DON'T BELIEVE THE LIBERAL MEDIA!
TellTheTruth2012.org

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
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,

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 successful at making media bias a national issue that the “Don’t Believe the Liberal Medial!” 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 Medial!” 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, 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!”

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

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


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.
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.
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.

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

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

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.


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 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.
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.

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.
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.

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

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.
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 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 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.

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. 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.

But on the day that the House Committee for Oversight and Government Reform voted to hold 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.

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.

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.”

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
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.


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 [Benghazi] 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.

“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
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.


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.
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.

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

A series of MRC web videos exposed media efforts to cover up administration scandals like Solyndra.
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.
466,800 Hours of Video News Archived
... the largest television news archive in the world

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

414,644 E-Newsletter Subscribers
... signed up to receive MRC’s daily, weekly, bi-weekly or monthly email newsletters

12.6 Million Video Views
... on MRCTV – The MRC’s video sharing website

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

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”

186,363 Bumper Stickers
... mailed to petition signers or handed out at rallies

62 Full-Time Staff
... monitoring, analyzing, and reporting the most serious examples of media bias 24/7/365
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.
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 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.

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.
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.
Awards ~ Through the Years

Stephen Moore
Andrew Klavan
Michael Reagan
John Fund
David Limbaugh
Midge Decter
Mark Levin
Zell Miller
Al Regnery
G. Gordon Liddy
Lucianne Goldberg
Brit Hume
Neal Boortz
Tom Cobert
Tom Tancredo
Hon. Mike Pence
Hon. Steve King
Hon. Jim Cramer
Hon. Jeane Kirkpatrick
Ken Cribb
Michelle Malkin
T. Boone Pickens
Ward Connerly
Sam Donaldson
Ken Cuccinelli
Christopher Morely
William Rusher
Ann Coulter
Charlie Daniels
Tony Snow

(All photos are property of the Media Research Center and may not be used without permission.)
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 organizations 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 policymakers, 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.

“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
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.

“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
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.
“...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
“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

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

— ANN COULTER
25 YEARS DOCUMENTING, EXPOSING, AND NEUTRALIZING LIBERAL MEDIA BIAS

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.

28 • 2012 MEDIA RESEARCH CENTER
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.

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.

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.

“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
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, Cheering Leaders 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.

“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
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.
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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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*Continued on page 34*
Continued from page 33

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Eberle Associates, Inc.  
The Edgerly Foundation  
Eric Javits Family Foundation  
The Esseff Foundation  
Family Research Council  
Fareway Stores, Inc.  
The Lundy Fetterman Family Foundation  
Lynn and Foster Friess Family Fund  
For America Inc.  
The Fund for American Studies  
The G.A.F. Foundation  
Gardner Grout Foundation  
Garvey Kansas Foundation  
The George's Family Foundation  
GLACS Endowment Fund  
GM Ridge Corp  
Patricia and J. Harvey Graves Foundation  
Dian Graves Owen Foundation  
Griffith Interests  
The Guetz Foundation  
Guggenheim Brothers  
Harris Media LLC  
Henry E. Haller, Jr. Foundation  
Hanson Family Foundation  
Hayden Foundation  
Ralph and Lois Hendricks Family Charitable Fund  
Heritage Foundation

Continued on page 36
FOUNDATION AND CORPORATE SUPPORT

Hickory Foundation
Glen and Gloria Holden Family Foundation
The Holman Foundation Inc.
Horned M Ranch
Barbara N. & Don N. Howell Foundation
Howell Family Foundation
International Health Foundation
J.J.C.T.M. Foundation
The Jackson Family Foundation
Jalapeno Corporation
Johnsonville Foods
John P. Kavooras Charitable Trust
A.P. Kirby, Jr. Foundation
F.M. Kirby Foundation, Inc.
Kistler O’Brien Fire Protection
Koret Foundation
Lawrence Direct Marketing
Let Freedom Ring
Lindemann Well Service, Inc.
Loeb Partners
The Edward A. and Catherine L. Lozick Foundation
Luckie/Birmingham, Inc.
Maranatha Foundation Inc.
Marlin Oil
Massie Clarke Dev
Matey, Inc.
The Amy Sheldon McRutt Charitable Trust
Selby and Richard McRae Foundation
McWethy Foundation
Mechanical Contractor of Gainesville Inc.
The Melin Family Foundation
The Dorothy D. and Joseph A. Moller Foundation
Mosher Family Foundation
National Organization for Marriage
New Era Cleaners
Olympus Imported Auto Parts Corp.
The Page Foundation
The Charles Maxfield and Gloria F. Parrish Foundation
Gary J. Pasquini Family Trust
Patridge Knoll
The Robert S. and Star Pepper Foundation, Inc.
Pioneer Gasket Company, Inc.
The Mark C. Pope III Foundation
The Edgar and Elsa Prince Foundation
R. K. Mellon Family Foundation
The Radley Family Foundation
Register & Co., PA
The Charles & Catherine B. Rice Foundation
Richard & Mary Ellen Reuling Charitable Fund
The Richard Norman Company
Roberts Family Foundation
The Rothschild Charitable Foundation, Inc.
Arthur N. Rupe Foundation
The Ryan Foundation
Same Line Foundation, Inc.
Sarah Scaife Foundation
John and Kathleen Schneider Family Foundation
The William C. and Cindy L. Scott Foundation
Prewitt and Valerie D. Semmes Foundation
Shapiro & Swartfeger
The Shepherds Hand
Sivyer Survivors Trust
Thomas W. Smith Foundation
Sonitrol
The Diana Davis Spencer Foundation
St. Anthony Foundation
State Policy Network
Herbert and Peggy Stockham Family Foundation
Roger and Susan Stone Family Foundation
Stuart Family Foundation
Susan B. Anthony List
Tea Party Patriots
John Templeton Foundation
Thank Heaven Foundation
Thompson Realty Company
Three Rivers Group, Inc.
TKBW Foundation Trust
Townhall
Triad Energy Corporation
Trizm Services, Inc.
The True Foundation
The Trzcinski Foundation
Daniel P. and Grace I. Tully Foundation
Ed Uihlein Family Foundation
Urban Projects, Inc.
Valis Associates
Vanberg Family Foundation
Virginia H. Deane Trust
W.R. Burgess Foundation
Webco Industries, Inc.
Weekley Properties
Whitcomb Charitable Foundation
WINREP Foundation
Sam E and Burnice C Wittel Foundation
Wold Corp.
The Woodhull Family Foundation
Wirt A. Yerger, Jr. Foundation, Inc.
Zwick Foundation
The MRC Legacy Society

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 Geheeb
- Cecila Giebutowski
- Stuart Gorin
- Mr. and Mrs. Edwin Hawxhurst
- Richard Helmick
- Paul and Mary Hertenstein
- Rose Janka
- Martha Jones
- Thomas F. Linnen
- Dae Miller
- Joe E. Neiderheiser

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

**Bequest**

- Eugene Allen
- Margaret Brosmer
- Jim and Melissa Emery
- 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 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.
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, 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 Financial Position**
*December 31, 2012*

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

**Liabilities and Net Assets**

| Total Liabilities and Net Assets | $12,878,744 |

| Total Current Liabilities | $1,467,176 |
| Net Assets Unrestricted | $11,411,568 |

| Change in Net Assets | 1,169,197 |

**Statement of Financial Support**

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>Total 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>14,921,809</td>
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<tr>
<td>Interest/Investment</td>
<td>811,435</td>
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<tr>
<td>Rental and Other</td>
<td>482,293</td>
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<tr>
<td>Total Revenue and Support</td>
<td>$16,215,537</td>
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</table>

<table>
<thead>
<tr>
<th>Program Services Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>News Analysis Division</td>
<td>4,101,279</td>
</tr>
<tr>
<td>(Includes TimesWatch and NewsBusters)</td>
<td></td>
</tr>
<tr>
<td>CNSNews.com</td>
<td>3,081,395</td>
</tr>
<tr>
<td>Business and Media Institute</td>
<td>1,321,729</td>
</tr>
<tr>
<td>Culture and Media Institute</td>
<td>962,680</td>
</tr>
<tr>
<td>Grassroots</td>
<td>980,869</td>
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<tr>
<td>MRCTV</td>
<td>738,668</td>
</tr>
<tr>
<td>Youth Education &amp; Intern Program</td>
<td>247,250</td>
</tr>
<tr>
<td>Total Program Services</td>
<td>$11,433,870</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Support Services</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource Development</td>
<td>2,838,083</td>
</tr>
<tr>
<td>General and Administrative</td>
<td>774,387</td>
</tr>
<tr>
<td>Total Support Services</td>
<td>$3,612,470</td>
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</tbody>
</table>

| Total Expenses | 15,046,340 |
| Change in Net Assets | 1,169,197 |

*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*
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.
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.

325 South Patrick Street
Alexandria, Virginia  22314
(703) 683-9733
www.MRC.org
www.NewsBusters.org
www.CNSNews.com
www.MRCTV.org