



**Battle Tested.
Battle Ready.**

2015 ANNUAL REPORT

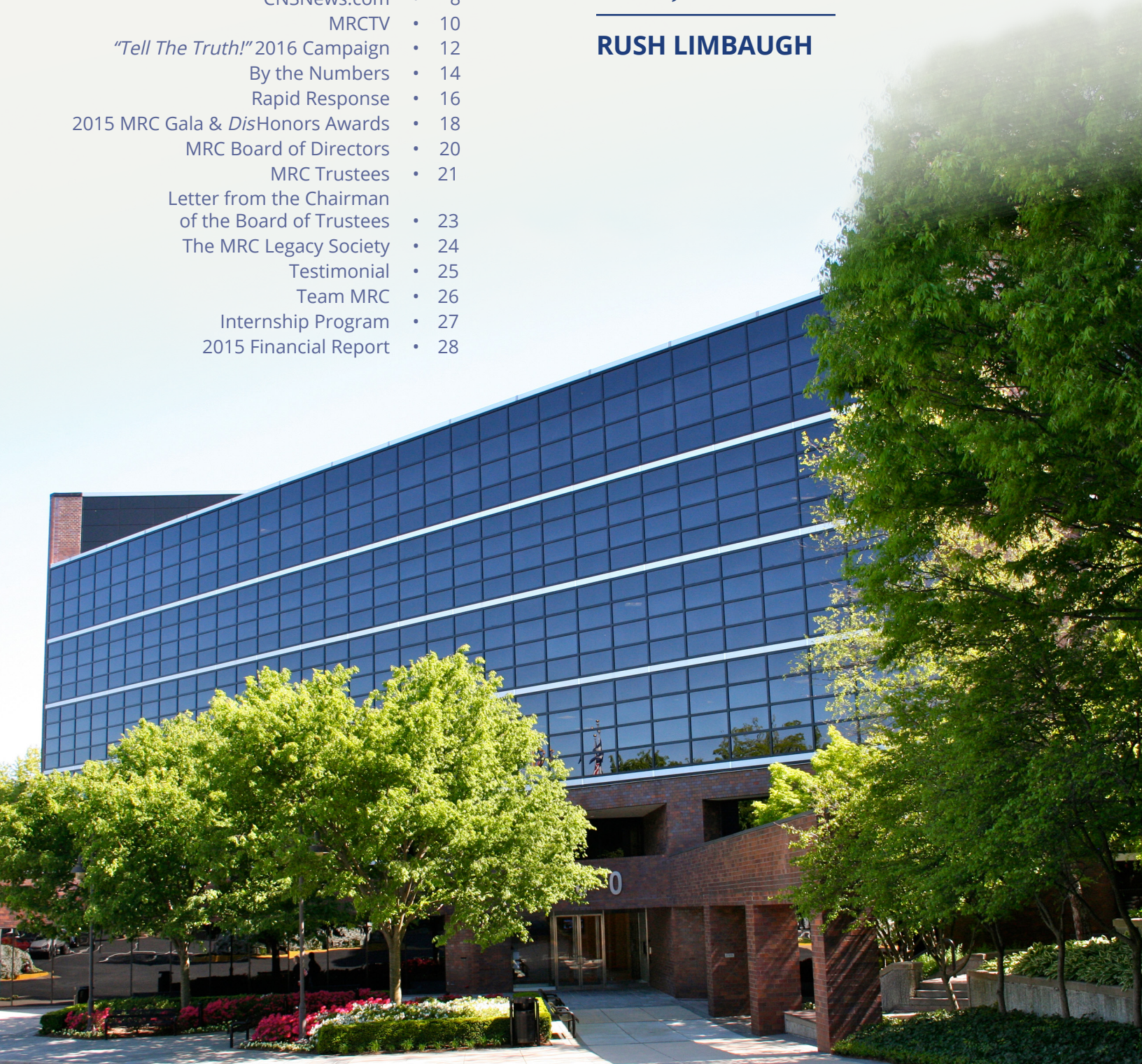


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*"That's the real value to me of
the Media Research Center...
They are devoted to finding
the flaws, the lies, the bias.
To me, it's invaluable."*

RUSH LIMBAUGH



Dear Friends of the MRC,

I was doing a radio interview the other day and the host asked an interesting question: “Everyone now knows the news media have a liberal agenda because of the MRC. Do you feel you’ve succeeded?” I answered yes and no. Yes, a majority of Americans now understand this reality, and the Media Research Center deserves the credit, but still all Americans don’t understand this. More to the point, the liberal slant continues, as does a more pernicious bias: the bias by omission, where stories are censored by the press if they adversely impact the liberal agenda. The left never rests — and neither do we.

This 2015 Annual Report is the evidence behind that statement. You’ll find here a vast array of programs and projects, all interweaving, each designed to affect the public conversation. So how is it all put together?

Every December, the entire organization is disassembled. Department heads, working with our Executive Vice President, examine each moving part — there are literally hundreds — asking the question: Is it working as it should? If the answer is in the affirmative, it’s left alone. If we conclude the action is no longer necessary to advance our mission, it’s terminated. If it’s working but needs improvement, that’s addressed. Finally, we look for new opportunities, be they technological breakthroughs or operational initiatives, to increase our effectiveness. Once this exhaustive exercise is completed, the organization is re-assembled, presented to me, and I make the final adjustments and decisions. How thorough is this process? The 2016 Strategic Plan for the MRC is 58 pages long — and that’s just the outline.

Next, the budget is prepared. We review the numbers for the year concluded, both operational and capital costs, then adjust the numbers to factor in the new initiatives for the new year. Simultaneously, our Vice President for Development is exploring all possible sources, working with the development teams assigned to them, to determine exactly what we believe we can raise. When this is concluded, it is matched against the proposed budget. There is always a shortfall because of operational demands. We postpone what we can, but if a new initiative is in our opinion critical to our efforts, we keep it in the budget.

And then we come to you, hat in hand. We are fortunate you’ve been there to make this work a reality.

Sincerely,



L. Brent Bozell III
Founder and President



News Analysis Division

MRC's News Analysis Division (NAD) remains the cornerstone of the MRC's work to document, expose, and neutralize the national news media's liberal bias.

The centerpiece of NAD is the NewsBusters blog, which averaged about 240,000 page views daily in 2015. In February, after a *Stars & Stripes* reporter caught *NBC Nightly News* anchor Brian Williams lying about coming under fire in Iraq 12 years earlier, NewsBusters bloggers jumped into action, immediately uploading MRC archive video of Williams's original 2003 report. During the next ten days, MRC aggressively covered the Williams story, posting over one hundred items to NewsBusters, while MRC executives appeared on national television night after night to keep up the pressure on NBC not to sweep Williams's lies under the rug.

NAD's extensive documentation of the Williams scandal, coupled with an aggressive earned media blitz and the MRC's vaunted grassroots and social media apparatus, helped force NBC's hand and led to Williams's permanent removal as anchor of *NBC Nightly News*.

In May, news broke that ABC anchor George Stephanopoulos had failed to disclose donations he made to the Clinton Foundation. NewsBusters aggressively covered this conflict of interest story, posting more than 30 items over the next six days. NewsBusters Executive Editor Tim Graham appeared on Fox Business Network's *Varney & Co.* and several radio shows to make the case that the American people could not trust Stephanopoulos to report objectively on the presidential campaign. When the *Good Morning America* co-anchor was finally forced to apologize, the NewsBusters blog post was picked up by the *Drudge Report* and the *National Review*.

NAD's comprehensive reporting on the Williams and Stephanopoulos scandals, supported by a PR campaign to discredit the two anchors, demonstrated MRC's unmatched ability to integrate core research on the news media with effective marketing, social, and earned media campaigns.

334,000 ▶ *CyberAlert* e-newsletter subscribers
2.5 Million ▶ NewsBusters Facebook fans
154,000 ▶ Twitter followers
576,000 ▶ Hours of video news recorded



On Fox's *Varney & Co.*, NewsBusters executive editor Tim Graham exposes ABC's George Stephanopoulos's hypocrisy and conflict of interest in donating \$50,000 to the Clinton Foundation.



Brent Baker, Vice President of News Analysis, leads a planning session with NewsBusters staff in advance of a key presidential debate



BIAS BY THE MINUTE™

The newest innovation at MRC's News Analysis Division (NAD) is "Bias by the Minute," launched in 2015. With "Bias by the Minute," the MRC now has a custom-built database with a dedicated research analyst to quickly generate quantitative data on media bias.

"Bias by the Minute" has already proven to be a huge success. The first report documented how in April the networks aired six times more coverage of allegations of police misconduct than the growing ISIS terror threat. This MRC report was immediately picked up by Fox News host Bill O'Reilly, who spent an entire segment talking about its implications with FNC's Brit Hume before a national television audience.

"Bias by the Minute" scored another victory with a study published by MRC Culture in early August. A host of media outlets — including the *Drudge Report*, *Washington Examiner* and Fox News — cited new statistics showing how broadcast networks deliberately gave the horrific Planned Parenthood scandal a mere 20 minutes of coverage on their morning and evening shows, while never showing any of the shocking video.

As part of MRC's "Tell the Truth!" 2016 effort, "Bias by the Minute" is tabulating detailed statistics on various elements of the presidential campaign. MRC President Brent Bozell appeared on the Fox Business Networks' *Varney & Co.* in August to talk about the statistics MRC generated, documenting the networks' dramatic under-reporting of Hillary Clinton's e-mail scandal and exposing a deliberate censorship of the news.

In August, "Bias by the Minute" tabulated how the networks devoted 72 percent of their GOP campaign coverage to Donald Trump, to the near-exclusion of other conservative candidates. These statistics were picked up by the Fox News Channel, the Fox Business Network, and a host of other news outlets, and were a main topic when NewsBusters executive editor Tim Graham appeared on C-SPAN's *Washington Journal* to discuss media coverage of the campaign.

Similarly, when a NewsBusters blogger in January caught NBC correspondent Ayman Mohyeldin smearing the late Iraq War hero Chris Kyle as a "racist" who went on "killing sprees," the video evidence was posted in just over an hour. The NewsBusters blog, quickly picked up by the *Drudge Report*, formed the basis of a social media campaign that alerted tens of millions of Americans to Mohyeldin's hateful rhetoric, including via appearances on several Fox News Channel prime time programs.

Laying the Foundation for 2016

To lay the foundation for the MRC's massive "Tell the Truth!" 2016 campaign (see page 12), NAD published a

series of reports timed to the announcement of the major conservative GOP presidential candidates, documenting how each had been attacked by the media in the past. These became key products that alerted voters to the media's anti-conservative hostility at the outset of the campaign, significantly undermining journalists' ability to drive a biased narrative.

NAD also closely tracked media coverage of Hillary Clinton's e-mail and private server scandal, generating unique quantitative analysis demonstrating the media's precipitous loss of interest in this serious scandal. An April MRC *Media Reality Check*, "How the Broadcast Networks Have Deleted

Continued on page 4

Hillary's E-Mail Scandal," for example, documented that in the wall-to-wall TV coverage of Hillary Clinton's campaign roll-out, the ABC, CBS, and NBC evening and morning news shows gave the e-mail scandal fewer than four minutes of coverage. NAD also showed that coverage of the scandal had dropped by more than 93 percent from when it broke in early March.

As Republicans and Democrats took to the debate stage, NAD dispatched analysts to watch and report any bias in real time, both on the NewsBusters blog and via social media. This "war room" strategy proved hugely effective the night of CNBC's GOP debate, when the moderators exhibited not just bias, but an unprecedented level of disdain for the candidates. Even as the debate was unfolding, MRC President Brent Bozell and other MRC staff used social media networks like Twitter to make CNBC's unprofessionalism and bias a major national story in real time.

In 2015, NAD accelerated its long-term project to transfer its degrading VHS material to digital MP4 video files. Due to the large volume of material to be transferred — approximately 30,000 VHS tapes — the project, which is critical to improving NAD's access and preserving the material for future use, is expected to take several years to complete.

NewsBusters and Managing Editor Honored in 2015

At the annual *Blog Bash* hosted by the Conservative Political Action Conference (CPAC) in February, NewsBusters managing editor Ken Shepherd was honored as the "Best Non-Profit Blogger" of 2014, as selected by the 400 members of the National Bloggers Club.



Ken Shepherd, managing editor of NewsBusters

Then, in March, NewsBusters was tapped by NewsMax as #8 on a list of the top 50 conservative blogs of 2015: "With all the resources of Brent Bozell's Media Research Center at its disposal, NewsBusters watches the mainstream media's every move and skewers its chronic bias, sloppiness, inaccuracies, and even outright deceit."



In 2015, MRC's NewsBusters blog celebrated its 10-year anniversary. Launched in 2005, when blogs were a relatively new phenomenon, NewsBusters brought the work of the Media Research Center to a previously untapped audience. During the first eleven months of 2015, NewsBusters had more than 22 million unique readers, making it a powerhouse among conservative blog sites.

To cite just one of many examples of its impact in 2015, a NewsBusters report on NPR's Washington affiliate host Diane Rehm serving as the star attraction at fundraising dinners for an assisted-suicide lobbying group led NPR to force Ms. Rehm to stop appearing at these highly controversial fundraisers.

The official tenth anniversary celebration for NewsBusters was held in August at The Hamilton restaurant in Washington, D.C. The event featured the inaugural "Noel Sheppard Media Blogger of the Year Award," named after the late Noel Sheppard, who long served as the site's Associate Editor. Noel passed away from cancer in March of 2014, and the award bearing his name is given to a conservative writer "who best reflects the spirit of Noel Sheppard's energetic blog postings in pursuit of exposing the news media's liberal political agenda."

The 2015 winner was *The Federalist's* senior editor Mollie Hemingway, who was selected for her outstanding work in exposing media bias. Hemingway received the award along with a check for \$5,000 from the MRC.



Mollie Hemingway received the first annual "Noel Sheppard Media Blogger of the Year Award"

During its second year of operation, MRC Latino, the Hispanic media arm of MRC's News Analysis Division, not only helped make liberal bias in Spanish-language media a national issue, but spearheaded a conservative counter-attack in the nation's largest ethnic-oriented media segment.

Following approval of the program by MRC's Board of Trustees in 2014, MRC Latino was fully integrated into MRC's NewsBusters website, with a dedicated section in both English and Spanish that exposes and neutralizes liberal bias in Spanish-language media in parallel with the rest of MRC's NewsBusters team.

The year saw MRC Latino bring on board its first full-time news analyst and intern, allowing the program to substantially boost its coverage capabilities just as the various contenders for president began to announce their candidacies. In short order, major national media outlets, such as *The New York Times*, *Los Angeles Times*, *Politico* and others began to use MRC Latino's analysis for stories about Hispanic media coverage of the presidential campaign, including the *Politico* exposé "Inside the Univision-Clinton Network."

Top Spanish network Univision's structural liberal bias was frequently called out by MRC Latino, with articles such as "MRC's Brent Bozell Blasts Jorge Ramos as Leftist Political Heckler" (following the infamous disruption by that network's lead anchor of a Donald Trump press conference), "EditTed: Univision's Deceptively Edited Ted Cruz Interview," and "War on Rubio 2.0: Univision Strikes Again."

Organizing the Conservative Response

MRC Latino capped the year with a *Summit of Conservative Communicators*, which featured dozens of top conservative Spanish-language communicators who are working with MRC Latino to ratchet

up efforts to counter liberal bias as part of MRC's "Tell the Truth!" 2016 campaign. Congressman Steve Pearce (R-NM) and Congressman Raúl Labrador (R-ID) joined the effort, along with representatives from several national conservative organizations.



MRC Latino frequently analyzes Spanish-language media coverage of the U.S. presidential race, such as during this appearance, above, of MRC Latino Director Ken Oliver-Méndez on CNN en Español.



MRC Latino's Summit featured top Spanish-speaking conservative leaders discussing why and how conservatives must engage with Hispanic media.



204,000 ▶ Facebook fans
3,500 ▶ Twitter followers

"MRC Latino ... promises to be the beginning of a new stage in which we as conservatives communicate more effectively through the Hispanic media."

U.S. Senator Marco Rubio

MRC Business

MRC Business advanced its mission in 2015, successfully defending free enterprise and promoting accurate business reporting. Its analysts appeared on or were cited by at least 375 radio programs and 31 TV programs in 2015, and MRC Business stories were referenced in hundreds of newspapers, magazines and websites.

Exposing the Media's Climate Alarmism

The division is the conservative movement's leader in holding the media accountable for their complicity in climate change alarmism by documenting what liberal "journalists" refuse to report. MRC Business discovered and posted a rare 1972 video of Walter Cronkite warning viewers of a coming ice age. On the tenth anniversary of hurricane Katrina, MRC Business exposed the media's debunked predictions in the aftermath of the 2005 hurricane. Both stories received broad media coverage.

The blockbuster Special Report *Climate Hypocrites and the Media that Love Them* revealed the hypocrisy of Hollywood's Big Green liberals. It documented how wealthy environmental radicals pumped out more carbon emissions during one trip to France on their private jets than the average American did in one year driving to work. Actors like Leonardo DiCaprio and

50,000 ▶ E-newsletter subscribers

133,000 ▶ Facebook fans

1,000 ▶ Twitter followers

406 ▶ Radio/TV interviews in 2015

Woody Harrelson revel in lecturing Americans about their "carbon footprint," while refusing to live by the very limits they set on others. The report showed how the news media endorse Hollywood's environmental zeal, but ignore the hypocrisy of the green movement.

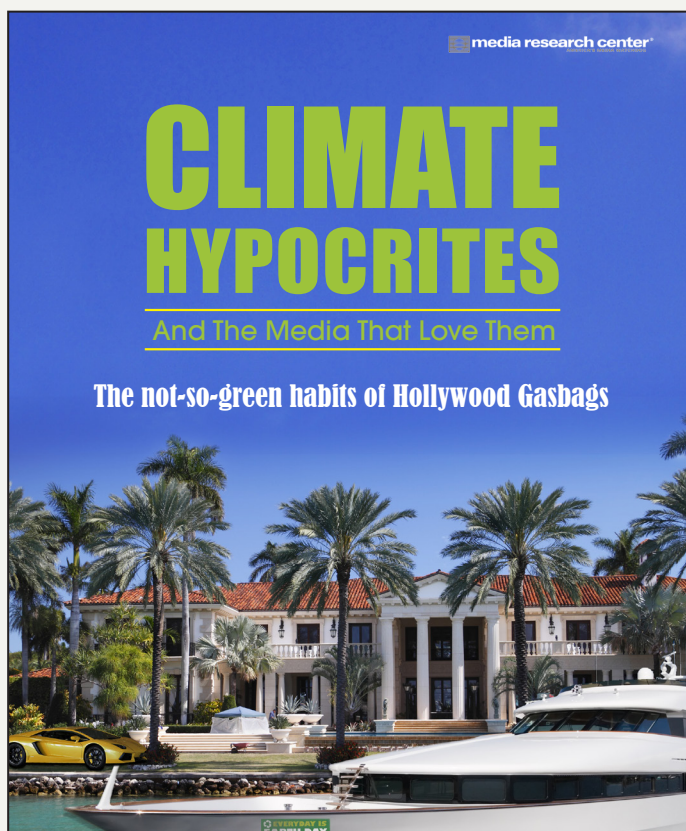
Exposing Liberal Power Brokers


MRC Business continued to expand and refine its Soros Project, a long-term effort to document and publicize the efforts of left-wing billionaire George Soros and other top liberal donors to undermine capitalism and manipulate the media.

The Soros Project skewered the media narrative by exposing billionaire Tom Steyer's financial ties to green energy companies and Warren Buffett's \$100 million in recent donations to pro-abortion groups.



Billionaire liberal activist George Soros





Leonardo DiCaprio

Drowning in a Sea of Hypocrisy

Net worth: \$220 Million

Homes: Hollywood Hills, CA: Two adjoining properties
Palm Springs, CA: Six-bedroom mansion
Battery Park City, NY: Two apartments
Greenwich Village, NY: One apartment
Malibu, CA (sold in 2014): Beachfront estate

Yachts, planes, cars: Personal party yacht, rented yacht, frequent flier

Foundation: The Leonardo DiCaprio Foundation
(part of the \$1 billion California Community Foundation)

Board Seats: World Wildlife Fund • Oceans 5 • Pristine Seas •
Natural Resources Defense Council •
International Fund for Animal Welfare

Eco-awards: United Nations Messenger of Peace
Clinton Global Citizen Award

HYPOCRISY RATING: 5

MRC Business exposed Hollywood environmentalists for not practicing what they preach, along with the media which fail to report on their hypocrisy.

MRC Culture

45,000 ▶ E-newsletter subscribers

161,000 ▶ Facebook fans

1,600 ▶ Twitter followers

445 ▶ Radio/TV interviews in 2015

MRC Culture is the nation's preeminent guardian of traditional American values — defending patriotism, faith and respect for life from biased news and entertainment coverage. Its reporting influenced the media landscape by addressing issues not found anywhere else.

MRC Culture staff appeared on or were cited by radio 389 times and television 56 times in 2015, while their analysis and commentary on issues ranging from religious liberty to gun control were featured on nationally syndicated programs and newspapers across the country.

MRC Culture helped destroy the myth of the “Hands up, don’t shoot” protests and how ABC, CBS, and NBC continued to promote them long after the Obama Administration discredited the claim they were based on.

Staffers also highlighted Hollywood’s hypocrisy and obsession with gun violence while actors and actresses strongly criticized gun rights. Those criticisms gained national attention and actress Julianne Moore was forced to defend her statements as a result of MRC Culture’s coverage.

The division continued to boost its reputation as a leading critic of entertainment media from the right — an important niche in the culture wars. Outlets like *RadarOnline*, *Hollywood Reporter*, *Fox411*, and others repeatedly sought MRC Culture’s take on controversial entertainment stories, and *USA Today*, *The Washington Post*, *The New York Post*, *Jezebel*, *FoxNews.com*, *Yahoo!*, and other outlets regularly quoted MRC Culture staff.

Reinforcing MRC’s “*Tell the Truth!*” 2016 campaign, MRC Culture covered reporters’ attempts to pigeon hole Rand Paul on abortion and exposed a *Houston Chronicle* reporter’s absurd and false accusation that Ted Cruz believes the government would force him to marry a man.

Focusing on the increasingly important issue of left-wing bias pervading the sports media, MRC Culture covered attacks on Tim Tebow and Curt Schilling as well as ESPN’s comparison of the Tea Party to ISIS.



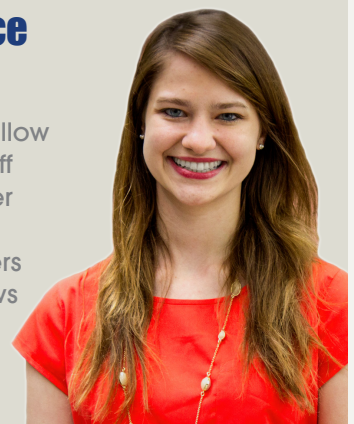
Senator Mike Lee (R-UT) cites MRC Culture’s research on the Senate floor to denounce the media’s blackout of the Planned Parenthood scandal.



Bill O'Reilly cited MRC Culture's "amazing statistics" on the media's lack of coverage of Planned Parenthood's harvesting and selling of fetal organs.

Making a difference in the fight for life

Joe and Betty Anderlik Fellow in Culture and Media, staff writer/reporter Katie Yoder was named one of the: “Top three pro-life reporters in the country” by LifeNews for her many reports in 2015 on Planned Parenthood atrocities.



CNSNews.com counters liberal media bias by reporting important stories the liberal media misreport, distort, or do not report at all.

In 2015, CNSNews had significant impact on the national debate by breaking stories on national security, the economy, and cultural issues that were picked up by other media outlets and widely discussed on talk radio. In doing so, CNSNews reaches tens of millions of readers, viewers, and listeners every month.

Yahoo!, which has more unique visitors per month than *The New York Times*, Netflix, and ESPN combined, regularly featured CNSNews stories during the year. So, too, did the *Drudge Report*, which linked to 204 CNSNews stories and sometimes used multiple links to draw attention to the same story. Fox News, Fox Business, CNN, C-SPAN, *The Washington Post*, and *The Washington Times*, among others, all referenced CNSNews, while conservative talk radio icons Rush Limbaugh, Sean Hannity, and Mark Levin routinely discussed CNSNews stories on their national broadcasts.

Informing the National Debate

CNSNews helped inform the national debate through its reporting in three major areas: 1) the rising threat from radical Islamic terrorism; 2) the reality of the nation's fiscal and economic situation; and 3) and key developments on the culture-war front, including the ongoing threats to freedom of religion and the right to life.

328,000 ▶ E-newsletter subscribers

1.9 MILLION ▶ Facebook fans

106,000 ▶ Twitter followers

Continuing its ahead-of-the-curve coverage of the Islamic State terrorist group, in February CNSNews broke the story that the Defense Intelligence Agency's worldwide threat assessment had concluded the group already had affiliates in Algeria, Egypt, and Libya and was "beginning to assemble a growing international footprint." At the end of November, CNSNews revealed in a report linked on the *Drudge Report* that not one of the Syrian refugees admitted to the United States in the two weeks after terrorist attacks in Paris was a Christian. All 132 were Sunni Muslims.

As the federal government hauled in record tax revenues throughout 2015 — but continued to run a massive deficit — CNSNews ran a series of monthly stories graphically presenting this fact. CNSNews also published regular monthly stories putting the national employment numbers in full and proper context, featuring both the record number of people out of the labor force and the low labor force participation rate. These fiscal and economic stories were regularly featured on the *Drudge Report*, discussed on talk radio, and became a part of the presidential campaign debate.

When University of Alabama running back Derrick Henry won the Heisman Trophy, he gave a passionate speech advising young people to love God and pray every day. "I get down on my knees every night and thank Him for everything," said Henry. "So keep God first. Always pray." Although Henry's speech was televised live nationally, his statements about faith and prayer were largely ignored in the establishment media. CNSNews' story featuring his powerful statement was shared 101,000 times on Facebook.

With a constant presence on the *Drudge Report*, CNSNews continues to solidify its reputation as the leading conservative news outlet.



Readers turn to CNSNews.com for perspectives — like the moral insights of Rev. Franklin Graham — they cannot find at other media outlets.

CNSNews closely followed the lawsuit the Little Sisters of the Poor filed against the Obama Administration, which will test whether the government can force an order of nuns to cooperate in the distribution of abortion-inducing drugs.

When a group of black pastors sent a letter to the Smithsonian asking that it remove a bust of Planned Parenthood founder Margaret Sanger from the National Portrait Gallery because of her racist and eugenicist views, CNSNews exclusively reported that the Smithsonian refused to do so despite conceding Sanger's "alliance with aspects of the eugenics movement."

CNSNews' expanded Commentary section showed a unique ability to deliver thoughtful and hard-hitting conservative opinion and analysis to an audience far beyond the regular consumers of conservative views. Timely pieces penned by conservative leaders and by analysts and scholars at conservative foundations and academic institutions, when posted on CNSNews, were routinely linked by *Yahoo!* – and, thus, to *Yahoo!*'s massive broad-based audience.

Giving Voice to Conservative Leaders

At the same time, CNSNews continued to interview conservative leaders in both politics and culture whose voices are often censored or distorted by the liberal media. In October, when CNBC hosted a Republican presidential debate, using many questions to make personal attacks on the candidates, CNSNews began collecting comments about CNBC's performance from top conservatives — before the debate even ended.

Minutes after the debate was over, CNSNews posted this story: "Ed Meese: RNC Leaders Who Allowed CNBC to Moderate the Debate Should be Condemned." The *Drudge Report* immediately linked this piece above the masthead, and it served to define the post-debate discussion of the liberal media's role in the 2016 presidential campaign.



CNSNews.com editor-in-chief Terry Jeffrey appeared on television 96 times to discuss news stories other outlets underreported.

MRCTV

Launched in late 2014, MRCTV is already one of the fastest growing video platforms in the conservative movement, routinely generating over one million video views weekly. Producing original videos and documenting instances of liberal media bias and liberal scandals caught on video, MRCTV provides a platform for all of the MRC's divisions to distribute their video content.

By producing and aggregating entertaining and impactful online content and leveraging social media platforms like Facebook and Twitter, MRCTV has a unique ability to instantly reach and engage a broad and diverse audience, exposing Americans outside MRC's traditional base to MRCTV's brand of conservative news and entertainment.

MRCTV's original videos, blogs, and aggregated content have been picked up and distributed by the most influential and widely-viewed conservative outlets, including the *Drudge Report*, Fox News Channel, *TheBlaze*, Breitbart TV, *National Review Online*, *Townhall*, *Daily Caller*, and dozens of other prominent websites.

Telling Stories with Humor

In 2015, MRCTV continued to play an instrumental role in the MRC's mission to expand its reach beyond its traditional conservative base by emphasizing a fresh approach

291,000 ▶ E-newsletter subscribers

2.6 MILLION ▶ Facebook fans

33,000 ▶ Twitter followers

58 MILLION ▶ Video views in 2015

to news and entertainment programming, including the frequent use of cutting-edge humor in its parody videos and “man on the street” interviews starring rising conservative media personality, Dan Joseph.

In one of his popular “man on the street” videos, Joseph documented how uninformed many of today's Americans are about the Bill of Rights — even those coming out of the National Archive Building where the Bill of Rights is exhibited. The video, in which Americans were unable to name a single right guaranteed by the First Amendment, was featured on Fox News Channel's *Fox & Friends* and cited by a host of online media, including *Townhall.com*, *TeaParty.org*, *Red Alert Politics*, and *The Right Scoop*.

Another “man on the street” video exposed the sad state of the U.S. educational system, as Joseph interviewed recent high school graduates who could not answer even the most basic American history questions. The video blog is helping

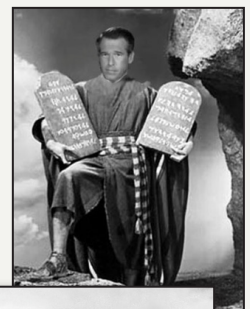


Los Angeles Times

#BrianWilliamsMisremembers: Brian Williams memes that swept the Internet



MRCTV.com pokes fun at disgraced NBC News anchor Brian Williams with a series of humorous images that went viral and appeared on ABC's *This Week*.



to drive the national debate over how, and what, America's high school students are being taught about our nation's founding and history.

In early 2015, when *NBC Nightly News* Anchor Brian Williams was exposed for deliberately lying about being shot down in a helicopter over Iraq, MRCTV video editor Corwin Parks designed a series of humorous graphics depicting Williams at various historical events. The images spread like wildfire across the Internet and were featured on ABC's *This Week*.

Finding Stories People Want to Share

An MRCTV blog post, "10 Scandals Involving Hillary Clinton You May Have Forgotten," provided readers with a recap of some of the most important scandals involving Democratic presidential frontrunner Hillary Clinton that the national media were ignoring. Rush Limbaugh used the blog to remind his millions of listeners of the scandals. Other prominent media outlets, such as *TheBlaze* and Fox News, picked up the MRCTV blog, which garnered over 400,000 page views.

Reporter Ashley Rae Goldenberg's story publicizing the "Healthy Masculinities Week" hosted by the Vanderbilt University Women's Center highlighted the depth of liberal indoctrination on college campuses and academia's determination to shame individuals with traditional values. The piece generated over 200,000 page views.

MRCTV regularly covers both Republican and Democratic debates live from the scene as part of MRC's "Tell the Truth!" 2016 campaign. Backstage during one debate, MRCTV reporter Brittany Hughes asked DNC Chairwoman and pro-abortion advocate Debbie Wasserman Schultz if her own children were human beings before they were born. Footage of the ambush interview quickly went "viral" among a host of conservative media outlets, exposing the left's shameless dehumanizing of unborn children.

Understanding the importance of non-ideological cultural content to attract new audiences, MRCTV expanded its use of entertaining videos and frequently made them go viral online, driving new readers to MRCTV.org where they were introduced to the website and exposed to more serious and educational content.

MRCTV also serves as a test platform within the MRC for new online content formats and revenue-generating techniques. Once tests prove successful at generating audience growth or revenue, they are rolled out to other MRC websites.



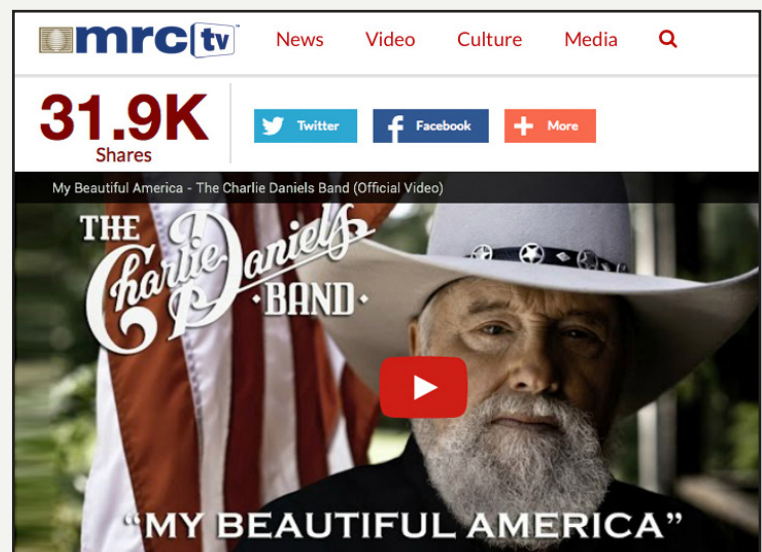
MRCTV reporter Dan Joseph spotlights some college students' shocking ignorance.

"A fascinating video recently produced by the Media Research Center exposes just how committed many in the press were to advancing this dubious [hands up, don't shoot] victimization plot line."

HotAir.com - March 20, 2015



The *Kelly File* featured an MRCTV video exposing the media's false "hands up don't shoot" narrative in the Michael Brown case in Ferguson, Missouri.



MRCTV's non-ideological content helps expand MRC's reach beyond the conservative base.



TELL THE TRUTH! 2016™

MEDIA RESEARCH CENTER

In 2015, MRC laid the foundation for what will be the biggest campaign in its history: “*Tell the Truth!*” 2016.

As these critical elections approach, MRC is committed to ensuring that the national news media do not succeed in tilting the political picture by slanting or censoring the news to support a liberal agenda. The goal of “*Tell the Truth!*” 2016 is to educate the American people about the liberal media’s political agenda — and neutralize it.

“*Tell the Truth!*” 2016 will integrate all of the MRC’s divisions with the latest breakthroughs in marketing, grassroots activism and social media to make liberal media bias a major national issue. While the bulk of the campaign will unfold throughout 2016, the MRC launched several “*Tell the Truth!*” 2016 components in 2015.

Launching the War Room

The first element of the campaign was the implementation of a “War Room” mentality throughout the organization. Operating on a 24/7 basis, the MRC has gone into “War Room” mode with every MRC department working together to document, expose, and neutralize the media’s anti-conservative bias in real time. The testing ground for this concept was the presidential debates in late 2015. The entire MRC operation mobilized for each debate to analyze pre-debate media coverage, the performance of the debate moderators, and the post-debate spin by major news outlets. These tests were successful.

“You’re never going to stop the press from being left-wing. But you can expose their lack of credibility. That’s what motivates me, because it works.”

— L. Brent Bozell III

The outrage over biased debate moderators reached its apex during the third GOP debate, when the CNBC moderators’ liberal bias and transparent disdain for Republicans was on full display. The MRC captured video evidence in real time and tapped its massive social media apparatus to reach millions of Americans almost instantaneously with the truth about CNBC’s liberal agenda. CNBC’s efforts backfired.

Another key element of “*Tell the Truth!*” 2016 is the News Analysis Division’s “Bias by the Minute” project which documents — on a daily basis — precisely how much time is dedicated to every story on the three broadcast network evening newscasts. A database is maintained to track which stories the media cover and which stories they downplay or censor completely. This information has already been used multiple times, making national news, exposing attempts by the media to cover up developments in Hillary Clinton’s email scandal.

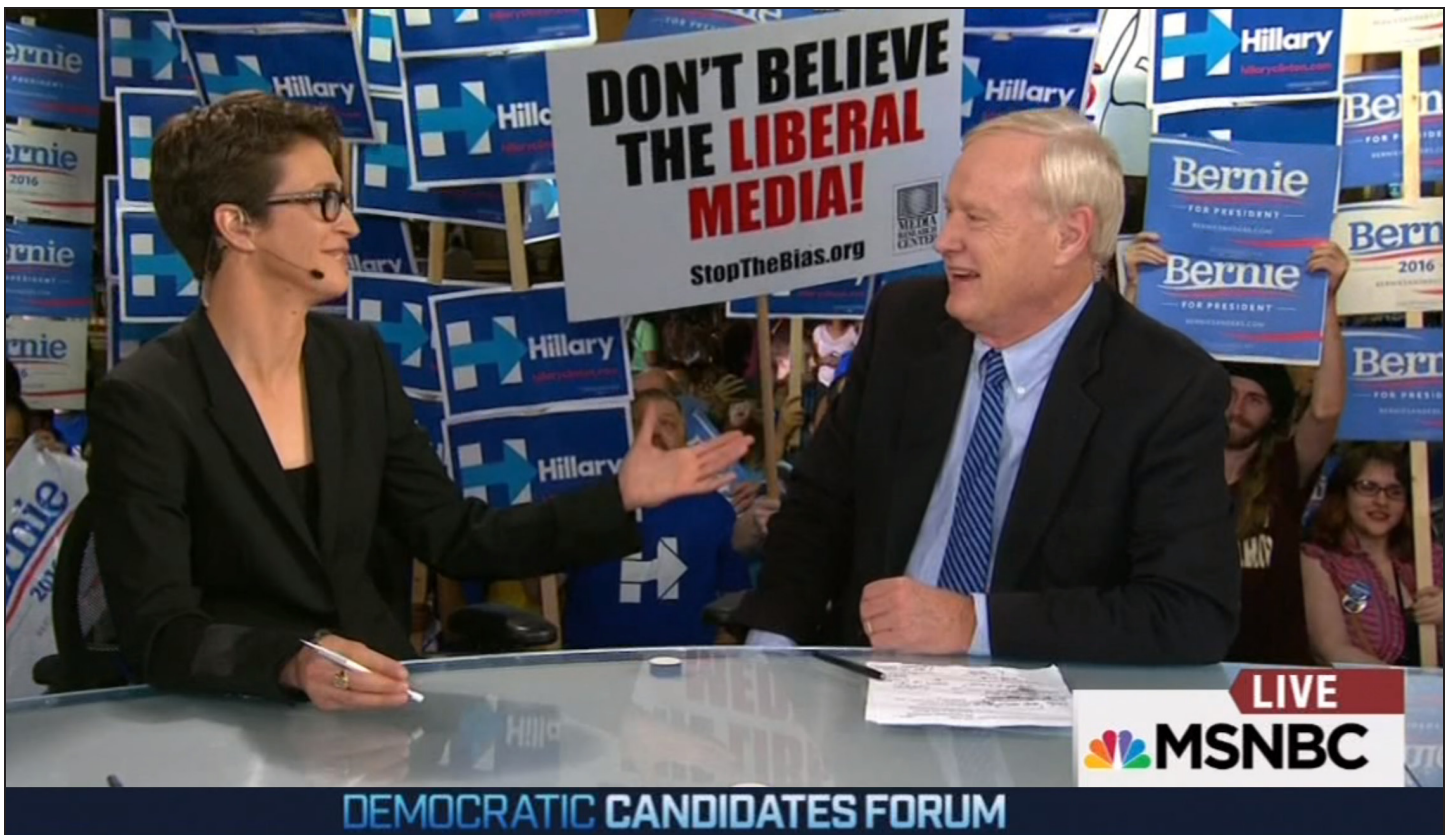
Once the MRC “War Room” produces evidence of blatant media bias, the “Rapid Response” operation goes into action to immediately inform the American people and mobilize conservative activists to respond (see page 16).

Taking It to the Streets

In August, before the first presidential debates, MRC began hiring a team of field organizers to engage the American people directly at local events across the country. By mobilizing local supporters, the MRC field team brings



During CNBC’s GOP debate, the moderators’ hostility towards the candidates drew rebukes from the candidates and people across the country.



MRC's field organizers traveled across the country with "Don't Believe the Liberal Media!" signs, which appeared across the media landscape.

the "Tell the Truth!" 2016 campaign to cities and towns from coast to coast. They have already organized dozens of rallies and passed out "Don't Believe the Liberal Media!" signs, buttons, and bumper stickers to thousands of supporters.

In the fall, these signs began to appear during live broadcasts on several networks including Fox News, CNN, and MSNBC. They even made an appearance in early October on ESPN's popular *College GameDay* broadcast, which is viewed by millions of college football fans each Saturday morning in the fall.

MRC established a digital command center at **TelltheTruth2016.org** to explain the mission of the campaign and educate prospective volunteers and MRC supporters about how they can get involved, including volunteering at local events, hosting their own events, or ordering and distributing "Tell the Truth!" 2016 signs, buttons, and bumper stickers.

"Tell the Truth!" 2016 is a massive undertaking that will require all of the MRC's resources working in unison to neutralize the media's attempts to dictate the outcome in the 2016 elections.

The campaign will formally start in January 2016, but several foundational elements have already been established to ensure its success.



A "Don't Believe the Liberal Media!" sign was visible on ESPN's hugely popular *College GameDay* show.



MRC kept the Brian Williams scandal in the news, forcing NBC to eventually fire Williams from his anchor seat.

By The Numbers

In 2015, the MRC's findings reached tens of millions of Americans every single week, educating them about liberal media bias and mobilizing them to take action to neutralize it. With the advent of the Rapid Response initiative (see page 16), MRC continued to expand its reach, and its content not only permeated conservative media, but also regularly reached millions of Americans outside the conservative base.

205.1 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

410,537

average weekday
website visits



1,162,877



e-newsletter
subscriptions

CyberAlert, E-Brief,
Balance Sheet, Culture Links,
NewsBusted, MRCTV newsletter

70%

of Americans believe the
news media report with
intentional bias.

Newseum/First Amendment Center and
USA Today - July 7, 2015



281,875 petition signatures

25+ MILLION

people reached each week



**I DON'T BELIEVE
THE LIBERAL MEDIA!**

WWW.MRC.ORG

media research center
AMERICA'S MEDIA WATCHDOG

51,947

bumper stickers
distributed

845,235

grassroots members



1.1 Million



average
weekly
video views

Over 10 Million

citizen actions

Petitions, phone calls, emails, social shares, etc.

 **mrc** **action**[™]
CITIZENS DEMANDING TRUTH IN MEDIA

twitter 

502,984

Twitter followers

facebook[®]

9,413,780

Facebook fans

2015

Rapid Response

In 2015, MRC unveiled a major breakthrough in grassroots and social media advocacy: “Rapid Response.”

By strategically integrating MRC’s news analysis, marketing, and grassroots arms, “Rapid Response” is revolutionizing MRC’s ability to quickly coordinate resources to mobilize conservative activists in response to the most egregious instances of liberal bias in the media.

“Rapid Response” is an integral component of MRC’s “*Tell the Truth!*” 2016 campaign, but it is being used to mobilize public opinion against liberal media excesses on numerous fronts.

Activating MRC’s Grassroots Army

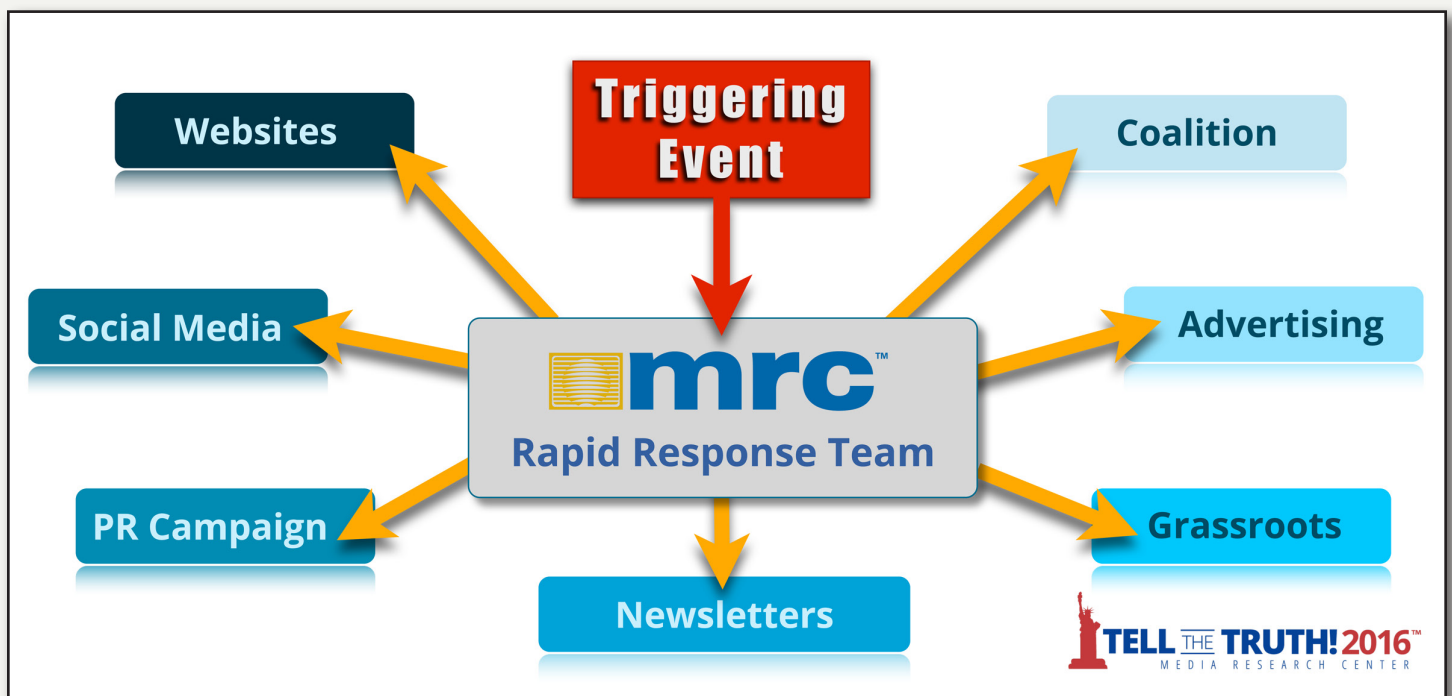
When ABC announced plans to air a television show produced by the notorious anti-Christian, anti-conservative activist, Dan Savage, the MRC led an offensive to expose Savage’s history of hate speech. MRC’s “Rapid Response” team mobilized its 800,000+ strong grassroots army to contact ABC-Disney and demand they end their partnership with Savage. Supporters placed 9,500 phone calls to ABC-Disney board members, and MRC mailed 20,000 postcards — signed by its members and featuring Dan Savage’s most hate-filled comments — to the media conglomerate’s senior executives. Through “Rapid Response” and the

MRC’s integrated marketing, grassroots and social media apparatus, MRC reached 6.6 million people on Facebook and an impressive 11.8 million people on Twitter with its message within days. The campaign was picked up by scores of conservative and liberal media outlets, including *The New York Times* and the Associated Press.

MRC also successfully implemented “Rapid Response” after its NewsBusters blog reported on the slander of Navy SEAL sniper Chris Kyle by NBC reporter Ayman Mohyeldin, who called the heroic “American Sniper” a “racist” who went on “killing sprees” in Iraq and Afghanistan. The incident became a national issue within hours.

Both Fox News Channel’s *Kelly File* and *Hannity* talked about a letter written by the Media Research Center and signed by more than 60 retired military officers, calling for an apology from NBC News for Mohyeldin’s scurrilous accusations. The letter also spurred articles in the *New York Post* and *Washington Examiner*.

Less than a week after the Chris Kyle incident, MRC launched “Rapid Response” again when *NBC Nightly News* anchor Brian Williams was exposed as a serial liar, falsely telling viewers that he was in a helicopter that was shot down in Iraq. MRC’s grassroots army placed nearly 10,000 phone calls to NBC, demanding Williams step down.



MRC’s Rapid Response initiative quickly coordinates resources and mobilizes activists to draw attention to events the media try to cover up.



MRC reached over two million people on Facebook, and generated nearly 15,000 signatures on a petition demanding NBC-Comcast fire its famous news anchor. After initially suspending Williams for six months, NBC permanently removed Williams from his anchor seat.

Reaching Millions Within Hours

An important component of “Rapid Response” is the “Tweetfest.” A Tweetfest occurs when thousands of Twitter users send simultaneous messages on the massive social media network about the same topic, making the issue go “viral” and reach millions of people about an important issue or event almost instantaneously.

MRC organized and executed its first Tweetfest under the title “Aborted Lives Matter,” which united conservatives and pro-life citizens in remembering Planned Parenthood’s most vulnerable victims. MRC’s goal was to educate the public about the Planned Parenthood videos that the media ignored or tried to spin in Planned Parenthood’s favor.

At the time of the Tweetfest, due to the media’s underreporting of the Planned Parenthood scandal, 53% of Americans didn’t know about the Center for Medical Progress’s videos exposing the practice of harvesting body parts from unborn babies. MRC’s social media efforts helped erase some of that ignorance. Prominent pro-life advocates that rallied to the MRC’s campaign included former Virginia Attorney General Ken Cuccinelli, LifeNews, Life Dynamics, Alice Paul Group, The Radiance Foundation, Students for Life of America, March for Life Action, Fr. Frank Pavone of Priests for Life, and Bryan Kemper of Stand True Pro-Life Outreach.



MRC mobilized its grassroots army to demand NBC apologize for its reporter’s vile smear of Navy SEAL Chris Kyle.



MRC executed its inaugural “Tweetfest,” making the media’s cover-up of undercover Planned Parenthood videos a major national issue.



MRC’s “Rapid Response” forced the Associated Press to remove an image of a gun pointed at Ted Cruz’s head. (AP Photo shown here on FNC)

This effort reached over 11 million people within a few hours, thus proving the MRC has mastered yet another new weapon for the conservative movement.

The massive reach of these MRC campaigns shows the impact that “Rapid Response” can have in spreading a message, making a story underreported by the establishment press a major national issue within a matter of hours.

MRC Annual Gala and *DisHonors Awards*



Held at the National Building Museum in Washington, D.C., this year's star-studded annual MRC Gala featuring the *DisHonors Awards* lived up to its reputation as the most entertaining event in our nation's capital.

Political analyst Martha Zoller and Washington, D.C. talk show host Chris Plante presented awards in four categories for the most outrageous quotes by liberal media personalities, with *Saturday Night Live* veteran Joe Piscopo presenting the funniest clips of the year.

After the 900 Gala attendees voted for the winners in each category, Fox News' Judge Andrew Napolitano, Judicial Watch's Tom Fitton, former Ohio Secretary of State Ken Blackwell, and — in the surprise of the night — Robert O'Neill, the Navy SEAL who rid the world of Osama bin Laden, accepted the awards in jest on behalf of the winning journalists.



Master of Ceremonies Cal Thomas



Political analyst Martha Zoller presented the first two awards.



Chris Plante, one of Washington's top radio talk show hosts, presented two awards.



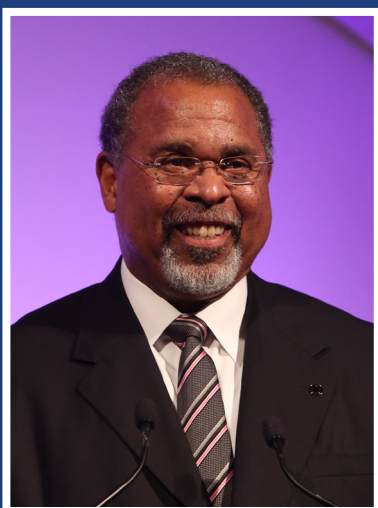
Judicial Watch's Tom Fitton accepted an award on behalf of NBC's Ayman Mohyeldin.



Fox News' Andrew Napolitano accepted an award on behalf of MSNBC's Lawrence O'Donnell.



Rob O'Neill, the Navy SEAL who killed Osama bin Laden, accepted an award on behalf of actress Ashley Judd.



Family Research Council senior fellow Ken Blackwell accepted an award on behalf of CNN's Sally Kohn.



Joe Piscopo of *Saturday Night Live* fame presented the funniest videos of the year.



Brent Bozell and Joe Piscopo thank the audience after they selected the "Quote of the Year."

MRC Honors Phyllis Schlafly

The Annual William F. Buckley, Jr. Award for Media Excellence

Every year, the MRC Board of Trustees select the winner of the *William F. Buckley, Jr. Award for Media Excellence*, and at the MRC Gala it is presented to that conservative who has done exemplary work advancing the cause through journalism. The inaugural award was given to Rush Limbaugh. Others who have received the honor include Mark Levin, Cal Thomas, and the late Andrew Breitbart.

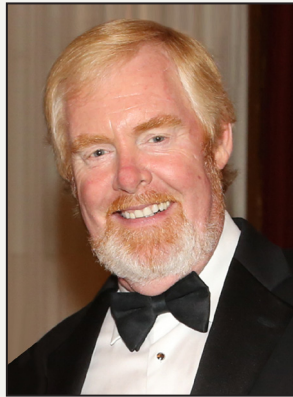
On October 8, the 2015 *Buckley Award* was presented to conservative best-selling author and syndicated columnist Phyllis Schlafly, who at age 91 is still working tirelessly to advance the conservative cause.



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Costa Rica



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L. Brent Bozell III Receives the FRC Vision and Leadership Award



Norma and Brent Bozell

MRC Founder and President L. Brent Bozell III received the Family Research Council's *Vision & Leadership Award* presented at the FRC's 2015 "Faith, Family and Freedom Gala" in October.

Bozell was honored for his lifelong uncompromising defense of core traditional values, including the sanctity of life, religious liberty, traditional marriage, and limited government.

FRC President Tony Perkins presented the award, praising Bozell as a champion for moral character in public life, and comments were shared by Ed Meese, Mark Levin, Richard Viguerie, Bill Walton, Chris Plante, and Erick Erickson.

In his acceptance speech, Bozell implored Americans to not surrender hope even as the Left's assault on our values and culture continues unabated. Touting moral courage as a paramount Christian and American virtue, he said that so long as patriots are willing to fight, America's global leadership will be restored.

MELISSA EMERY

CHAIRMAN OF THE MRC BOARD OF TRUSTEES

Dear Friends of the MRC,

The Media Research Center is the largest, the most successful, and the most respected media watchdog in America. It is the movement's most vital weapon thwarting the liberal press and its agenda to destroy the conservative cause. This past year was one of testing and perfecting all of the Media Research Center's programs, both old and new, in preparing for 2016. My husband Jim and I have been a part of the MRC for nearly two decades, and we have never been more proud. I'd like to give you some reasons why we believe the MRC's work is indispensable.



2016 is a national election year, arguably the most important since 1860. The media will be determined to destroy any challenger to the leftist status quo in Washington. Only the MRC will be there to point out the bias in their coverage and to fight for fair and equal treatment of all candidates and their policies.

Stories that harm the media's liberal agenda, such as Benghazi and Planned Parenthood's selling of baby body parts, are now regularly unreported or under-reported in the national "news" media. Only the MRC tracks this bias by censorship, and then reports the truth to millions via CNSNews, NewsBusters, and its massive social media presence.

Only the MRC provides "Bias by the Minute," a service of the News Analysis Division, that tracks the precise airtime devoted on network evening newscasts to all news topics. This will be vitally important for any candidate wishing to confront the press during the presidential campaign.

Capitalism is under attack in this country. Profits are viewed as evil, and successful entrepreneurs are described as greedy and uncaring "one-percenters." Liberals see business as a potential source of more funds to spend rather than as the root of the most successful economy the world has ever seen. Only the MRC, through its MRC Business division, is working to promote free enterprise by defending businesses from slanted media attacks.

Our values as a nation are also under assault. Conservatives are demeaned and insulted in an effort to shake our devotion to traditional American values such as patriotism, faith, civic engagement, respect for life, etc. Liberals divide this nation by color, by faith, by economic stratum, by geography – any way they can to foment discord. Only the MRC, through MRC Culture, defends and works to restore America's traditional culture and values against the assault of the liberal media elite.

There are so many ways that the Media Research Center takes the lead in fighting this very important fight. It is a fight that we must win in the coming year. I hope you will join me in supporting the MRC's critical work in 2016.

Sincerely,

A handwritten signature in black ink that reads "Melissa". The script is fluid and cursive, with a large, prominent "M" and a long, sweeping tail on the "a".

Melissa Emery

Chairman of the MRC Board of Trustees



The MRC Legacy Society



The MRC's *Legacy Society* is composed of individuals who understand that the fight against the liberal media agenda will — and must — go on long after they are gone. These dedicated conservatives have the foresight to ensure that the MRC will have the resources to continue the fight for decades to come. They have included the MRC in their estate plans by setting up a Charitable Gift Annuity, a bequest, or through a variety of other planned giving vehicles. Steve and Raffaella Feinstein of Foxborough, MA serve as Co-Chairs of the MRC's *Legacy Society*. For more information on how to join the MRC's *Legacy Society*, please call MRC Director of Major Gifts and Planned Giving, Carl Sperapani at (571) 267-3445 or email csperapani@mrc.org.

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STEVEN AND RAFFAELLA FEINSTEIN

FOXBOROUGH, MASSACHUSETTS

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

Our involvement with the MRC began in earnest in January of 2006, when we bought tickets for the MRC's Annual Gala featuring the *DisHonors* Awards in Washington, D.C. I subsequently received a call notifying us that we were invited to the MRC's Annual Meeting, to take place before the Gala. We have made the annual trek down to Washington ever since. We even attended the "Tell the Truth!"

2010 Tour at the Mayflower Hotel in the Capital. We're always astounded by all that Brent and his team do for conservatives and for America.

Raff and I recognize how important the work of the MRC is. We know that the news media play an important role in shaping people's perception of reality, which in turn shapes their political opinions. The so-called "mainstream media" do everything they can to push their liberal agenda. The MRC is the only organization with the resources, expertise, and credibility to challenge and correct the media's half-truths, lies, and distortions.

Steve and Raffaella Feinstein

In 2012, Brent asked Raff and me to serve as Co-Chairs of the MRC's *Legacy Society*. We were honored to be involved in this special group of donors who have included the MRC in their estates, as we have done. In 2014, Brent invited us to serve a second term. We, of course, said yes.

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

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

Steven & Raffaella



Team MRC

The MRC produces and distributes a massive amount of material each day. From news analysis, to original reporting, to special reports and social media posts, the MRC's dedicated team is relentless in its drive to expose and neutralize liberal media bias.



Administration and Communications — (Standing L to R) Christian Robey, David Martin, Earl Kaufman; (Seated L to R) Claire Chretien, Cheryl Michener, and Rhiana Shipmon



Information Systems — (L to R) Eric Pairel, Rhane Colwell, Stephen Yeager, Miguel Leal, and Steve Edwards



Marketing — (L to R) Henry Graebe, Sarah Benecke, Alan Moore, Chelsey McMillan, Ed Molchany, Becky Calderon, and Tim Dionisopoulos



MRCTV — (L to R) Dan Joseph, Ashley Rae Goldenberg, Craig Bannister, Brittany Hughes, and Cory Parks; (Not pictured: Ben Graham)



News Analysis Division and MRC Latino — (L to R) Rich Noyes, Kyle Drennen, Kristine Lawrence, Ken Oliver-Méndez, Michael McKinney, Brent Baker, Tim Graham, Geoffrey Dickens, Matthew Balan, Curtis Houck, Jeffrey Meyer, Ken Shepherd, Mike Ciandella, and Scott Whitlock



CNSNews.com — (L to R) Terry Jeffrey, Craig Millward, Mark Judge, Eric Scheiner, Mairead McCardle, Melanie Hunter, Laurretta Brown, Susan Jones, Michael Morris, Michael Chapman, and Barbara Hollingsworth



Development — (Standing L to R) Lauren Thompson, Marty Waddell, Zeina Koinis, Ashley Clark, Megan Lott, Carl Sperapani, Bethany Whitlock, Elise Schubert, Melissa Lopez, Alexandra Clark, Ashley Ciandella; (Seated L to R) Fred McKinley, Kirk Henderson, Lawrence Gourlay, and Thom Golab; (Not pictured: Brandon Boyd)



MRC Business / MRC Culture — (L to R) Alatheia Larsen, Kristine Marsh, Michael Greibrok, Erin Aitcheson, Julia A. Seymour, Matt Philbin, Dan Gainor, and Katie Yoder

MRC Internship Program

Founded in 1992, MRC's Youth Education and Internship Program is the premier internship program in the conservative movement with the mission to train and inspire the next generation of conservative leaders.

In 2015, MRC welcomed 31 interns during three trimesters. These interns played an integral role in helping to advance the MRC's mission and the conservative cause. Four interns were subsequently hired as full-time MRC employees.

Working side-by-side with full-time staff, interns conducted research, wrote articles, and filmed events, while learning the strategies and best practices of journalism, marketing, and fundraising. They created graphics, developed marketing campaigns, and joined reporters on Capitol Hill and other D.C. venues to cover breaking news stories.

As part of the curriculum, interns attended lectures held at MRC headquarters featuring senior MRC staff and conservative activists from across the movement. They attended a Young America's Foundation conference, workshops at the Leadership Institute, and a Network of Enlightened Women event. MRC interns also had lunch with the President of Americans for Tax Reform, Grover Norquist.

To give a few examples of MRC interns' accomplishments in 2015:

- CNSNews.com intern Rudy Takala wrote a series of stories about the dangerous implications of the Federal Communications Commission's net neutrality ruling. Three of his stories were picked up by the *Drudge Report*.
- *Yahoo! News* picked up intern Margaret Knapp's story, "Mark Levin on Illegal Immigration: 'We Have Dreamers Too... What About Our Children?'"
- Marketing intern Lillian Smith's July 4 article, "Country Legend Tim McGraw to Give 36 Mortgage-free Homes to Veterans" reached 1,119,404 people and led to 47,632 Facebook likes and over 103,000 shares.

- CNSNews.com intern Kathleen Brown's July 1 article, "Seattle 6th Graders Can't Get a Coke at School, But Can Get an IUD" went viral. It was the top story of the week for CNSNews.com, received over 81,000 shares, and was cited on FOX News's *Outnumbered*.
- Rush Limbaugh cited CNSNews.com intern Margaret Knapp's August 11 article, "California First State to Agree to Pay for Murderer's Sex-Change Operation" on air to millions.
- CNSNews.com intern Gabrielle Cintorino's June 10 article, "Record Number of Americans Renounced Their U.S. Citizenship in 2015" was picked up by the *Drudge Report*.



MRC intern and credentialed CNSNews.com reporter Sam Dorman flusters House Minority Leader Nancy Pelosi by asking her if an "unborn baby with a human heart and a human liver is a human being."



STATEMENT OF ACTIVITIES *

For the Year Ended December 31, 2015

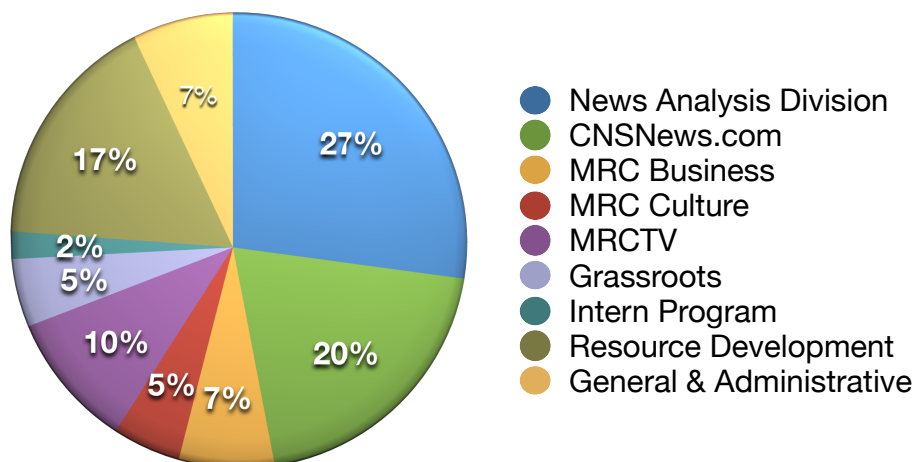
REVENUE AND SUPPORT	Total 2015
Contributions	\$12,162,789
Advertising Income	1,036,115
Other Revenue	202,052
Interest/Investment	27,489
Total Revenue and Support	\$13,428,445
PROGRAM SERVICES EXPENSES	
News Analysis Division	3,861,615
CNSNews.com	2,822,360
MRC Business	921,596
MRC Culture	722,556
MRCTV	1,450,651
Grassroots	767,037
Youth Education & Intern Program	217,238
Total Program Services	\$10,763,053
SUPPORT SERVICES	
Resource Development	2,406,627
General and Administrative	915,838
Total Support Services	\$3,322,465
Total Expenses	\$14,085,518
Change in Net Assets	\$(657,073)
Net Assets – Beginning Jan. 1, 2015	\$15,192,660
Net Assets – Ending Dec. 31, 2015	\$14,535,587

STATEMENT OF FINANCIAL POSITION *

December 31, 2015

ASSETS	Total 2015
Current Assets	
Cash and Cash Equivalents	\$417,885
Contributions Receivable	243,039
Prepaid and Other	496,294
Total Current Assets	\$ 1,157,218
Investments	15,103,043
Investment – Deferred Compensation	790,672
Property and Equipment (Net of Accumulated Depreciation and Amortization)	739,861
Total Assets	\$17,790,794
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	293,173
Accrued Expenses	56,763
Deferred Compensation Liability	520,611
Annuity Payment Liability	192,642
Deferred Rent Liability	327,334
Office Improvement Loan	264,684
Line of Credit	1,600,000
Total Current Liabilities	\$3,255,207
Net Assets Unrestricted	\$14,535,587
Total Liabilities and Net Assets	\$17,790,794

* 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 • 1900 Campus Commons Dr. • Ste. 600 • Reston, VA 20191-1535 • Tel: (571) 267-3500



"The Media Research Center is a vital national interest. So much progress is made and one of the reasons is the MRC 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

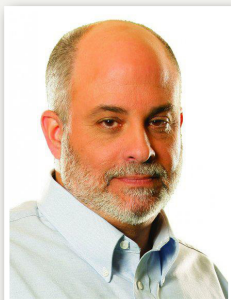


"The MRC has played a key role in our culture, not just documenting and exposing liberal bias, but helping to pave the way for the growth of an alternative media."

— SEAN HANNITY

"Brent Bozell and the MRC 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



"Thanks to 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'd have done without them. It was a daily buffet of material to work from. We certainly made tremendous use of it."

— BRIT HUME

"NewsBusters is always the first to report these things! I don't think you guys sleep! I'm in awe of how fast you are to spot things and spread the word. What would we do without you guys? Thank you so much for all you do to defend conservatives and insist on fairness and accuracy in media."

— THE HON. SARAH PALIN

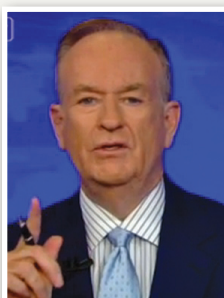


"The MRC has been doing the Lord's work exposing what is now generally accepted by Americans everywhere — the media has a liberal bias and a liberal world view. The MRC does great work. I rely on them often on my radio show and here at RedState."

— ERICK ERICKSON

"I'm a huge fan of the MRC. In a day and age where there's so much misinformation, it's great to have an entity that believes in something called 'truth.' It's great to have hard-working Americans who are willing to stand up for the cause of liberty and defend the notion that Americans deserve the truth."

— U.S. SENATOR MIKE LEE

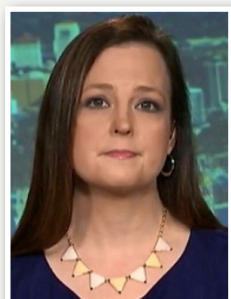


"We use their [MRC's] stuff because their stuff is pretty good. I mean, we've never known them to be wrong."

— BILL O'REILLY

"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



"Before the emergence of talk radio, before Fox News... there was Brent Bozell. The MRC 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 MRC."

— STEVE FORBES



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www.MRC.org

The mission of the Media Research Center is to create a media culture in America where truth and liberty flourish. The MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible. The Media Research Center participates in the Combined Federal Campaign (CFC). The MRC's CFC code is 12489.