

MEDIA RESEARCH CENTER



25TH ANNIVERSARY ANNUAL REPORT



"Liberals hate Brent Bozell. And in this business, that's a badge of honor. He documents their excess, their idiocy, and their bias. Congratulations to MRC on their 25th Anniversary of vigilance and excellence in shining the light of truth on the liberal media."

— **RUSH LIMBAUGH**



"The MRC has played a key role in our culture, not just documenting and exposing liberal bias, but helping to pave the way for the growth of an alternative media."

— **SEAN HANNITY**



"Brent Bozell and the Media Research Center have been huge assets to the conservative movement over the last 25 years. The folks at the MRC fight the good fight every day, every week, every year, and I don't know what we'd do without them."

— **MARK LEVIN**



"For 25 years, MRC has been holding the media accountable for left-wing bias and selective reporting. They are an important resource for the country and are making a significant impact on the debate."

— **SENATOR MIKE LEE**



"For 25 years, the MRC has been doing the Lord's work exposing what is now generally accepted by Americans everywhere — the media has a liberal bias and a liberal world view. The Media Research Center does great work. I rely on them often on my radio show and here at RedState."

— **ERICK ERICKSON**



"Before the emergence of talk-radio, before Fox News, before online center-right alternative media, there was Brent Bozell. He pioneered an entire cottage industry that effectively holds the national media accountable before the public. The exponential growth of alternative media owes a lot to Brent Bozell, as his relentlessness in exposing and documenting media bias is the foundation upon which they have succeeded."

— **STEVE FORBES**

LETTER FROM THE PRESIDENT



Dear Friends,

In early December 1776, the Continental Army led by General George Washington was ousted from New York by the British. Troop morale was low and victory seemed out of reach.

On December 25, against all odds, George Washington crossed the Delaware River and defeated the enemy troops at Trenton. The triumph of the colonists was on its way. Because of these brave soldiers, the United States of America was born.

2012 brought many challenges, yet I present this year's Annual Report to you with no less pride in our achievements and no less faith in our future.

Over the course of 2012, the Media Research Center faced a seemingly insurmountable task in executing our mission of neutralizing the liberal media.

In their relentless drive to help reelect President Obama, they went beyond anything we had ever seen. As you will read in this report, their flagrant offenses against decency, journalism, and above all, the truth, were monumental in scope and unprecedented in ferocity.

We succeeded in exposing their bias and outright deception, and most importantly, we made liberal media bias a national issue in this election.

The media will now transition from the elections to brainwashing Americans into accepting servitude. They will distort and demonize in order to facilitate the transformation of our great Republic into an unrecognizable European welfare state.

The good news is that we have the ability to neutralize them. We exposed them in 2012; we'll do it again.

Like our forefathers, we must not cower in the face of a battle lost; we must persevere and fight for what we believe. The final outcome of the media's war on conservatism has not yet been decided.

After reading this report, I hope you will take heart in our historic campaign to neutralize the left-wing media, and I hope you will continue to believe that we will ultimately win the struggle for the soul of our Republic.

Sincerely,

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

L. Brent Bozell III
Founder and President

“TELL THE TRUTH!” 2012™ CAMPAIGN

Throughout the 2012 election cycle, conservatives faced a liberal media onslaught aimed at destroying them and helping President Obama win reelection.

To confront the anti-conservative, pro-leftist avalanche of media bias, the Media Research Center launched a multi-million dollar campaign, “Tell the Truth!” 2012.

This massive undertaking was designed to make liberal media bias a national issue in the eyes of the American public, a rallying cry for the conservative movement, and a critical focus for the conservative media.

It all began in February with the unveiling of two giant “Don’t Believe the Liberal Media!” billboards in the heart of Times Square in New York City. This iconic location has hosted ads by some of the most prestigious brands in the world, including Coca Cola and the New York Knicks. For four and a half weeks, millions of people saw MRC’s “Don’t Believe the Liberal Media!” message right in the backyard of *The New York Times*.

As the GOP primaries got underway, MRC deployed a team of 10 field representatives to shadow the liberal media. The team proved so

successful at making media bias a national issue that the “Don’t Believe the Liberal Media!” message began to appear all over the liberal media, including the *Washington Post*, CNN, and CBS.

The MRC Field Team traveled to 38 states and Washington, D.C., distributing an estimated 19,750 bumper stickers, 45,000 buttons, and 39,800 signs — all carrying MRC’s signature “Don’t Believe the Liberal Media!” message — to activists across the country. The phrase became a rallying cry among citizens who were fed up with the liberal media trying to influence the outcomes of elections.

As the MRC’s News Analysis Division documented election coverage bias on its NewsBusters blog, some prominent members of the news media were forced to confess a liberal world view and admit that liberal media bias was real.

MSNBC contributor and *Time* magazine senior political analyst, Mark Halperin, gave an insider’s take on the media’s role in the presidential race, claiming that the obsession with Romney’s tax returns stems from the fact that “The media is very susceptible to doing what the Obama campaign wants, which is to focus on this.”

Appearing on Laura Ingraham’s radio show, ABC’s Jake Tapper



“Tell the Truth!” 2012 kicked off with two giant billboards in New York City’s Times Square.



Presidential candidate Mitt Romney signs one of MRC’s “Don’t Believe the Liberal Media!” signs.

backed Halperin’s sentiment, asserting that serious issues were being ignored in favor of political distractions such as Mitt Romney’s tax returns.

Commenting on the media’s over-the-top reaction to the Democratic National Convention, Politico’s Executive Editor, Jim Vandehei, admitted that “The mainstream media tends to be quite smitten with the Obamas.”

Then there was ABC news anchor, Josh Elliott, who actually let slip at the GLAAD Media Awards — these journalists would never attend a pro-family awards banquet — that: “I’m proud to work at a place that believes in advocacy journalism!”

The MRC relayed the worst examples of liberal media bias to its grassroots members — an army which grew to 565,000 this year — calling on them to sign the MRC’s “Tell the Truth!” 2012 petition at www.tellthetruth2012.org. Nearly 120,000 Americans signed the petition, and the MRC shipped “Don’t Believe the Liberal Media!” bumper stickers to each signer. A total of 186,363 bumper stickers were distributed in 2012.

In October, MRC delivered the petitions to 30 prominent media outlets demanding honest and fair reporting during the final days of the campaign.

As the election season entered its final stages and the media’s partisan advocacy appeared to reach a boiling point, MRC Founder and President Brent Bozell wrote an open letter to the media charging them with rigging the election by shamelessly covering up President Obama’s scandals and failures, while portraying conservatives as heartless extremists.

Twenty-one prominent conservative leaders signed the letter, including Rep. Trent Franks (AZ-2) and Rep. Louie Gohmert (TX-1), Rush Limbaugh, and Family Research Council President Tony Perkins. It garnered

widespread media coverage, including on Fox News’ *On the Record* and *Happening Now*, in *The New York Times*, *The Washington Post*, and RealClearPolitics.com, to name a few.

Before the second presidential debate, MRC released a study examining the past five town hall debates, which found that moderators selected questions slanted to the liberal perspective by a whopping two-to-one margin.

What happened in the debate was far worse: CNN’s Candy Crowley caused a massive uproar when she validated Obama’s lie regarding the attack on the U.S. consulate in Benghazi.

The MRC fought back immediately. Brent Bozell wrote his weekly syndicated column excoriating Candy Crowley, and the MRC mobilized its grassroots army to hold CNN accountable.

Candy Crowley’s debate performance became a major topic of

discussion across the media landscape, with conservative commentators overwhelmingly echoing the MRC’s perspective that her anti-conservative bias drove her to give President Obama an undeserved assist.

The final piece of the historic “Tell the Truth!” 2012 campaign was the significant



growth of MRC’s grassroots advocacy. The MRC Action team generated over 10,000,000 citizen actions in the form of signing petitions, using social media to spread MRC’s message, and contacting media outlets to demand accurate and balanced reporting.

Did MRC’s “Tell the Truth!” 2012 effort succeed? Two exit poll numbers provide the answer. According to Gallup, trust in the press is now at a historic low: only 8% of the public has a “great deal” of trust in the national media.

The second number comes from McLaughlin & Associates. An astounding 22.8 percent of Romney voters said they would have voted for Barack Obama if they had accepted the media’s news reporting as factual. Had Obama received those votes, he would have captured 512 electoral votes and 45 states — an absolute landslide.



MRC signs were seen at every major candidate rally during the Republican primaries and were captured repeatedly on national and local news reports.

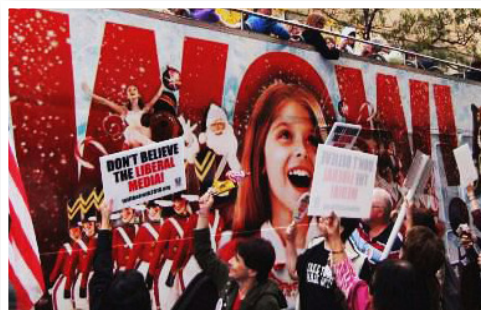
USING THE MEDIA TO EXPOSE THE MEDIA

As MRC's Field Team traveled to events across the country rallying conservatives to hold the liberal media accountable for their left-wing political advocacy, the MRC had an unlikely ally helping it expose liberal media bias: the liberal media themselves! With cameras rolling at every rally, the Field Team handed out "Don't Believe the Liberal Media!" signs to Americans eager to carry MRC's torch. These signs popped up countless times on television and in print, including liberal bastions like *The New York Times*, ABC, CBS, CNN, and on the front page of the *Washington Post*. Thanks, liberal media, for helping the MRC hold YOU accountable!



ACTIVISTS EMBRACE THE MRC's MESSAGE

Activists across the conservative movement embraced the MRC's message, proudly displaying their signs at rallies and events. MRC wanted to crystallize the message that conservatives weren't just in a war of ideas with leftist politicians; they were also fighting the chief propagandists for these ideas in the so-called "news" media.



AMERICA'S MEDIA WATCHDOG EXPOSES LIES AND DISTORTIONS

Throughout 2012, the MRC broke major news stories and unearthed scandals that were deliberately censored — and in some cases perpetrated — by the liberal press.

On two separate occasions, MRC exposed fraud at NBC News, arguably the most liberal, pro-Obama administration news outlet in the nation.

As the shooting of Trayvon Martin in Florida dominated the headlines, NBC's *Today* show dishonestly edited a conversation between the shooter, George Zimmerman, and a 9-1-1 operator to make it sound as if Zimmerman suspected Trayvon Martin of wrongdoing because he was black. As the MRC's NewsBusters blog documented, however, what NBC deliberately edited out was that it was the 9-1-1 operator who asked about Martin's race. Zimmerman did not bring up race until he was specifically asked if Martin was black.

NBC News perpetrated this deliberate journalistic fraud at the same time that MSNBC's Al Sharpton was fanning the flames of racial unrest in Florida.

Appearing on Fox News' *Hannity*, Brent Bozell broke this bombshell news to millions of viewers. After the segment aired, other media outlets picked up the story, and NBC and its Miami affiliate launched investigations that led to two producers and a correspondent being terminated.

The Los Angeles Times, The New York Times, The Washington Post, Hollywood Reporter, and a host of other media outlets credited NewsBusters with exposing the media scandal.

This appalling journalistic fraud occurred right in the middle of MRC's campaign to hold NBC parent Comcast accountable for the misogynistic and hateful rhetoric routinely heard on MSNBC's airwaves. Over 100,000 calls, emails, and letters rained down upon Comcast board members demanding that Comcast clean house at NBC.

MSNBC host Ed Schultz felt the heat and unleashed a frantic tirade against Brent Bozell on his radio show.

By breaking news that NBC News had committed deliberate



The MRC exposed NBC's attempt to inflame further racial tension following the Trayvon Martin shooting. Three NBC employees were dismissed as a result.

fraud intended to fan the flames of racial unrest and advance the Left's racial narrative, NewsBusters successfully exposed NBC/MSNBC's liberal agenda, which was critical to the successful execution of *"Tell the Truth!"* 2012, as well as the MRC's overall mission.

MRC wasn't done exposing fraud at NBC. MRCTV — MRC's online platform for users to upload, view, and share video content to augment its grassroots advocacy — scored a massive *Drudge Report* hit with the production of a video demonstrating fraudulent editing of a Mitt Romney campaign speech by MSNBC.

The video of MSNBC anchor Andrea Mitchell and *The Washington Post*'s Chris Cillizza cackling at a tape of Mitt Romney making a point about free enterprise — which was deliberately edited, and fraudulent — was also featured on the front page

CNN's Kurtz Credits NewsBusters With Exposing Zakaria's 'Cardinal Journalistic Sin' of Plagiarism



 **NewsBusters®**
EXPOSING & COMBATING LIBERAL MEDIA BIAS

CNN, *Time*, and *The Washington Post* suspended Fareed Zakaria after the MRC caught him plagiarizing one of his columns.



NBC's Andrea Mitchell used a deliberately edited tape of a Mitt Romney speech to ridicule him.

of FoxNews.com and helped MRCTV.org generate 487,960 website visitors in just one day, shattering its previous traffic record.

One of NewsBusters' most significant achievements was catching *Yahoo! News* Washington bureau chief, David Chalian, on an open microphone outrageously saying that Mitt Romney and the Republicans were "happy to have a party with black people drowning." After Newsbusters exposed Mr. Chalian, *Yahoo! News* promptly fired him. Demonstrating the wide-ranging impact MRC has on the media landscape, only MRCTV's version of the video was picked up by the *Drudge Report*.

In addition to busting David Chalian, NewsBusters also caught one of the most esteemed liberal foreign affairs pundits, Fareed Zakaria, in a plagiarism scandal, for which he was subsequently suspended from CNN and *Time* magazine.

The fact that two elite members of the liberal media establishment were disciplined as a direct result of MRC's original reporting demonstrates the critical role MRC plays in holding the left-wing media

accountable. Moreover, by exposing Chalian's hateful left-wing sentiment and Zakaria's gross violation of basic journalism ethics, MRC shattered the myth that these two liberal propagandists are sound journalists.

CNSNews.com played a central role in breaking major stories censored by the establishment press. They exposed shocking comments by an EPA political appointee who told his subordinates he wanted to "crucify" oil and natural gas companies just as the Romans crucified conquered villagers to make examples of them. Amid the public outcry that resulted after CNSNews.com broke the story, the EPA official resigned.

The New York Times even credited CNSNews.com Editor in Chief Terry Jeffrey with originating the argument that forcing people to buy health insurance is the constitutional equivalent of forcing them to buy broccoli — an argument expressed by Supreme Court Justice Antonin Scalia in oral

arguments on the ObamaCare case, and oft-repeated in subsequent news coverage.

CNSNews.com reported how prices of various staple goods purchased by Americans have jumped during Obama's presidency, including an 83 percent increase in gas prices, a 24 percent increase in ground beef prices and a 22 percent increase in bacon prices. Other national "news" organizations ignored these important developments.

When President Obama falsely stated that "we got back every dime we used to rescue the financial system," CNSNews.com broke the story that the government will actually lose about \$24 billion on the bailout according to the Congressional Budget Office. Featured on *Drudge Report* and Rush Limbaugh's radio show, CNSNews.com's reporting exposed misinformation and a waste of taxpayer money.



*Yahoo!'*s News Bureau Chief was promptly fired after the MRC caught him making an anti-Romney racial "joke" during the Republican convention in Tampa.

MRC EXPOSES MEDIA'S WAR ON CONSERVATIVES

During a GOP primary debate moderated by ABC's George Stephanopoulos, the former Clinton spin doctor pressed Republican candidates on the question of whether states have the right to ban contraception — something no state was considering.

The exchange crystallized the liberal media's election strategy: ignore Obama's failed policies and steer the national conversation towards irrelevant issues, while painting conservatives as extremists.

The media's war on conservatives and the phony "war on women" canard that dominated the news throughout the election had begun. It was up to the MRC to mount a counterattack.

Georgetown law student Sandra Fluke became a darling of the Left for her lobbying efforts to force Georgetown University to provide free contraceptives to students.



Liberal journalists lined up to try to drive Rush Limbaugh from the airwaves after he called left-wing activist Sandra Fluke a derogatory name, even after he apologized.

When Rush Limbaugh made a regrettable comment about her (for which he later apologized), liberals declared war on Rush and his advertisers.

Leading the crusade were MSNBC's Al Sharpton and Ed Schultz. Every night on their programs, they called for Rush's head and threatened his advertisers with boycotts.

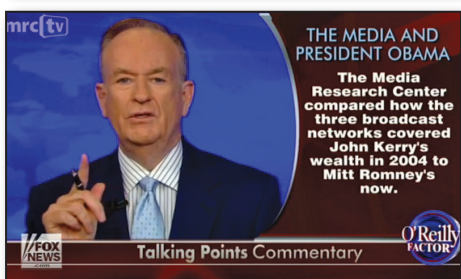
MRC's NewsBusters exposed the overt hypocrisy of Ed Schultz, who once called Laura Ingraham a "right-wing talk slut," and Al Sharpton, who routinely slanders conservatives as racists, crusading against Rush.

CNN's Piers Morgan feigned outrage over Limbaugh's derogatory language, but as NewsBusters documented, weeks earlier he sat nodding his head as his guest, the vulgar Bill Maher, viciously attacked Michele Bachmann and Sarah Palin.

NewsBusters exposed that MSNBC and CNN hosts had invited Bill Maher on their networks 12 times just in the last year, not once condemning him for his vile slurs directed at conservative women.

The MRC delivered hundreds of thousands of "I Stand With Rush" petitions to those companies that continued to advertise on Rush's show and stations that continued to broadcast it.

MRC members contacted companies by phone, email, mail, Twitter and Facebook, expressing their support for those companies that stood by Rush and dismay with those companies that did not.



MRC spokesmen appeared hundreds of times on television and radio to make the case that the liberal media were distorting the news.



When the media joined forces with Big Labor to attack Wisconsin Governor Scott Walker's conservative reforms, the MRC led the charge to expose the smears.



Liberal media elites helped the Obama campaign spread the myth that Republicans were waging a "war on women."

The effort to censor Rush failed, and he is as strong as ever.

When Scott Walker was sworn in as Wisconsin's Governor and fulfilled his campaign promise to reign in out-of-control spending, he came under relentless fire from public union bosses livid that Walker dared to challenge their unchecked power.

The national media joined the campaign to destroy Scott Walker, distorting the truth about Wisconsin's public sector unions, which profit at the expense of the taxpayers through a corrupt alliance with the state's left-wing politicians.

The MRC neutralized the media's war on Walker by extensively documenting and exposing their allegiance to the anti-Walker forces on its NewsBusters blog.

MRC exposed how major news outlets consistently misstated the details of Governor Walker's collective-bargaining reforms, and how virtually all news outlets ignored threats made against Walker.

Gannett Wisconsin Media, a conglomerate of Wisconsin-based media outlets, was forced to report that 25 of its own "independent" journalists signed petitions for the recall of Governor Walker.

MSNBC's Ed Schultz was on the frontlines mobilizing the Left against Walker and propagandizing on behalf of union bosses, who as it turned out, paid him hundreds of thousands of dollars to give speeches.

The liberal media knew that if they succeeded in destroying Walker, they would set back conservatism. Their efforts failed, and Scott Walker easily beat back the recall.

Following the tragic mass-shooting at a theatre in Aurora, CO, ABC's Brian Ross reported that there was a Tea Party member with the same name as the shooter. Incredibly, Ross relayed this information even as he admitted that he had not verified the shooter's identity. Within hours, we learned that the shooter was not a Tea Party member.

Aside from the fact that Ross committed inexcusable journalistic malpractice, the more diabolical offense was that Brian Ross and ABC News desperately wanted to blame the Tea Party for a horrific tragedy and sought out whatever "evidence" they could find to support their perverse preconceptions.

Brent Bozell condemned Brian Ross and ABC News for the media's "disgraceful rush to judgment" via traditional and new media.

ABC News, in the most deplorable and defamatory act of politicization since the Tucson massacre, attempted to link conservatives to a mass murder.

The MRC didn't let them get away with it in Tucson or Aurora.

MRC EXPOSES MEDIA'S WAR ON RELIGIOUS FREEDOM

Arguably the most important non-election news story of 2012 was the Obama Administration's war on religious freedom and the "news" media's shameful complicity in it. The MRC launched a comprehensive counterattack to neutralize the liberal media's shocking assault on religious liberty.

Conservatives warned from the very beginning that ObamaCare amounted to a massive government intrusion into the private lives of Americans. In a particularly abhorrent display of government overreach, as part of ObamaCare, the federal government issued a mandate forcing religious institutions to provide health insurance plans to employees that cover sterilizations, abortifacients, and contraceptives.

This unprecedented infringement on religious liberty elicited widespread outrage from Catholics of all political affiliations. Catholic hospitals and other religious institutions now faced an impossible moral dilemma: deny employees coverage and pay a



The MRC exposed the media's lack of reporting on dozens of protests and historic lawsuits by Catholic institutions, all prompted by the Administration's assault on religious freedom.

massive federal fine or violate sacred religious principles by paying for sterilizations and abortifacients.

It wasn't just Catholics who were outraged. So were most Christians. And Jews. And even atheists, on libertarian principles.

Only an Administration fanatically committed to centralizing power would put religious organizations in such a position. And only a "news" media fanatically committed to protecting this Administration would ignore a scandal of this magnitude. Fortunately, the MRC was there to educate the American public about the truth.

When Catholics voiced opposition to the mandate, the media distorted the truth, falsely claiming that Catholic opposition was based on a desire to deny women contraception, thus perpetuating the "war on women" lie.

The MRC countered by aggressively debunking this false and malicious media-contrived narrative, urging grassroots supporters to sign a letter by Brent Bozell to the heads of the major news networks. Bozell also recorded a video message to



CNSNews.com was one of the few news outlets whose reports held the President accountable for his brazen disregard for religious freedom.

conservative activists explaining that this was about religious liberty and government compulsion, not contraception. The MRC's grassroots activists used email and social media to spread the video far and wide, amassing tens of thousands of views in just a few days.

The campaign was an excellent example of how the MRC leverages technology and social media to bypass the liberal media and deliver the truth directly to the American people.

The media's silence was incredible after Cardinal Dolan (New York), Cardinal Wuerl (Washington, D.C.), Notre Dame, and 40 other Catholic organizations filed an unprecedented lawsuit against the Obama Administration over the mandate.

The MRC exposed how ABC and NBC refused to cover the lawsuit on their evening newscasts, while the *CBS Evening News* gave it just 19 seconds of airtime. This was deliberate spiking of a major news story.

A host of media outlets picked up the story, including Fox News and the *Washington Times*. As Fox News host Bill O'Reilly announced when citing MRC's statistics: "Once again the Media Research Center provides the proof...."

Again the media were silent when religious groups organized 164 simultaneous religious freedom rallies across the country in June to oppose the oppressive ObamaCare mandate. This was an example of an egregious double standard. Virtually every Occupy Wall Street rally, no matter how strange or how small, is national news. But 164 rallies coast-to-coast opposing the religious mandate? Not a single network news story.

The MRC's grassroots army generated 50,000 emails, calls and letters to ABC, CBS, and NBC executives admonishing them for not covering the religious freedom rallies.

The image shows two overlapping screenshots of websites. The top screenshot is from 'mrcaction' with the tagline 'CITIZENS DEMANDING TRUTH IN MEDIA'. It features a petition titled 'Fight Back Against the Media's Assault on Christian Values and Free Speech'. The petition text states: 'Stand with the Media Research Center and Citizens Against Religious Bigotry (CARB) in fighting back against the media's assault on Chick-fil-A.' It also mentions that after Dan Cathy, President of Chick-fil-A, exercised his freedom of speech by stating his position on marriage, the mayors of Chicago, Boston, Philadelphia and Washington DC used the power of their elected office to threaten a private company they disagreed with. The petition form includes fields for First Name, Last Name, Email Address, and Zip Code. The bottom screenshot is from the 'culture and media institute' website, which has the tagline 'ADVANCING TRUTH AND VIRTUE IN THE PUBLIC SQUARE'. It features an article titled 'Media Crusade Against Chick-Fil-A Continues' with the sub-headline 'Press continues to hype made-up controversy, politicians continue onslaught'. The article is dated 7/31/2012 3:41 PM ET and has social media sharing options for Like (4.5k), Tweet (139), +1 (3), Email (35), and ShareThis (5652). The article text states: 'The manufactured controversy over Chick-Fil-A won't be dying down anytime soon, if media figures get their way.' It also includes a quote from Chick-Fil-A President Dan Cathy: 'Chick-Fil-A President Dan Cathy stated that he was "guilty as charged" when it came to supporting the traditional family, and commented on a radio show that "I think we are inviting God's judgment on our nation when we shake our fist at him and say: You know, "We know better than you as to what constitutes a marriage."''. The article is accompanied by an image of three Chick-fil-A cows holding signs that say 'EAT MOR CHIKIN'.

The MRC's grassroots army came to the defense of Chick-fil-A after their president's comments in support of traditional marriage set off a firestorm of media criticism

The media's war on religion continued with the "controversy" surrounding Chick-fil-A's president Dan Cathy, who affirmed the traditional definition of marriage.

The MRC Action team highlighted the sheer hypocrisy of the media attacking speech in defense of traditional values, while praising speech in defiance of those values. MRC asked members to sign the "Tell the Truth!" 2012 petition to expose the media's double standard.

The MRC Action team then stood with the MRC and Citizens Against Religious Bigotry (CARB) in fighting back against the media's war on traditional values underscored by their unrelenting attacks on Chick-fil-A.

The message resonated with the grassroots, increasing the number of signers on MRC's CARB petition to 31,702. While defending Chick-fil-A, the MRC also had the biggest response ever on social media with over 1.5 million Facebook 'likes,' comments, and shares.

The Administration's war on religion is one of its most shameful legacies. It is an utter embarrassment for the President, and as the unofficial propagandists for President Obama, the liberal media know it, and so they censor it.

MRC exposed the media's participation in the war against religious liberty, and by doing so, defended religious freedom.

MRC EXPOSES SCANDALS AND MEDIA COVER-UPS

While the media were waging a war on conservatives, they were also covering up the Obama Administration's major failures and scandals. The MRC exposed it all.

CNSNews.com led the charge in reporting the latest developments on the deadly gunrunning operation dubbed "Fast and Furious," a story which the media almost entirely ignored out of fear that it would do political damage to President Obama. MRC's thorough reporting and analysis ensured that the media's censorship was exposed.

The MRC's NewsBusters documented that NBC and ABC were virtually silent from the time Border Patrol agent Brian Terry was killed by a "Fast and Furious" gun in December 2010 until June 2012, when news broke that the House Oversight Committee would vote to hold Attorney General Eric Holder in contempt of Congress for refusing to turn over subpoenaed documents in the investigation.



Obama poured billions of stimulus dollars into "green" energy companies, and the media were silent as one after another filed for bankruptcy.

Until the contempt vote, there had been zero stories about the gun-running scandal on *NBC Nightly News* and *Today* show. ABC aired just one story on *Good Morning America*.

But on the day that the House Committee for Oversight and Government Reform voted to hold Eric Holder in contempt, MRC delivered over 100,000 petitions signed by MRC's grassroots army to the Washington, D.C. bureaus of ABC, NBC, and CBS, demanding an end to the blackout on the "Fast and Furious" story.

When the President invoked executive privilege to protect Holder, and Congress voted to hold him in contempt, the networks were finally forced to mention the story. Because of their earlier censorship, they had to explain the story to their viewers, even though the investigation had been going on for over a year, and the Attorney General of the United States had testified before Congress nine times on the matter.

One of Obama's staunchest media allies, the militant left-wing columnist Jonathan Alter, wrote a column headlined "Obama Miracle is White House Free of Scandal."

The standard that Alter used to arrive at such a blatantly preposterous conclusion was counting the number of times *The Washington Post* called something a scandal!



NBC and ABC refused to report on the Fast and Furious scandal until Congress moved to hold Attorney General Eric Holder in contempt.

Talk about a liberal echo chamber. A left-wing Obama apologist concluded that the Obama Administration is scandal-free because the left-wing *Washington Post* said so.

The MRC's News Analysis Division countered this outrageous spin with a thorough report, "The Media's Obama Miracle," demonstrating how the national media worked tirelessly to censor, excuse or minimize every single Obama scandal, including Fast and Furious, Solyndra, Reverend Wright, and many others.

Of all the Obama Administration scandals, lies, and failures the liberal media have covered up, perhaps no cover-up is more shocking than the media's whitewashing of the terrorist attack against the U.S. consulate in Benghazi, Libya that killed four Americans.

The litany of changing stories, the bungling of facts, and the smoke screens orchestrated by the



“ABC, CBS, NBC, The Washington Post, and The New York Times are so vested in the re-election of Barack Obama that they are deliberately spiking this huge [Benghazi] story.”

L. BRENT BOZELL III

Obama Administration to keep the American people in the dark about the devastating terrorist attacks were alarming, to put it mildly.

MRC published a thorough report, “The Media’s Coverage of the Libya Attacks: From Slanted to Suppressed,” detailing the media’s deliberate effort to suppress the story.

Among other examples of journalistic malpractice, the report documented how ABC’s *World News*, *CBS Evening News*, and *NBC Nightly News* refused to give one second of coverage to a Fox News report that CIA officers were denied assistance and told to “stand down” as the coordinated attack on the embassy was occurring.

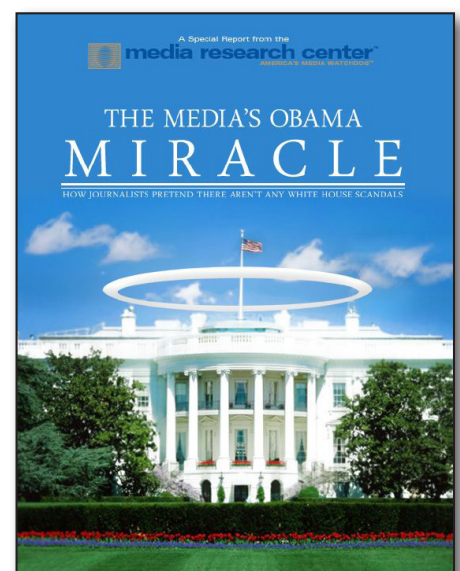
Likewise, neither *The Washington Post* nor *The New York Times* covered this bombshell.

Brent Bozell slammed the networks’ and the major newspapers’ refusal to cover the story.



Summing up the media’s complicity in the scandal, Bozell noted “this scandal could and would derail the Obama re-election efforts. ABC, CBS, NBC, *The Washington Post*, and *The New York Times* are so vested in the re-election of Barack Obama that they are deliberately spiking this huge story.”

The media’s censorship campaign helped President Obama win re-election. In 2013, the liberal media will use censorship as their main weapon to help the Obama Administration advance a radical second-term agenda. The MRC will neutralize this threat by thoroughly reporting scandals and news stories the liberal media don’t want the American people to know about.



An MRC *Special Report* exposed the media’s campaign to suppress Obama Administration scandals and failures.

MRC'S NATIONAL ADVERTISING CAMPAIGN

The MRC launched the biggest national advertising campaign in its history to promote *"Tell the Truth!"* 2012.

In February, MRC unveiled two giant "Don't Believe the Liberal Media!" billboards in the heart of Times Square in New York City. For one month, millions of people saw MRC's "Don't Believe the Liberal Media!" message at this iconic location right in the backyard of *The New York Times*.

Mark Levin took up the mantle of *"Tell the Truth!"* 2012 on his popular nationally syndicated radio show, urging his more than 8.5 million listeners to sign the *"Tell the Truth!"* 2012 petition. A long-time fan of the MRC, Mark brought passion to the campaign with a mix of pre-recorded and live commentaries on MRC's efforts to expose and neutralize liberal media bias.

Chris Plante, a rising star in conservative radio, promoted *"Tell the Truth!"* 2012 on WMAL, Washington D.C.'s premier talk radio station.

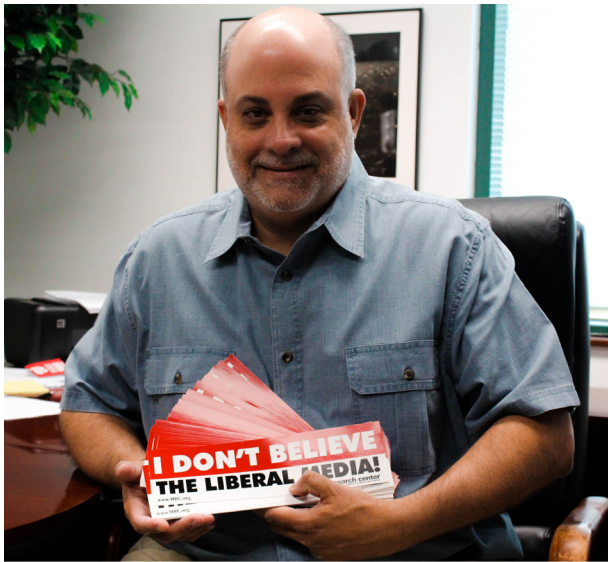
During the Republican and Democrat conventions, MRC took Tampa and Charlotte by storm. As part of a comprehensive marketing blitz, MRC deployed taxi top ads and mobile billboards with the provocative "Don't Believe the Liberal Media!" message to drive around Tampa and Charlotte.

The MRC also covered the sky with a "Don't Believe the Liberal Media!" aerial banner.

Giant "Don't Believe the Liberal Media!" billboards greeted left-wing journalists who descended on Tampa and Charlotte.

Finally, MRC used creative "guerrilla" marketing tactics, including building projections, to spread its message during the conventions.





© Media Research Center

Nationally syndicated talk show host, Mark Levin, urged his listeners to sign the MRC's "Tell the Truth!" petition and proudly display their MRC bumper sticker.



A series of MRC web videos exposed media efforts to cover up administration scandals like Solyndra.



© Media Research Center

Chris Plante, Washington D.C.'s popular conservative talk radio host on WMAL, was happy to help spread the MRC's message in 2012.

MRC BY THE NUMBERS 2012

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 on a daily, *often hourly*, basis. The MRC is the most productive and effective weapon combatting the liberal media and its attempts to maliciously influence, not just inform, the American people.

168.8 Million
Weekly Impressions

... this includes visits to MRC websites; mentions and appearances on TV, radio and in print; Facebook impressions; and email and grassroots messaging



2,121,287
Facebook Fans

... across four Facebook fan pages, including over one million fans for NewsBusters

123,397
Twitter Followers

... monitoring breaking news and analysis from the MRC and spreading it via this massive social network



85 National TV
Appearances

... by MRC staff on major television news programs in 2012



Fox News Regular

In 2012, Brent Bozell continued his weekly “Media Mash” segment on FNC’s *Hannity*. In early 2012 the duo marked their 100th segment together.



565,092 Grassroots Members

... actively signing petitions, making phone calls and sending letters to help us fight back against liberal media bias wherever we find it

12.6 Million Video Views

... on MRCTV – The MRC's video sharing website



414,644 E-Newsletter Subscribers

... signed up to receive MRC's daily, weekly, bi-weekly or monthly email newsletters

10 Million Citizen Actions

...in the form of signing petitions, using social media to spread the MRC's message, and contacting media outlets to demand accurate and balanced reporting in 2012

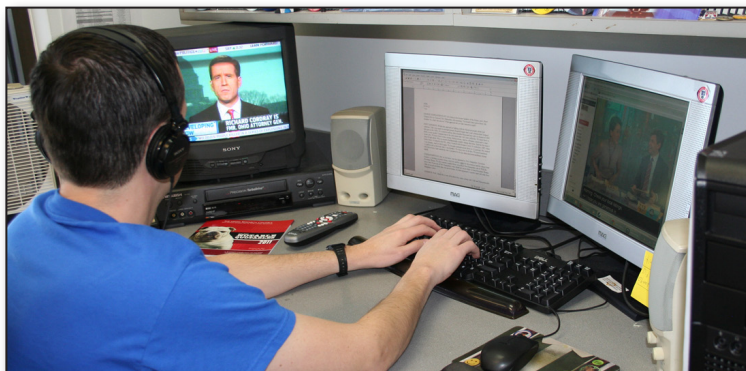


186,363 Bumper Stickers

...mailed to petition signers or handed out at rallies

10.2 Million Monthly Visits to MRC Websites

... making the MRC network of websites one of the largest in the conservative movement and a valuable tool for circumventing the "old media"



466,800 Hours of Video News Archived

... the largest television news archive in the world

62 Full-Time Staff

... monitoring, analyzing, and reporting the most serious examples of media bias 24/7/365

THE MEDIA RESEARCH CENTER'S

25th Anniversary Gala

& DISHONORS AWARDS

More than 1,000 conservatives attended the MRC's 25th anniversary Gala at the historic National Building Museum in Washington, D.C.

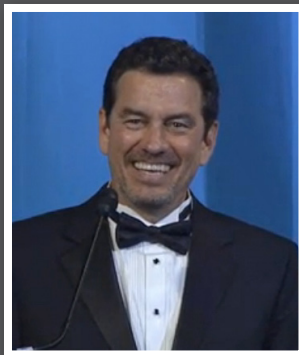
The evening kicked off with the *DisHonors Awards*, with winners selected by a distinguished panel of 12 conservative leaders, including Rush Limbaugh, Mark Levin, and Ann Coulter.

Washington D.C. talk radio host Chris Plante served as Master of Ceremonies. Talk radio's Laura Ingraham presented the "Obamagasm Award," won by Chris Matthews and accepted by RNC Chairman Reince Priebus.

Ingraham was followed by National Review's Jonah Goldberg, who presented the "Damn Those Conservatives to Hell Award," won by former *Today* anchor Ann Curry and accepted by Susan B. Anthony List President Marjorie Dannenfelser.

Other Presenters and Accepters for prestigious awards such as "The Barbra Streisand Political IQ Award for Celebrity Vapidity" (won by Sean Penn) included Stephen Hayes, Foster and Lynn Friess, and Tony Perkins.

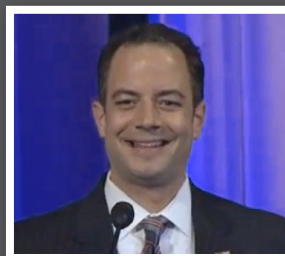
Katie Couric was the evening's big winner, narrowly defeating the very formidable runner-up Dan Rather for the prestigious "Worst Reporter in the History of Man" award.



Chris Plante



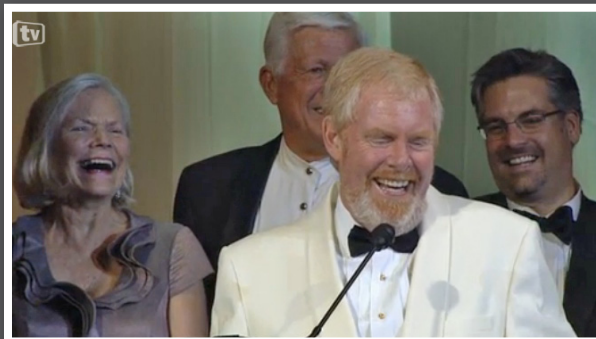
Stephen Hayes



Reince Priebus



Tony Perkins



L. Brent Bozell III



Jonah Goldberg

MRC HONORS ANDREW BREITBART

Seventh Annual William F. Buckley Jr. Excellence in Media Award

The late American blogger, activist, and investigative journalist, Andrew Breitbart was the recipient of the 2012 MRC William F. Buckley Jr. Excellence in Media Award.

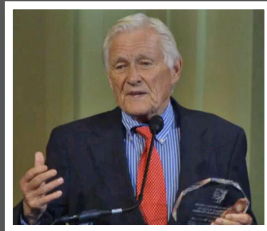
Andrew Breitbart's spectacular contribution to the conservative movement and to the field of investigative journalism will likely not be fully appreciated for some time. He played a central role in exposing and publicizing some of the biggest scandals rocking American politics in recent years, including the Anthony Weiner sexting scandal and the ACORN 2009 undercover videos. Mr. Breitbart was instrumental in launching the new media revolution that transformed the political commentary landscape beginning



Andrew Breitbart 1969-2012

in the 1990s. He served as one of the original editors for the *Drudge Report*, helped found the *Huffington Post*, and launched his own news aggregation site, the widely popular Breitbart.com. The MRC was truly honored to present this year's award to a late patriot who left an indelible mark on the conservative movement.

Cal Thomas (left) presented the award, and it was accepted by Orson Bean and Alley Mills Bean, the parents of Andrew's wife Susannah.



Marjorie Dannenfelser



Laura Ingraham



The entire cast of presenters and accepters gathered to judge the ever-popular "Quote of the Year" based on audience participation.



At the MRC's Annual Gala, nearly 1,000 guests gathered in the beautiful National Building Museum in Washington, D.C. to help the MRC celebrate its 25th Anniversary and to roast the outrageously liberal media with the *DisHonors Awards*.



Foster and Lynn Friess

THE MRC GALA AND *DisHONORS*

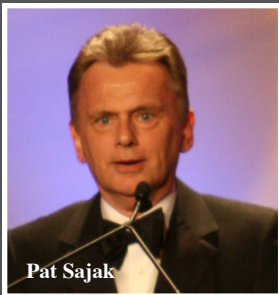
Since 1999, the MRC has hosted the annual Gala and *DisHONORS* Awards, a one-of-a-kind event roasting the liberal media that Ann Coulter calls the “one fun dinner in Washington.” Over the years, leaders from across the conservative movement — many of them pictured here — have participated in this uproarious event as either presenters, accepters or special guests. Musical guests have included The Outlaws, The Davisson Brothers Band, and the great Charlie Daniels. Broadcast on C-SPAN and picked up by countless media outlets across the nation, the MRC Gala is a staple of conservative celebrations.



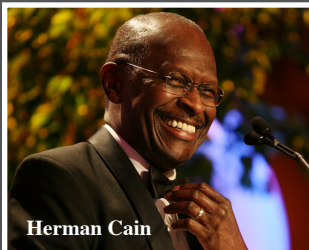
Rush Limbaugh



William F. Buckley Jr.



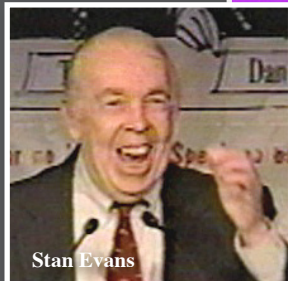
Pat Sajak



Herman Cain



Monica Crowley



Stan Evans



Tony Blankley



Jenny Beth Martin
and Mark Meckler



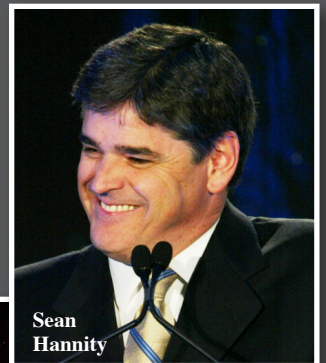
Larry Kudlow



Andrew Breitbart



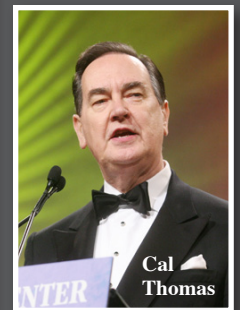
Steve Forbes



Sean
Hannity



The Outlaws



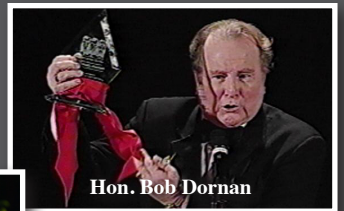
Cal
Thomas



Kellyanne Conway



Erick
Erickson



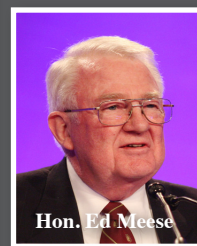
Hon. Bob Dornan



Mary Matalin



Pat Boone

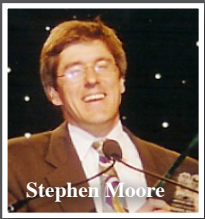


Hon. Ed Meese



Hon. Clarence Thomas

AWARDS ~ THROUGH THE YEARS



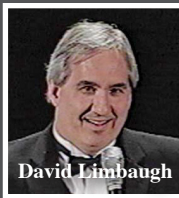
Stephen Moore



Andrew Klavan



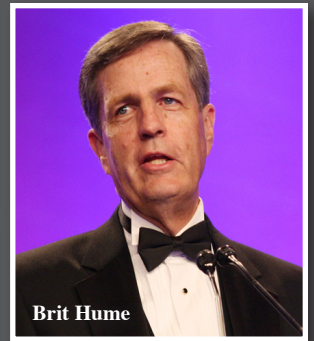
Michael Reagan



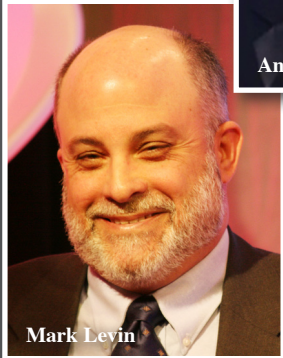
David Limbaugh



Midge Decter



Brit Hume



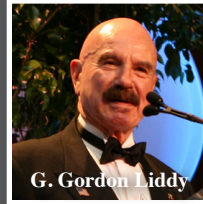
Mark Levin



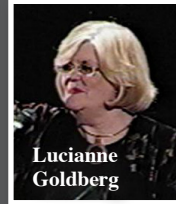
Zell Miller



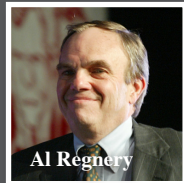
John Fund



G. Gordon Liddy



Lucianne Goldberg



Al Regnery



Hon. Steve King



Hon. Mike Pence



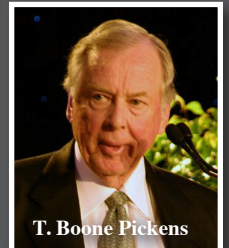
Neal Boortz



Hon. Tom Tancredo



Hon. Jeane Kirkpatrick



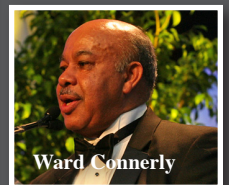
T. Boone Pickens



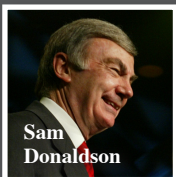
Ken Cribb



Michelle Malkin



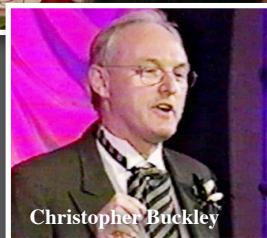
Ward Connerly



Sam Donaldson



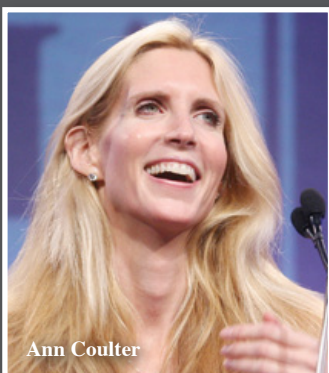
Ken Cuccinelli



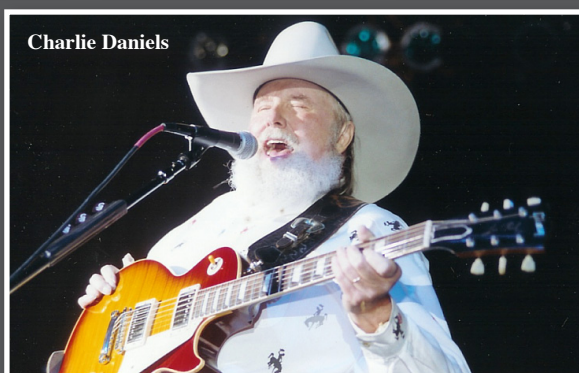
Christopher Buckley



William Rusher



Ann Coulter



Charlie Daniels



Tony Snow



25 YEARS DOCUMENTING, EXPOSING, AND NEUTRALIZING LIBERAL MEDIA BIAS

When the Media Research Center opened its doors 25 years ago, expectations were uncertain — at best. How could this organization with only a handful of staff and with virtually no resources possibly challenge — never mind neutralize — a multi-billion dollar industry like the liberal news media?

As the MRC celebrates 25 years of documenting, exposing, and neutralizing liberal media bias, the MRC's reputation as a leader in shaping the media landscape is now well established.

From the very beginning, Brent Bozell and his motivated team of ten, including Brent Baker and Larry Gourlay, were determined to build the fledgling MRC into the nation's premier

media watchdog group and a major powerhouse within the conservative movement.

The MRC now houses the largest archive of news footage and the most sophisticated media monitoring operation in the world. Admired by conservatives and feared by liberals, the MRC's influence across America's culture is ubiquitous. Academics, historians, producers, journalists, and talk show hosts regularly seek out MRC's archived news footage which they cannot get anywhere else.

The MRC's dual purpose of advancing conservative values by neutralizing the liberal media, while also serving as an indispensable educational resources for individuals and organiza-

tions of all political affiliations, makes the MRC truly unique.

The MRC is a dominant mover and shaker within the conservative movement. Its publications, analysis, and commentary on topics ranging from how the liberal media cover the economy to how they perpetuate left-wing social values are sought out by virtually every prominent conservative in the country, and the MRC reaches millions of people every day through its websites and media appearances.

The following timeline lists some of the more significant MRC moments in each year since its founding. While this list is by no means complete, it will offer insight into how the MRC grew in size, scope and influence over the years.

1987

On October 1, 1987, the liberal media's monopoly over political discourse encounters its greatest threat when America's media watchdog opens its headquarters in Alexandria, Virginia, with a mission of documenting, exposing, and neutralizing the media's liberal bias.

MRC sets out to create what is now the world's largest archive of news footage.

No conservative organization had ever documented the ongoing liberal bias in the media through both quantitative and qualitative analysis. Only two months after the MRC's founding, it launches *MediaWatch*, a monthly newsletter dedicated to documenting bias in the media. It has an immediate impact — conservative policy-makers, legislators, talk show hosts, and columnists begin spreading the MRC's data across the country.

1988

The sheer breadth of one-sided reporting being documented by the MRC amazes even the most seasoned media critics. The MRC launches *Notable Quotables*, a bi-weekly compilation of the most egregious examples of distortion by the national media.

MRC President Brent Bozell takes to the airwaves with the *MediaWatch Radio Report*, a weekly commentary syndicated on more than 400 stations nationwide.

As the 1988 election season gets underway, MRC produces daily *ConventionWatch* reports, analyzing live coverage of both the Republican and Democratic National Conventions. Following the convention, the MRC holds a national press conference to unveil the results of its convention analysis, conclusively demonstrating the TV networks' double-standard in covering the two political parties.

1989

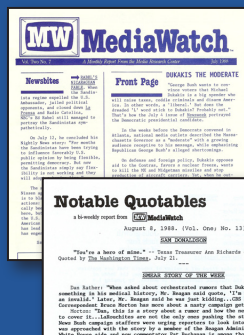
The MRC begins to analyze morning news shows. In addition, the MRC launches the MRC Entertainment Division to document Hollywood's liberal activism by analyzing television, movies, and music fare. Shortly after its debut, the American Federation of Television and Radio Artists (AFTRA) and the Screen Actors Guild (SAG) both pass resolutions unanimously condemning the MRC for "...[informing] the networks, producers, advertisers, and consumer[s] of the 'liberal' leanings of TV, and of the 'leftist' political agenda of certain stars, actors, and productions on TV."

The attempted censorship of the MRC backfires: the hypocrisy of Hollywood activists attempting to silence the MRC in the name of 'free speech' is obvious.

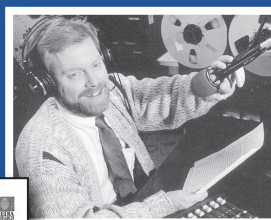
By the end of 1989, the MRC's staff grows to 15 and the annual budget to \$1.3 million.



The MRC is established in Alexandria, VA, with one television, three VCRs, a box of videotapes and a staff of ten. — 1987



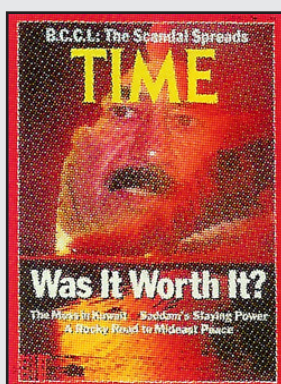
MRC launches *MediaWatch* — 1987 and *NotableQuotables* — 1988



The MRC *Radio Report* is syndicated to 400+ stations nationwide. — 1988



The MRC staff grows to 15 with an annual budget of \$1.3 million. — 1988



"For quality resources and sheer volume of output, the new star on the right is the Media Research Center"
— *TIME*, 1991



"The MRC is one of the most important organizations and resources the conservative movement has ... the way they get the real facts to the people of this country is a great service to all of us."

— THE HON. ED MEESE III

25 YEARS DOCUMENTING, EXPOSING, AND

1990

The MRC continues to document the news media's liberal bias with comprehensive studies on the subject. *The Revolving Door: The Connection Between the Media and Politics* researched the political backgrounds of journalists who pass through the 'revolving door' between the Fourth Estate and political organizations. The study proves, by a factor of 3 to 1, there are more liberals than conservatives in the press.

MRC also publishes *And That's the Way It Isn't: A Reference Guide to Media Bias*, a book which contains 45 scientific studies and polls conducted by the MRC, other media critics, and academic and public policy leaders. It sells more than 100,000 copies.

By the end of 1990, the MRC's staff grows to 19 and the annual budget to \$1.7 million.

1991

The MRC outgrows its original headquarters and relocates its office to a new location in Alexandria, Virginia. MRC continues to expand its reach as MRC President Brent Bozell signs with Creators Syndicate to produce a twice-weekly column on news and entertainment programming, still carried today on the opinion pages of many of the nation's most influential papers.

Along with regular op-eds, the MRC message reaches millions of people. As the Gulf War heats up, MRC documents the media's bias against the Bush Administration.

MRC is profiled in *Time* magazine, and its study on bias in *The Washington Post* sparks a heated debate on *The McLaughlin Group*.

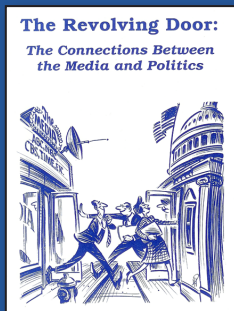
MRC research expands to 25,200 hours of news programming.

1992

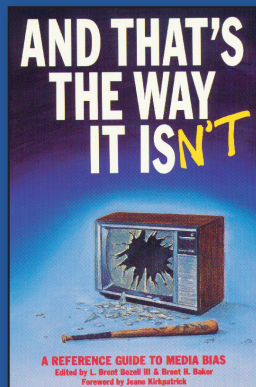
Only five years after its inception, the MRC is now widely regarded as America's leading resource on liberal bias in the news and entertainment industries.

MRC findings are cited in virtually every major print outlet and are featured on television shows such as *Entertainment Tonight* and CNN's *Crossfire* and *Showbiz Today*. Network journalists, including NBC's Tim Russert and ABC's Sam Donaldson address the MRC's annual Board of Trustees meeting. MRC launches the Free Enterprise and Media Institute (now Business & Media Institute) to address another important trend — the media's constant assault on businessmen and the culture of free enterprise.

The MRC also establishes the Montgomery Internship Program (now the Youth Education and Internship Program) to educate and train America's youth about media bias.



MRC releases two comprehensive books on the media's liberal bias. — 1990



MRC President Brent Bozell and other conservative leaders meet with President George H. W. Bush at the White House.



Brent Bozell on CNN's *Crossfire*. — 1992



"Four [MRC] analysts are poring over every word uttered by network journalists this week. They're looking for bias against conservatives, and they find it everywhere they turn the channel. [The MRC's publications] have developed a high-powered readership. 'I read it and digest it,' says NBC's Tim Russert. 'I find it informative.'"

— CONGRESSIONAL QUARTERLY'S
National Convention News, 1992

"The MRC is absolutely vital in helping to make Americans aware that media bias is not some paranoid fantasy, but is a living, breathing fact that distorts the most precious gift we have as a nation -- freedom of the press."

— MARK POWELSON,
former Editor and Publisher,
San Francisco Focus, 1993

NEUTRALIZING LIBERAL MEDIA BIAS

1993

The election of Bill Clinton brings a new dynamic to the media's bias — bias by omission. The MRC's research exposes how the liberal media refuse to report negative news about the Clinton administration.

The MRC publishes the results of a year-long study of how the media portray the economy and free enterprise in the landmark book, *Out of Focus: Network Television and the American Economy*. 1993 also sees the debut of the MRC *Special Reports* — in-depth analysis of issues at the forefront of public debate.

MRC's first *Special Reports* examine the exaggeration of issues that drive billion-dollar government programs and expose entertainment companies' donations to liberal causes.

MRC's staff grows to 20 and the annual budget to \$2.2 million.

1994

Washingtonian magazine profiles MRC President Brent Bozell and names the MRC "the fastest growing media watching outfit around." *Conservative Experts: The RIGHT Spokesmen* is published to address the lack of conservative spokesmen on television. The booklet provides reporters with an impressive roster of policy leaders qualified to discuss the movement's perspective on a wide variety of issues.

MRC also publishes a textbook, *How to Identify, Expose and Correct Liberal Media Bias* by Brent Baker, a primer for grassroots conservatives seeking ways to combat liberal media bias at the state and local level.

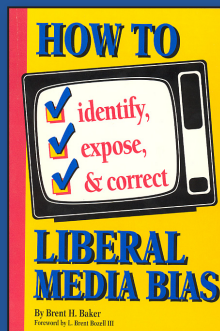
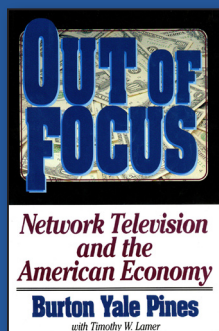
MRC media coverage continues to grow, as 116 magazines, newspapers and newsletters publish MRC research, and MRC spokesmen appear on 106 radio and television talk shows.

1995

The media sink to a new low, eagerly echoing President Bill Clinton's slanderous charge that conservative talk radio was a contributing factor in the Oklahoma City bombing. MRC President Brent Bozell calls the President's bluff, offering to donate \$100,000 to the Democrats' favorite charity if Clinton could name just one national talk show host advocating terrorism against the American people.

To demonstrate the degree to which the press actively advanced the Clinton agenda, MRC releases a study, *Revolving Door Spins More for Clinton Administration than Bush's*, documenting those in the media who had left to assume political positions in each administration.

The MRC also launches its first-ever grassroots membership drive to activate conservatives at a local level.



The 1995 staff of the MRC's News Analysis Division headed by Brent Baker.

Undeniable proof of liberal media bias led to two more of the MRC's revolutionary books.



"The Media Research Center has become essential to anyone who cares how the media shape our opinions and attempt to drive policy and select leaders THEY want, as opposed to what the people want and need."

— CAL THOMAS



"Nobody does a better job than Brent Bozell and his MRC staff on researching and illustrating the rancid leftist bias in our mainstream media."

— NEAL BOORTZ

25 YEARS DOCUMENTING, EXPOSING, AND

1996

www.MediaResearch.org is born, along with *CyberAlert*, the MRC's daily email newsletter. During the election season, the media continue their assault on conservative candidates. The MRC fights back with a \$2.78 million dollar "Tell the Truth!" campaign, an ambitious project designed to neutralize the media's distorted coverage of the presidential race.

In response to the media's attacks against Steve Forbes' flat tax proposal, the MRC holds a press breakfast featuring Forbes and former Rep. Jack Kemp to dispel myths surrounding the popular tax initiative.

MRC also publishes *Pattern of Deception, The Media's Role in the Clinton Presidency*, a look at how the liberal media promoted Bill Clinton's agenda by downplaying or ignoring his many scandals.

1997

MRC celebrates its 10th anniversary by continuing its efforts to generate media coverage about the Clinton fundraising scandals, while exposing the networks' non-coverage of the scandals.

Using all of its resources, including 120,000 hours of archived news footage, MRC issues weekly *Media Reality Check* fax reports, nightly e-mailed *CyberAlerts*, and supplements the publications with daily appearances by MRC spokesmen on television and radio. The campaign succeeds in making the media and their politically motivated non-coverage a national issue, shaming the networks into finally beginning to cover the scandals.

The MRC's impact is also confirmed by a Pew Research Center survey that shows 67 percent of Americans believe news organizations "tend to favor one side," in social and political issues, a 14 point increase from 1985.

1998

MRC analyzes the media's inadequate and slanted coverage of the Lewinsky scandal. ABC's *Nightline* credits the MRC with "breaking the stranglehold of big media corporations."

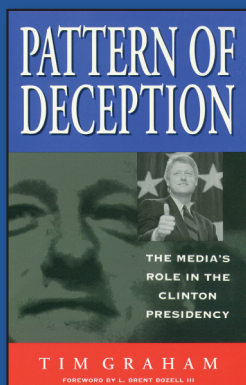
To report the news the liberal media refuse to cover, MRC launches the Conservative News Service, now CNSNews.com. CNSNews.com is groundbreaking, with CNN Interactive naming only CNS when it says, "The 'accelerated news cycle' sped up because breaking news was instantly available via Internet... Specialty Internet news sites were born, such as the Conservative News Service, billed as 'The Right News, Right Now.'"

The MRC adds video and audio clips to the website allowing visitors to see and hear the reporter's biases.

MRC's staff grows to 46 and the annual budget to \$5.6 million.



The MRC launches its first website. — 1996



The MRC's launches an Internet news service dedicated to getting the truth to the American public. — 1998



"...Brent Bozell, who makes a living at, you know, taking us on every night. He's well-organized he's got a constituency, he's got a newsletter. He can hit a button and we'll hear from him."

— TOM BROKAW



"The Media Research Center folks don't give the media hell; they just tell the truth and the media think it's hell."

— BERNARD GOLDBERG

NEUTRALIZING LIBERAL MEDIA BIAS

1999

The MRC turns the “Decade’s Best of NQ” into an Oscar-style ceremony, the “DisHonors Awards: The Decade’s Most Outrageous Liberal Bias.” We are honored to have Justice Clarence Thomas accept an award for media hatred of conservatives on behalf of *USA Today* columnist Julianne Malveaux, who had expressed her wish that Justice Thomas “die of heart disease.”

More than 1.6 million people witness the MRC’s direct attack against the television networks in a full-page advertisement in *The New York Times*, where the MRC slams the networks for ignoring the Clinton Administration’s ties to Chinese espionage.

Other MRC advertisements and *Special Reports* also receive television coverage and make national headlines, including a campaign to expose Bryant Gumbel’s extreme liberal bias.

2000

The MRC maintains its status as America’s leading authority on liberal media bias by making it a national issue in the presidential campaign. Beginning with a *Special Report* reviewing network bias in previous presidential races, *Four Campaigns, Eight Conventions... But Just One Spin*, the MRC provides networks with recommendations on how to present more fair and balanced news coverage of the conventions.

The MRC’s research on the media’s coverage of the election is immediately accessible to talk show hosts nationwide via the special Campaign 2000 website, which is updated at least twice daily with the latest bias on the campaign trail.

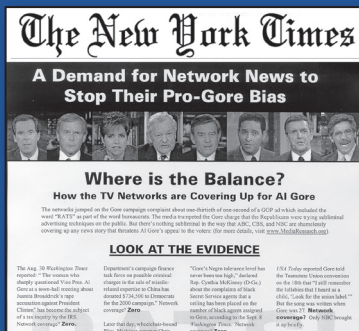
Through the 36-day Florida recount, the MRC’s website attracts an unprecedented number of visitors to view video clips that show the media’s overwhelming pro-Gore bias.

2001

The MRC holds a mock memorial service — attended by 500 people, with eulogies by comedians Jackie Mason and Christopher Buckley — for the most corrupt presidency in history, “The Funeral: A Conservative Celebration of the Death of the Clinton Administration.”

The MRC releases *Dollars & Nonsense: Correcting the News Media’s Top Economic Myths*. It delivers a compilation of essays written specifically for the book by some of America’s greatest free market economists.

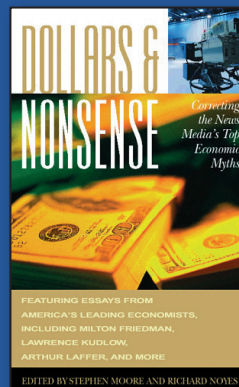
CNSNews.com leads the coverage of key stories relating to events of September 11. They are the first news organization to report on how the 9/11 hijackers prepared for their flights and on plans to change FAA rules to forbid pilots to carry firearms on commercial airliners, fueling a debate over airline security.



MRC runs a series of full-page newspaper ads. — 1999



Brent Bozell on CNN at the Republican National Convention. — 2000



MRC’s vital research and analysis is commonly cited on television, radio, print and online — on a daily basis.



“The MRC is the ultimate source on liberal perfidy... What would we do without NewsBusters? NewsBusters does EVERYTHING for conservatives.”

— ANN COULTER



“Thanks to Brent and the team at the MRC for the great 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

25 YEARS DOCUMENTING, EXPOSING, AND

2002

In addition to round-the-clock coverage of the 2002 mid-term elections, CNSNews.com continues to lead in breaking important news stories, including NPR's slurs against a pro-family organization, which leads NPR to retract the story and apologize.

To conclude the second annual DisHonors Awards roast, the MRC presents a video tribute to network coverage of the September 11th terrorist attacks.

The News Analysis Division produces four Special Reports, three *Media Reality Checks* and numerous *CyberAlerts* on the media's coverage of the War on Terror. Bernie Goldberg, Sean Hannity, and Ann Coulter publish best-selling books, *Bias*, *Let Freedom Ring*, and *Slander* respectively, in which they extensively cite MRC's research to prove left-wing bias in the media.

MRC's budget increases to \$5.6 million.

2003

CNSNews.com reports on the war from Kuwait and Iraq, providing regular reports and on-air correspondents to the nationally syndicated *Michael Reagan Show* and *Janet Parshall's America*.

CNSNews.com's report on early rebuilding efforts in Iraq is used by other news outlets to question the balance of reporting on the war by other news agencies.

As CBS prepares to air a wildly distorted mini-series, *The Reagans*, MRC President Brent Bozell sends a letter to the nation's 100 largest advertisers, asking them to withhold advertising if they agreed it was unfair to portray Ronald and Nancy Reagan dishonestly. The letter results in a public outcry, leading CBS to pull the mini-series.

MRC launches *TimesWatch* to monitor the liberal bias of *The New York Times*.

2004

As the presidential race unfolds, CNSNews.com leads the coverage. They are the first news agency to report on "Rathergate" as well as on the Swift Boat Veterans for Truth.

CNSNews.com hires experts to conclusively prove that Dan Rather and CBS used phony documents in an attempt to discredit President Bush. 2004 also marks the launch of the largest outreach campaign in MRC history, with a goal to reach 50 million Americans each week.

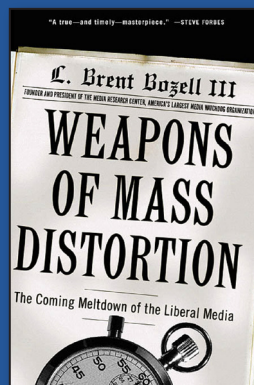
To aggressively promote the "Tell the Truth!" message, MRCAction.org is born — an e-mail campaign targeting grassroots activists and providing them with the means to send messages to the news networks. Brent Bozell's *Weapons of Mass Distortion*, a book documenting the media's liberal bias, is featured in 40 major media outlets.



The MRC's new website to feature exclusive monitoring of *The New York Times*. — 2003



MRCAction.org becomes the hub for grassroots action against liberal media bias.



CNSNews.com is the first to uncover and report on "Rathergate," preserving President Bush's honor and foiling the liberal media's October surprise. — 2004



"Before there were blogs, Drudge, Breitbart and new media, the MRC was doing the media watchdogging few else would do."

— MICHELLE MALKIN



"I'm a big fan and I quote CNSNews.com all the time."

— SEAN HANNITY

NEUTRALIZING LIBERAL MEDIA BIAS

2005

MRC launches NewsBusters.org, which is now one of the most popular conservative blogs. CNN mentions NewsBusters in a story on the influence blogs have on the establishment media; and within 24 hours of its launch, Rush Limbaugh raves, “NewsBusters rocks.” A NewsBusters item about a staged story produced by the *Today* show is the subject of a story by *The Weekly Standard*.

The MRC’s Free Market Project publishes five *Special Reports*, including *Tax & Spin: Five Ways the Media Distort Tax Issues*. CNSNews.com continues to report stories that the liberal media initially ignore, including the fracturing of the AFL-CIO alliance. By year end, more than 115,000 grassroots activists join the MRC Action Team, volunteering to hold the liberal media accountable by writing letters and signing petitions.



MRC’s new blog is welcomed with wide acclaim. — 2005

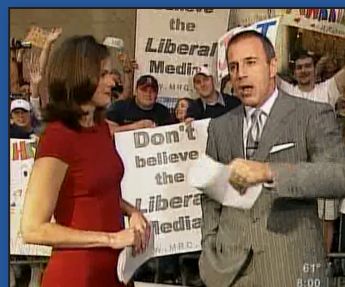
2006

MRC launches the Culture and Media Institute to expose the media’s leftward slant against traditional American values. CMI spokesmen are interviewed by major news outlets, including CNN and *The Washington Post*.

CNN’s Lou Dobbs devotes an entire story to MRC’s Special Report *Election in the Streets: How the Broadcast Networks Promote Illegal Immigration*, and *The Media vs. The War on Terror* is the subject of an editorial in the *Wall Street Journal*.

On the floor of the Senate, Sen. James Inhofe reads portions of the Business and Media Institute’s *Special Report* examining how the media covered the topic of climate change over the past 100 years.

MRC’s staff grows to 54 and the annual budget to \$8.8 million.



With years of proof from the MRC, liberal media bias is viewed as a fact and plays a greater role in the national debate. Activism against bias grows.

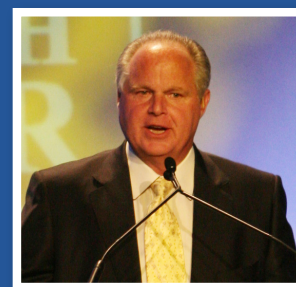
2007

MRC comes to the defense of conservative talk show hosts, including Rush Limbaugh, who are slandered by the radical left-wing and thoroughly dishonest Media Matters and their media allies, appearing on television 16 times; bombarding Congress and the media with letters and e-mails from MRC’s grassroots network; and exposing the lies on MRC’s websites. The MRC Action Team sends more than 4,000 e-mails to *The New York Times*’ public editor, forcing him to admit that the *Times* should not have run a disgusting ad by the George Soros-funded Moveon.org denigrating General David Petraeus as General “Betray us.”

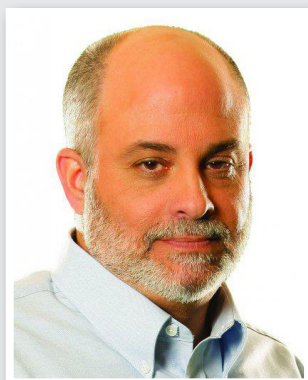
At MRC’s 20th Anniversary Gala, Rush Limbaugh receives the MRC’s first annual William F. Buckley Jr. Award for Media Excellence, honoring conservative leaders who educate millions of Americans via alternative media.



CMI is launched to expose the media’s leftward slant against traditional American values. — 2006



MRC honors Rush Limbaugh with the inaugural William F. Buckley Jr. Award for Media Excellence — 2007



“Many of the compelling stories we talk about on my show come from the MRC’s CNSNews.com. [They] report important news you can’t get anywhere else. One of the news organizations I trust most is CNSNews.com.”
— MARK LEVIN



“The MRC is one of the movement’s biggest success stories. . . a foundational pillar of the conservative movement.”
— AL REGNERY

25 YEARS DOCUMENTING, EXPOSING, AND

2008

While the media had always favored liberal candidates, what transpires in 2008 is unprecedented.

The national news media have a love affair with Barack Obama, openly and shamelessly promoting his candidacy, while going the extra mile to hide his past and shield him from all legitimate criticism. MRC goes to work to neutralize this injustice.

When the liberal media cover up Barack Obama's relationship with radical preacher Jeremiah Wright, CNSNews.com uncovers documents that show just how extreme Wright and his church are.

NewsBusters.org catches MSNBC's Chris Matthews revealing that after hearing Barack Obama speak: "I felt this thrill going up my leg." The now infamous line becomes the symbol of the media's Obama infatuation.

2009

As the liberal media propagandize on behalf of President Obama's leftist agenda, MRC's Special Report, *Cheerleaders for the Revolution: Network Coverage of Barack Obama's First 100 Days*, finds that network coverage endorsed every one of Obama's major policies. In a push to promote ObamaCare, ABC airs a prime time "town hall" discussion on health care.

MRC gets the word out to talk radio and television hosts, who slam ABC for donating prime time broadcasting to an ObamaCare "infomercial." MRC co-hosts a panel discussion featuring Sen. Jim DeMint, Rep. Tom Price, and other experts to provide some alternatives to ObamaCare. The MRC Action team floods ABC News headquarters with phone calls demanding they tell the truth about socialized medicine, reportedly overloading the network's switchboards.

2010

As President Obama's popularity begins to slide amidst high unemployment and an unpopular healthcare bill, MRC zeroes in on the media's desperate campaign to reignite Obama's popularity and destroy his critics. The Tea Party gains electoral traction, and the media's assault on these patriotic conservatives accelerates. MRC now reaches nearly 103 million Americans and MRC Action grows its membership to 500,000, energizing conservatives to hold the media accountable for attempting to rig the midterm elections.

CNSNews breaks stories that gain national traction, including a taxpayer funded National Portrait Gallery exhibit featuring a video of Jesus on a crucifix with ants crawling over him. House Minority Leader John Boehner calls for an investigation and the Smithsonian Institution removes the offensive Jesus video.



NewsBusters' report on Chris Matthews goes viral with the now infamous "Thrill up my leg" quote. — 2008



Exclusive CNSNews.com report generates extensive media attention and produces the Tea Party mantra, "Read the Bill," which is referenced on the House floor. — 2009

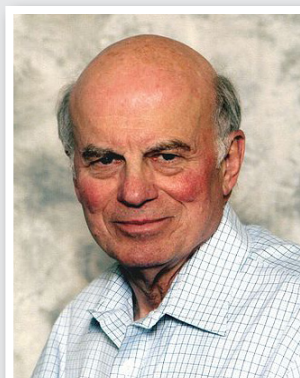


MRC installs high-tech studio to meet the frequent demand for MRC spokesmen on television news shows. — 2009



"The MRC has been a true warrior in defending the Tea Party movement against the relentless attacks and distortions by the liberal press."

— JENNY BETH MARTIN,
Co-Founder,
Tea Party Patriots



"Without the MRC for the past 25 years, the misstatements, lies, and distortions of the mainstream media would mostly have gone uncorrected and, therefore, accepted as truth by an unsuspecting public."

— RICHARD VIGUERIE

NEUTRALIZING LIBERAL MEDIA BIAS

2011

As the 2012 campaign kicks off, MRC analysts document how the broadcast network morning shows pound the GOP challengers with hostile left-wing questions; four years earlier, the MRC found 2008 Democratic challengers were treated to ideologically-friendly questions.

MRC finds that by an 8-1 margin the media disgracefully link conservatives to the Tucson shooting, and documents how they ignore hateful anti-Scott Walker signs at protests in Wisconsin.

BMI publishes the first Soros Report, which finds that the left-wing billionaire had spent \$52 million to fund 180 liberal media outlets across America.

MRCTV exposes Occupy Wall Street's (OWS) fringe radicalism, and MRC exposes the double standard of the media's admiration for OWS in

stark contrast to their contempt for the Tea Party.

Throughout the debate over raising the nation's debt ceiling, MRC spotlights the media's dishonest narrative, documenting how networks are more than three times as likely to blame Republicans.

In keeping with its mission to monitor and neutralize the liberal media's attacks on traditional values, MRC's Culture and Media Institute releases a special report *Baptism by Fire* exposing the liberal media's attacks against the religious beliefs of Republicans, while hypocritically praising the faith of left-wing Democrats.

In the lead up to the Supreme Court's hearings on ObamaCare, CNSNews.com breaks the story that when she was President Obama's Solicitor General, Supreme Court justice

Elena Kagan emailed a leftist Harvard law Professor to celebrate ObamaCare's passage. While the networks predictably ignore this important story because it strengthened the case for why Ms. Kagan should recuse herself from the case, other media outlets, including Fox News and *Drudge Report*, spotlight this bombshell.

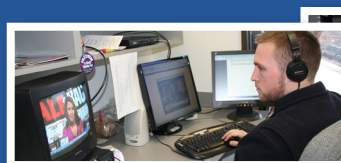
In a show of MRC's impact on the conservative grassroots, MRC Action generates over 8 million citizen actions, mobilizing citizens to fight the liberal media's dishonest reporting on the debt ceiling and other major issues.



MRC exposes liberal media's nonstop support of Occupy Wall Street movement.



CNSNews.com's exclusive report on Elena Kagan's support of ObamaCare jeopardizes her nomination to the Supreme Court and makes national headlines.



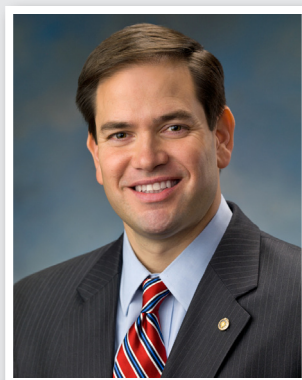
MRC's grassroots army grows to more than 500,000 activists.



Fully digital and state-of-the-art, the MRC records and analyzes more than 650 hours of news programming per week.



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



"Media Research Center is an important force in holding the media accountable."
— SENATOR MARCO RUBIO (R-FL)

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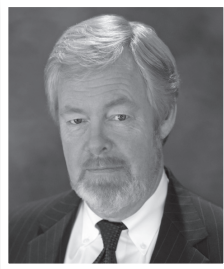
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LETTER FROM THE CHAIRMAN OF THE MRC BOARD OF TRUSTEES



Dear Friends of the MRC,

We predicted that the media would pull out all the stops in order to help President Obama win reelection. As this Annual Report illustrates, they did just that.

The Media Research Center documented and exposed every instance of media bias, holding the liberal media accountable for censoring the Fast and Furious investigation, the Benghazi scandal, and the lawsuits filed by 43 Catholic organizations against an unconscionable ObamaCare mandate that grossly infringed on religious liberty, just to cite a few examples. We made liberal media bias a national issue in the public conversation.

Did we succeed? One national poll tells us an important story: a full 22.8% of Romney voters would have voted for Obama had they believed the liberal media. That would have given the incumbent a massive landslide and a clear mandate to promote a radical second term agenda.

Only a campaign as ambitious as *"Tell the Truth!"* 2012 could have exposed the leftist media's efforts to rig the elections, and while the MRC prevented the media from guaranteeing a liberal landslide, it is painfully clear that we conservatives have our work cut out for us. We cannot rest. We must re-double our efforts. This year conservatives face an even greater challenge as the so-called "news" media work on behalf of the Obama Administration's efforts to consolidate power and implement its leftist agenda. Because the very fate of our Republic is at stake, I earnestly hope you will be with us in the fight against the liberal media in 2013.

Sincerely,

Dr. Seymour Fein

Chairman of the MRC Board of Trustees

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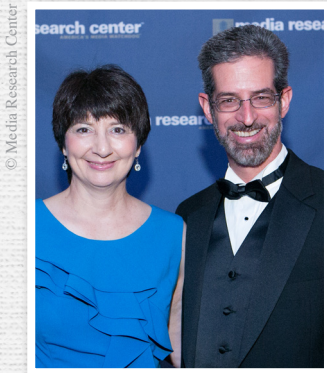
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Maranatha Foundation Inc.	Sarah Scaife Foundation	Vanberg Family Foundation
Marlin Oil	John and Kathleen Schneider Family Foundation	Virginia H. Deane Trust
Massie Clarke Dev	The William C. and Cindy L. Scott Foundation	W.R. Burgess Foundation
Matey, Inc.	Prewitt and Valerie D. Semmes Foundation	Webco Industries, Inc.
The Amy Shelton McNutt Charitable Trust	Shapiro & Swertfeger	Weekley Properties
Selby and Richard McRae Foundation	The Shepherds Hand	Whitcomb Charitable Foundation
McWethy Foundation	Sivyer Survivors Trust	WINREP Foundation
Mechanical Contractor of Gainesville Inc.	Thomas W. Smith Foundation	Sam E and Burnice C Wittel Foundation
The Melin Family Foundation	Sonitrol	Wold Corp.
The Dorothy D. and Joseph A. Moller Foundation		The Woodhull Family Foundation
Mosher Family Foundation		Wirt A. Yerger, Jr. Foundation, Inc.
		Zwick Foundation

THE MRC LEGACY SOCIETY



Steve and Raffaella Feinstein
Legacy Society Co-Chairs

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 2012, Steve and Raffaella Feinstein of Foxborough, MA were named Co-Chairs of the MRC's Legacy Society.

For more information on how to join the MRC's 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
Tom & Carol Culbertson
Margaret Davenport
Harold Dorough
Dan Fairey
Worth Farrington
Walter R. Fraser
Ellen Geheb
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
Barbara DeSpain
Steve and Raffaella Feinstein



Harold Huggins
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.*

THE MRC TEAM



News Analysis Division — (Seated L to R): Brent Baker, Rich Noyes, Geoff Dickens, Ken Shepherd, Tim Graham, Matt Hadro, Matthew Balan, Scott Whitlock; (Standing L to R): Kyle Drennen and Brad Wilmouth; Michelle Humphrey (not pictured).



CNSNews.com — (Standing L to R): Liz Harrington, Craig Millward, Craig Bannister, Patrick Burke, Terry Jeffrey, Susan Jones, Michael Chapman, Matt Cover, Gregory Gwyn-Williams, Jr., Christopher Goins; (Seated L to R): Melanie Hunter, Penny Starr, Pete Winn, Fred Lucas and Eric Scheiner



Development and Administration — (Standing L to R): Melissa Lopez, Jessica Liimatta, Kirk Henderson, Cheryl Michener, Robyn Stiles, Thom Golab, Lawrence Gourlay, Christian Robey, Rhiana Wilks, (Seated L to R): David Martin, James Nolan, Jamie Sullivan, David Bozell and Lauren Merz; Marty Waddell (not pictured)

The MRC produces and distributes a massive amount of material each day. From news analysis and content for the alternative media, to investigative reporting and news reports, to commentary on popular culture issues, the MRC's dedicated team leaves no stone unturned in their drive to expose and neutralize liberal media bias.



Business and Media Institute / Culture and Media Institute — (L to R): Mike Ciandella, Kathryn Yoder, Dan Gainor, Matt Philbin, Liz Thatcher and Julia Seymour



Information Systems — (L to R): Jacob Yeager, Joshua Cabana and Eric Pairel; Steve Edwards (not pictured)



Marketing/MRCTV — (Standing L to R): Scooter Schaefer, Eugene Slaven, Corwin Parks, Jeff Miklos, Dan Joseph, Joe Schoffstall, (Seated L to R): Stephen Gutowski, Ed Molchany, Bob Parks and Dyana Hua

DEVELOPING TOMORROW'S LEADERS

MRC is committed to equipping young conservatives with the skills and knowledge they need to help shape the conservative movement for decades to come. Given academia's hard-left slant, it is critical for pro-liberty organizations to arm young conservatives with the ideas and strategies required to counter left-wing activism on college campuses and at the grassroots level.

That's why each trimester for more than twenty years the MRC's Youth Education and Internship Program (YEIP) has offered our nation's most promising conservative students an intensive on-the-job education in news analysis, journalism, marketing, and fundraising.

MRC interns play an integral role in helping to advance both the mission of the MRC and the conservative cause. They function as Capitol Hill reporters for CNSNews.com, write articles for NewsBusters, BMI, and CMI, shoot video for MRCTV, contribute to Special Reports, and develop surveys and marketing campaigns.

In 2012 the MRC had its strongest crop ever. MRC's 43 interns had a wide-ranging impact on neutralizing left-wing media bias. In addition to scoring dozens of *Drudge Report* hits, thus reaching tens of millions of readers,



SPRING 2012 INTERNS — (L to R): Thomas Cloud, Patrick Burke, Kathryn Yoder, Gregory Gwyn-Williams, Christopher Goins, Elizabeth Harrington, Josh St. Louis, Kyana Rubinfeld, Jeffrey Meyer, Alicia Powe



SUMMER 2012 INTERNS — (L to R Back Row): Matt Vespa, Alicia Powe, Patrick Burke, David James, Jonathan Street, Jeffrey Meyer, Scott Robbins, John Bates, Ryan Robertson, William Ruffin (L to R Front Row): Gabriella Hoffman, Sabrina Gladstone, Kendra Alleyne, Amanda Swysgood, Kelly McGarey, Kathryn Yoder, Kathleen Burch, Taylor Hughes, Taylor Bricker, Paul Wilson; Christopher Goins, Lillian Smith (not pictured).



FALL 2012 INTERNS — (L to R Back Row): Matt Vespa, Jonathan Street, Ryan Robertson, Jeffrey Meyer, Ian Hanchett, (L to R Front Row): Taylor Bricker, Kathryn Yoder, Kathleen Crowley, Paul Wilson; Craig Millward, Patrick Burke, David James, Christopher Goins (not pictured).

here are some examples highlighting the meaningful role interns played across every MRC department throughout the year:

MRCTV interns Alicia Powe and Kathryn Yoder caught DNC Chair Debbie Wasserman Schultz in a lie after she denied on camera having said that the GOP was trying to return to the “days of Jim Crow.” Many prominent programs played the intern-shot video, including *The O'Reilly Factor*.

CNSNews.com intern Elizabeth Harrington's article reporting Debbie Wasserman Schultz's accusation that Romney and the GOP were waging a “war on women” was picked up by *The Washington Times*, Fox Nation, and *National Review*.

BMI/CMI intern Paul Wilson's articles covering a wide variety of economic and cultural issues have been linked to *The Washington Times*, *Time* magazine, *The Wall Street Journal*, and a number of other notable media outlets.

Many MRC interns go onto successful full-time careers with the MRC. Many others join other prominent conservative organizations or political campaigns, leveraging their MRC experience to help advance conservatism in a variety of unique ways.

FINANCIAL REPORT

STATEMENT OF ACTIVITIES*

For the Year Ended December 31, 2012

REVENUE AND SUPPORT	Total 2012
Contributions	14,921,809
Interest/Investment	811,435
Rental and Other	482,293
Total Revenue and Support	\$16,215,537

PROGRAM SERVICES EXPENSES

News Analysis Division (Includes TimesWatch and NewsBusters)	4,101,279
CNSNews.com	3,081,395
Business and Media Institute	1,321,729
Culture and Media Institute	962,680
Grassroots	980,869
MRCTV	738,668
Youth Education & Intern Program	247,250
Total Program Services	\$ 11,433,870

SUPPORT SERVICES

Resource Development	2,838,083
General and Administrative	774,387
Total Support Services	\$3,612,470

Total Expenses 15,046,340

Change in Net Assets 1,169,197

Net Assets – Beginning Jan. 1, 2012 10,242,371

Net Assets – Ending Dec. 31, 2012 \$11,411,568

STATEMENT OF FINANCIAL POSITION*

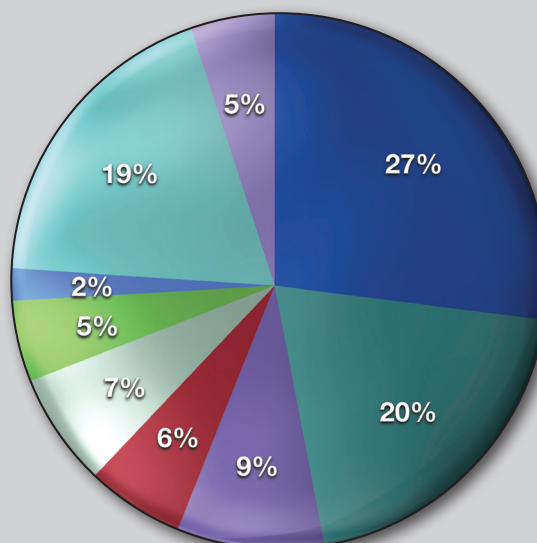
December 31, 2012

ASSETS	Total 2012
Current Assets	
Cash and Cash Equivalents	879,512
Contributions Receivable	206,500
Deposit	52,920
Prepaid and Other	49,988
Total Current Assets	\$1,188,920
Investments	8,260,537
Investment – Deferred Compensation	466,435
Property and Equipment (Net of Accumulated Depreciation and Amortization)	2,962,852
Total Assets	\$12,878,744

LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts Payable	236,670
Accrued Expenses	266,854
Deferred Revenue	50,000
Deferred Compensation Liability	237,416
Deferred Annuity Payment Revenue	326,236
Real Estate Loan	350,000
Total Current Liabilities	\$1,467,176
Net Assets Unrestricted	\$11,411,568
Total Liabilities and Net Assets	\$12,878,744

* 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



A TESTIMONIAL

KEN AND BEV CLAUSEN

DENVER, COLORADO

.....

Ken and Bev Clausen were fed up. For years, they'd watched in horror as the three broadcast networks — ABC, NBC, and CBS — and newspapers such as the *The Denver Post* moved increasingly leftward.



The so-called “news” had become nothing more than leftist propaganda. The media weren’t reporting news in a balanced way. Instead, they advanced a liberal agenda and attacked conservatives. “We were extremely frustrated,” Ken recently told us. “But we didn’t know what to do about it.”

His wife Bev added, “Then one day we received a letter from the Media Research Center explaining how they expose and counter left-wing media bias. The letter went on to say that because MRC doesn’t receive any money from the government like PBS and NPR, they rely exclusively on charitable contributions from individuals and foundations.

MRC asked us to join the cause of fighting liberal media bias. We were thrilled that such an organization existed and jumped at the chance. We’ve been with them ever since.”

Ken and Bev Clausen made their first gift to the MRC in 2010. In 2011, they signed up to make an automatic monthly gift: “We support several different groups and were writing dozens of checks each year. Our year-end statements were several pages long! What’s more, we travel a lot. Writing all those checks became too much of a hassle, so we signed up for automatic debit. Each month, the MRC debits \$100 from our checking account. Supporting the MRC’s important mission is now incredibly easy. It saves time and it’s 100% safe. Our year-end statements are shorter and we gain peace of mind knowing that the MRC receives our donations toward holding the liberal media accountable each month, even while we are away from home.”

Ken, a retired engineer and proud owner of a private pilot’s license, and Bev, a semi-retired professional sculptor, are among the thousands of MRC supporters who take advantage of the automatic monthly giving program. Signing up is easy and if for whatever reason you want to stop automatic withdrawals, just give us a call and we’ll update your account right away.

Ken and Bev are also proud to help fund the MRC’s CNSNews.com division, a news outlet that reports news the liberal media refuse to cover. “When I read it on CNSNews, I believe it,” Bev says.

By signing up for the MRC’s monthly giving program, Ken and Bev tell us they are receiving less mail and saving time, all while knowing that they’re playing an important role in holding the liberal media accountable for misleading the American people.



media research centerTM
AMERICA'S MEDIA WATCHDOGTM

325 South Patrick Street
Alexandria, Virginia 22314
(703) 683-9733

www.MRC.org
www.NewsBusters.org
www.CNSNews.com
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.

