea Party from Hell Award.” He was followed by international best-selling author Andrew Klavan who presented the “I’m Not a Political Genius, But I Play One on TV Award” to Rob Reiner. Ann Coulter presented the final two hilarious awards for “Ode to Olbermann” and “Damn Those Conservatives.” The accepters on behalf of the lampooned liberal media personalities included, Virginia Attorney General Ken Cuccinelli, Iowa Congressman Steve King, RedState's Managing Editor Erick Erickson, the Tea Party Patriots co-founders Jenny Beth Martin and Mark Meckler, and President of Americans for Prosperity, Tim Phillips. The evening ended with a musical bang and a memorable performance by *The Outlaws*.



L. Brent Bozell III



The Outlaws



Neal Boortz



Erick Erickson



Ann Coulter



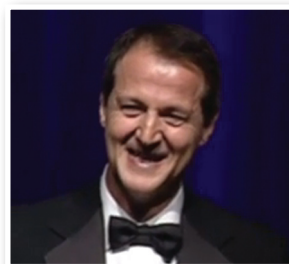
Hon. Ken Cuccinelli



Rep. Steve King



Andrew Klavan



Tim Phillips



Jenny Beth Martin and Mark Meckler



# MRC HONORS CAL THOMAS

## Sixth Annual William F. Buckley Jr. Excellence in Media Award

At the annual Gala, the MRC honored author, TV commentator, and widely syndicated columnist Cal Thomas with the 2011 William F. Buckley Jr. Excellence in Media Award.

Cal recounted how he got started as a syndicated columnist and said the relationship which helped him more than any other was with God. "In March of 1983, I asked God to do a greater miracle than Moses parting the Red Sea. I asked Him to part the liberal mind. And if He did, I said I'd seek to honor Him with the platform He had given me. And so, while I'm most appreciative to the Media Research Center and to Brent Bozell for this honor tonight, I must give credit where the real credit is due, to the one who gave me the gift of writing. I recall what God told Samuel: 'He who honors Me, I will honor.' So, thanks to my wife Rae for standing with me for 46 years and thanks to the God who I serve and who I hope is pleased with His servant. Thank you very much."



Cal Thomas



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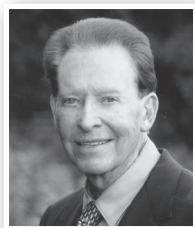
Trustees William & Marjorie Smith with James Nolan



Associate Patricia Bazzel with John McMillan

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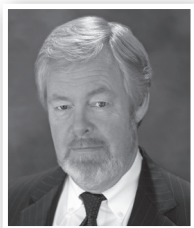
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 Jessica Liimatta — Secretary, MRC Board of Trustees



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GLACS Endowment Fund  
GM Ridge Corp  
The Griffin Family Foundation  
Griffith Interests  
The Guetz Foundation  
Guggenheim Brothers  
Guilford Foundation  
H. E. Neumann Co.  
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Massie Clarke Dev  
Matey, Inc.  
The Amy Shelton McNutt Charitable Trust  
McWethy Foundation  
Mechanical Contractor of Gainesville Inc.  
The Melin Family Foundation  
The Dorothy D. and Joseph A.  
Moller Foundation  
New Era Cleaners  
The Ochsman Foundation Inc.  
Olympus Imported Auto Parts Corp.  
The Page Foundation  
The Charles Maxfield and Gloria F.  
Parrish Foundation  
Patridge Knoll

Pioneer Gasket Company, Inc.  
The Edgar and Elsa Prince Foundation  
R. K. Mellon Family Foundation  
Ralph & Lois Hendricks Family Charitable Fund  
Register & Company, P.A.  
Richard & Mary Ellen Reuling Charitable Fund  
Richard and Helen DeVos Foundation  
The Robert S. & Star Pepper Foundation, Inc.  
Roberts Family Foundation  
The Rothschild Charitable Foundation, Inc.  
Arthur N. Rupe Foundation  
Same Line Foundation, Inc.  
Sarah Scaife Foundation  
John & Kathleen Schneider Family Foundation  
Prewitt and Valerie D. Semmes Foundation  
Shapiro & Swertfeger  
The Shepherds Hand  
Sivyer Survivors Trust  
Thomas W. Smith Foundation  
The Diana Davis Spencer Foundation  
Herbert and Peggy Stockham  
Family Foundation  
Roger and Susan Stone Family Foundation  
Stuart Family Foundation  
Sumter & Ivilyn Lowry Charitable Foundation  
Sunbelt Management  
Symbolic Systems, Inc.  
Thank Heaven Foundation  
The John Templeton Foundation  
Thompson Realty Company  
Three Rivers Group, Inc.  
TKBW Foundation Trust  
Triad Energy Corporation  
Trizm Services, Inc.  
The True Foundation  
The Trzcinski Foundation  
Tsang Family Foundation  
Daniel P. and Grace I. Tully Foundation  
Urban Projects, Inc.  
Valis Associates  
Vanberg Family Foundation  
Virginia H. Deane Trust  
Vulcan Corporation  
W.R. Burgess Foundation  
Webco Industries, Inc.  
Weekley Properties  
Whitcomb Charitable Foundation  
The William C. & Cindy L. Scott Foundation  
William H. Donner Foundation  
WINREP Foundation  
Wirt A. Yerger, Jr. Foundation, Inc.  
Wold Corp.  
The Woodhull Family Foundation  
Wright Tool Company  
The Young Family Trust



# IN MEMORIAM



Everything the Media Research Center accomplishes is a direct result of the support we receive from our friends. This is doubly true of the support we receive from our Trustees who, in addition to their financial support, provide us with valuable advice and guidance. In truth, they're more like family than friends. This year, we lost ten. These ten people provided more than \$4,400,000 in support and counsel to the MRC over the course of their lifetimes. We are forever in their debt. Please keep these committed conservatives, their friends, and their families in your thoughts and prayers. They will be greatly missed.

## HAROLD BOVAY, JR.

Harry had a successful career as a civil engineer and, after retiring, founded Mid-South Telecommunications, a holding company for rural telephone and cable companies. He was involved with Scouting for more than 84 years and volunteered at every level from Troop leader to National Committees. He joined the Board of Trustees in 1999.

## B.V. BROOKS

During WWII, B.V. Brooks spent three years at Kings Point Maritime Academy and served as a junior officer on merchant marine ships in the North Atlantic. After the war B.V. graduated from the Tuck School of Business at Dartmouth. He worked as an investment banker and a real estate developer. For more than three decades, B.V., along with his family, published a chain of award-winning Connecticut newspapers. He began supporting the MRC in 1987, and joined our Board of Trustees in June of 2001.

## PETER COOK

Born into a poor, but hardworking, family in Grand Rapids, Peter rose to become Chairman of Mazda Great Lakes. He transformed western Michigan with his philanthropy, donating millions to hospitals, universities, and hundreds of other organizations. He had been a Trustee since 1987.

## WILLIAM GARWOOD, JR.

Ronald Reagan appointed William to the 5th Circuit Court of Appeals in 1981. Judge Garwood was notable for his rulings reaffirming our Second Amendment rights. He joined the Board of Trustees in 1995.

## CARL LINDNER

Beginning at the age of 14, Carl helped transform his family's small Ohio dairy into a large chain of convenience stores, and himself into one of the world's wealthiest men. Carl joined the Board of Trustees in 1996.

## ROGER MILLIKEN

A captain of the textile and chemical industries, Roger built Milliken & Company into one of the world's largest privately owned companies. One of America's leading philanthropists,

Roger was particularly known for his generous support of conservative causes since the movement's beginnings – making him one of its godfathers. Roger had been a Trustee has been a Trustee since the MRC was founded in 1987.

## FRAN NEWELL

Fran and her husband Nick ran an avocado farm in California. She was a member of the Red Hat Society, which is dedicated to supporting and encouraging women in their pursuit of fun, freedom, friendship, fitness, and fulfillment. She had been a Trustee since 1987.

## WILLIAM RUSHER

Bill was a lion of the conservative movement. He was a publisher of *National Review*, a co-founder of Young Americans for Freedom, the Conservative Party of New York State, and the American Conservative Union. Bill served as Chairman of the MRC Board of Directors from 1991-2009. Without his leadership and guidance, the MRC would not be what it is today.



## LEON WEIL

Lee was a trusted financial advisor who spent more than 60 years on Wall Street. A lifelong conservative and fitness enthusiast, Lee was appointed by President Reagan to the President's Council on Physical Fitness and Sports in 1981. He also served as Ambassador to Nepal 1984-1987. Lee had served on the MRC Board of Directors since 1991.



## CHARLES WYLY

Charles rose from humble beginnings: his family's shack in rural Louisiana lacked electricity and running water. Charles, along with his brother Sam, amassed a fortune building and trading companies. He joined the Board of Trustees in 1998.

# BUILDING FOR THE FUTURE



Joseph H. Wilkens,  
Legacy Society Chairman

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  
Cecila Giebutowski  
Stuart Gorin  
Mr. and Mrs. Edwin Hawxhurst  
Richard Helmick  
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  
Louise Sperber  
Margaret Standley  
Margaret Thornton  
Melva B. Wallace  
June Weston  
Joseph H. Wilkens

## BEQUEST

Eugene Allen  
Margaret Brosmer  
Jim and Melissa Emery  
Steve and Raffaella Feinstein  
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.*



# A TESTIMONIAL

## JIM AND MELISSA EMERY

SAVANNAH, GEORGIA

.....



We made our first donation to the Media Research Center, a whopping \$25, in 1996. Back then, there was only the News Analysis Division. There was no MRC website, no Cybercast News Service, no Business & Media Institute, no Culture and Media Institute — just Brent Bozell, Brent Baker and some guys who must have enjoyed staying up all night watching TV news. And all they had to watch were the three networks and CNN.

We first donated because we were conservatives and we didn't like what we heard and saw on the nightly news. We had heard Brent Bozell speak and were drawn to his

passion and amazed by the depth of his knowledge. We were avid fans of Rush Limbaugh, and discovered that a lot of his information came from the MRC. That was enough of an endorsement for us.

We've been gratified to see the growth of the MRC over the years, and to meet so many of the fine people who help support the organization. We've been impressed by their determination to keep up with the changes in technology and communications outlets, and their ability to field new ventures in new outlets.

We are still supporters, and we have added a bequest to the MRC in our wills. This simple procedure gives the MRC and us both the security of knowing that they will be able to carry on the fight as the first wave of soldiers leaves the battleground. This fight is not one that will be won soon or easily. Despite all the wonderful work the folks at MRC have already done, more unbalanced, unhinged newscasters seem to pop up every year. The bias leading to Obama's election wasn't even covert. On any given day, we expected to see Katie Couric in a cheerleader's outfit with a big "O" on the front, doing a perky little cheer for her hero.

We love this country. We want to preserve its greatness for future generations. We know of no other organization that works harder, is more devoted, or that states the conservative point of view more eloquently than the MRC. Every year at the *Dis* Honors Awards and the attendant Board of Trustees meeting, we are inspired once again to try to help Brent and the professional, dedicated team he has assembled to carry on the fight. This is an on-going struggle, and it is important to us that the ability to carry on the fight outlives us.

Please join us by including the MRC in your estate planning.

*Jim & Melissa*

# FINANCIAL REPORT

## STATEMENT OF ACTIVITIES\*

For the Year Ended December 31, 2011

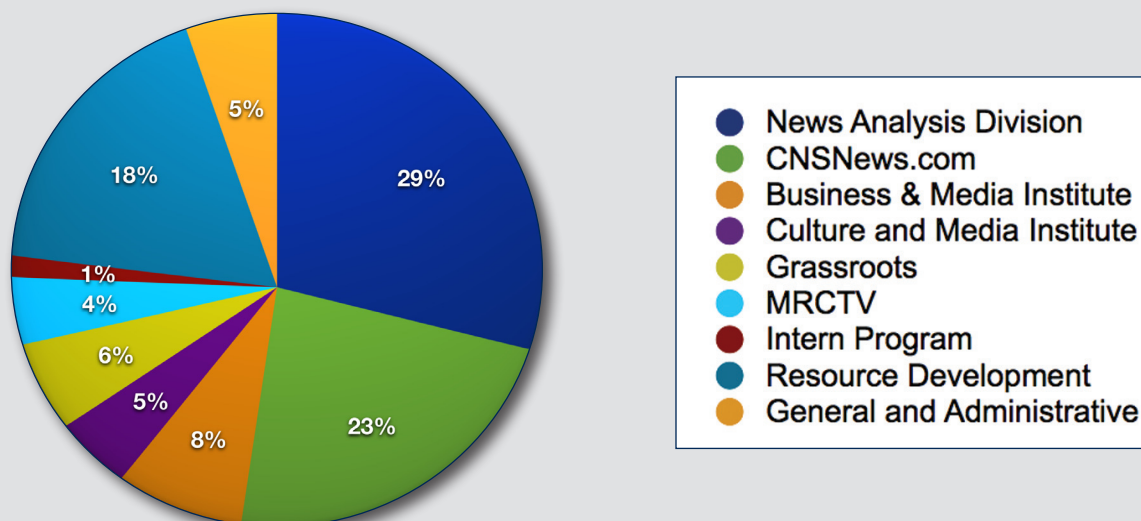
REVENUE AND SUPPORT	Total 2011
Contributions	\$10,487,176
Advertising income	119,273
Interest/Investment	(40,872)
Rental and Other	186,640
<b>Total Revenue and Support</b>	<b>\$10,752,217</b>
<b>PROGRAM SERVICES EXPENSES</b>	
News Analysis Division (Includes TimesWatch and NewsBusters)	3,283,937
CNSNews.com	2,643,701
Business and Media Institute	937,167
Culture and Media Institute	551,634
Grassroots	660,255
MRCTV	484,416
Youth Education & Intern Program	150,464
<b>Total Program Services</b>	<b>\$ 8,711,574</b>
<b>SUPPORT SERVICES</b>	
Resource Development	2,020,845
General and Administrative	595,918
<b>Total Support Services</b>	<b>\$ 2,616,763</b>
<b>Total Expenses</b>	<b>\$11,328,337</b>
<b>Change in Net Assets</b>	<b>(576,120)</b>
<b>Net Assets – Beginning Jan. 1, 2011</b>	<b>11,271,007</b>
<b>Net Assets – Ending Dec. 31, 2011</b>	<b>\$10,694,887</b>

## STATEMENT OF FINANCIAL POSITION\*

December 31, 2011

ASSETS	Total 2011
<b>Current Assets</b>	
Cash and Cash Equivalents	\$ 208,884
Contributions Receivable	66,435
Prepaid and Other	193,495
<b>Total Current Assets</b>	<b>\$ 468,814</b>
Investments	7,384,408
Investment – Deferred Compensation	310,869
Property and Equipment (Net of Accumulated Depreciation and Amortization)	3,470,762
<b>Total Assets</b>	<b>\$11,634,853</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>Current Liabilities</b>	
Accounts Payable	312,446
Accrued Expenses	45,496
Deferred Compensation Liability	227,772
Annuity Payment Liability	354,252
<b>Total Current Liabilities</b>	<b>\$ 939,966</b>
<b>Net Assets Unrestricted</b>	<b>\$10,694,887</b>
<b>Total Liabilities and Net Assets</b>	<b>\$11,634,853</b>

\* These 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





# 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**  
Deputy Research Director: **Geoff Dickens**  
*TimesWatch* Director: **Clay Waters**  
Sr. News Media Analyst: **Scott Whitlock**  
News Media Analysts:  
**Brad Wilmouth, Kyle Drennen, Matthew Balan** and **Matt Hadro**  
NewsBusters Executive Editor: **Matthew Sheffield**  
NewsBusters Managing Editor: **Ken Shepherd**  
Research Associate: **Michelle Humphrey**

## 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**  
White House Correspondent/Investigative Reporter: **Fred Lucas**  
Staff Writer: **Matt Cover**  
Staff Writer: **Edwin Mora**  
Senior Video Producer: **Eric Scheiner**  
Video Producer: **Jonathan Schulter**

## BUSINESS AND MEDIA INSTITUTE

Vice President of Business and Culture: **Dan Gainor**  
Managing Editor: **Matt Philbin**  
Assistant Editor: **Julia Seymour**  
Staff Writer: **Iris Somberg**

## CULTURE AND MEDIA INSTITUTE

Vice President of Business and Culture: **Dan Gainor**  
Managing Editor: **Matt Philbin**  
Staff Writer: **Erin Brown**  
(Joe and Betty Anderlik Fellow)

## MRCTV

MRCTV Content Editor: **Stephen Gutowski**  
MRCTV Content Specialist: **Joe Schoffstall**  
MRCTV Content Specialist: **Dan Joseph**

## MARKETING

Chief Marketing Officer: **Ed Molchany**  
Senior Video Producer: **Bob Parks**  
Grassroots Coordinator: **Bill Toye**  
Online Marketing Coordinator: **Scooter Schaefer**  
Graphic Designer: **Daniel DeGuzman**  
Video Graphics Specialist: **Corwin Parks**

## DEVELOPMENT

Vice President for Development: **Thom Golab**  
Director of Development Operations: **Jessica Liimatta**  
Director of Development for Major Gifts: **David Bozell**  
Director of Annual Gifts: **Lawrence Gourlay**  
Membership Manager: **Kirk Henderson**  
Development Associate/Planned Giving Manager: **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: **Christy Reccord**  
System Administrator: **Josh Cabana**

## 2011 INTERNS

**Paul Wilson** (Leon Weil Scholarship Awardee),  
**Sean Rainey, Patrick Ryan, James Zilenziger, Eric Ames,**  
**Anna Sugg, Katie Bell, Samantha Schneider, Tierney Smith,**  
**Jerad McHenry, Andrew Herzog, Elizabeth Harrington,**  
**Christopher Goins, Lucas Zellers, Grant Dahl,**  
**Lambert Mbom, Erick Hamme, Jerome Vorus,**  
**Katie Yoder, Christopher Neefus and Alex Fitzsimmons**



*"I want to thank  
the MRC and Mr.  
Bozell for what you  
are doing to stop  
the media from taking America  
down a very perilous road."*

.....  
**REP. ALLEN WEST (R-FL)**

# 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](http://www.MRC.org)  
[www.CNSNews.com](http://www.CNSNews.com)  
[www.NewsBusters.org](http://www.NewsBusters.org)  
[www.MRCTV.org](http://www.MRCTV.org)

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

