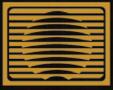


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2016 ANNUAL REPORT

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**media research center**<sup>TM</sup>  
AMERICA'S MEDIA WATCHDOG



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*On the cover: In August of 2016, the media were welcomed to the National Democratic Convention in Cleveland by massive MRC wall projections, traditional billboards, signs, sidewalk stickers, and TV ads in taxicabs.*

Dear Friends of the MRC,

We have just concluded our most exhausting and successful year in the history of the Media Research Center. Our mission in 2016 was to ensure that the American people — not the leftwing media — elected the next president. We re-directed all MRC departments toward a massive “*Tell the Truth!*” 2016 national campaign.

It was a spectacular success, as you can see from this Annual Report. In 2016, the leftist news media tried to elect the next president of the United States. Instead, the American people did.

The media threw everything they had at Trump — dirty tricks, lies and vicious attacks — while largely ignoring Clinton’s many scandals — all to preserve Barack Obama’s ruinous agenda.

Thanks to the MRC, America saw through the leftist media’s bias. One MRC-commissioned poll found that eight out of ten Americans believed the news media were biased; 97 percent said they did not let the news media influence their votes. But most importantly: eight percent of Donald Trump voters said they would have voted for Hillary Clinton had they believed the media.

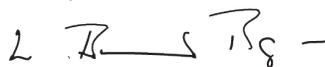
Our “Bias by the Minute” studies were a YUUGE hit — especially one showing that an astounding 91 percent of broadcast media stories on Donald Trump in the three months after the GOP convention were hostile. The MRC’s data-driven bias reports were cited hundreds of times — by every major Fox News program (and even CNN!); by conservative media (Rush, Hannity, Drudge, Levin) and non-conservative media alike; even by the candidates themselves.

Through it all, the MRC’s grassroots army grew — passing 10.5 million Facebook fans and mobilizing across the nation through our “*Tell the Truth!*” campaign. At both conventions, our “Don’t Believe the Liberal Media!” billboards and signs were everywhere and widely covered — solidifying voters’ distrust of liberal media.

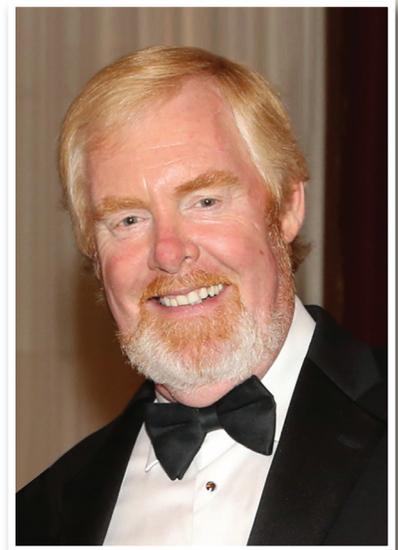
We cannot retreat now. The left declared war on anyone and anything that veers from the leftist orthodoxy that has dominated this country for the past eight years. The next four years will decide whether we see America’s rebirth or if we continue on the path to socialism and national perdition.

You counted on the MRC to make leftwing media bias a driving issue in this election, and we came through. But our funds are severely depleted. So now with thankful hearts we ask for your continued generosity to help us neutralize the coming media propaganda assault against the conservative movement in the critical months to follow.

Sincerely,



**L. Brent Bozell III**  
Founder and President



# By The Numbers

In 2016, 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 fight it. With the advent of the Rapid Response initiative (see page 15), 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.

## 226.9 Million

weekly impressions

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

## 1,779,276

weekly Twitter impressions



## 542,899

Twitter followers

## facebook

## 17.2 Million

weekly Facebook reach

## 432,165

average daily website visits

## 17 Million

average monthly page views



## 912,543

unique email addresses

2016

# Over 10 Million

citizen actions

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



## 694,102

grassroots members

## 29,522

signs, bumper stickers, and magnets distributed

# 10.8 Million

Facebook fans



## 256 Million

video views



# News Analysis Division

MRC's News Analysis Division (NAD) had its most productive and successful year ever as the cornerstone of the MRC's mission to document, expose, and neutralize the national news media's leftist bias. NAD's timely and data-driven analysis of campaign news coverage was critical to informing voters about the media's slant, neutralizing them as a factor in the election.

## The NewsBusters War Room

The centerpiece of NAD is the popular NewsBusters blog, which averaged 231,656 page views daily in 2016. Each day, and at all hours, MRC analysts and several outside contributors post between 20 and 30 articles documenting news media bias. The most outrageous items are pitched directly to top news producers, distributed via MRC's various social media accounts, and are compiled into our daily *CyberAlert* e-mail, which has nearly 250,000 subscribers.

NAD's research supported the MRC's "Tell the Truth!" 2016 campaign, and aggressively exposed the leftist media bias on display at both the Republican and Democratic conventions. NAD analysts produced nearly round-the-clock documentation of the media's bias, and the influential *Drudge Report* sent its readers to the NewsBusters site with prominent headlines linking to the MRC's reporting. During the two-week convention period, more than 2.4 million unique visitors went to the NewsBusters site.

## Most Popular MRC Study Ever

On July 20, NewsBusters associate editor Scott Whitlock caught the left-wing MSNBC treating anti-Hillary buttons at the Republican convention as if they were pornography. Whitlock's post, "MSNBC Warns Sensitive Viewers Before Showing Anti-Hillary Buttons," was read on air by Rush Limbaugh and was featured in *Drudge Report*, *TheBlaze*, *Daily Caller*, and other websites.



Then-vice presidential candidate Mike Pence cites MRC research on Fox News' *The Kelly File*.



At the GOP convention, Fox's Sean Hannity discusses headlines from the MRC's NewsBusters blog with former House Speaker Newt Gingrich.



On *Fox & Friends*, Laura Ingraham states, "Thank God for the Media Research Center."



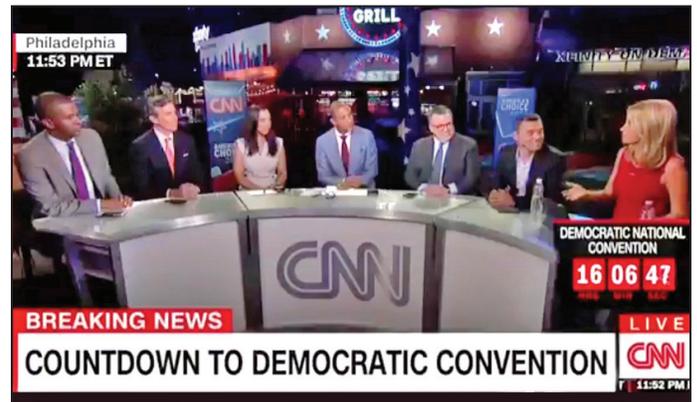
Throughout 2016, MRC spokesmen were in demand for live analysis of the debates and biased campaign coverage.



Research Director Rich Noyes discusses a recent MRC study on Fox Business Network.



NewsBusters Executive Editor Tim Graham discusses how the liberal media downplay or ignore Hillary Clinton scandals.



CNN political commentator Kayleigh McEnany cites liberal media bias research from the MRC live during the GOP national convention.

At the Democratic National Convention, NewsBusters provided cutting-edge analyses of the media's pro-Hillary bias with headlines such as, "Media Lovefest for Hillary Begins." Widely-syndicated conservative columnist Cal Thomas recommended NewsBusters for evidence of the cozy relationship between reporters and the DNC.

MRC's "Bias by the Minute" project used NAD's unparalleled research to quickly turn around many studies confirming the media's profound pro-liberal bias in 2016 (see page 21). In late October, a study by the MRC found that in the twelve weeks following the party conventions concluded in late July, nearly all (91 percent) of the broadcast evening news coverage of Republican presidential nominee Donald Trump had been hostile.

This report received the most media attention ever for an MRC study: Donald Trump referenced it during an Oct. 27 interview with Fox's Bill O'Reilly, while vice presidential nominee Mike Pence mentioned it on *The Kelly File*. Every major Fox News program covered it as a big story: *Hannity*, *America's Newsroom*, *Fox & Friends*, *Outnumbered*, and *Special Report with Bret Baier*.

The Fox Business Network also gave prominent coverage to the MRC study, written by Research Director Rich Noyes.

MRC President Brent Bozell discussed it as a guest on FBN's *Your World with Neil Cavuto*, as well as on *After the Bell with David Asman*. NewsBusters executive editor Tim Graham discussed it on FBN's *Mornings with Maria Bartiromo*, while Noyes was a guest on FBN's *Lou Dobbs Tonight*. FBN hosts Stuart Varney and Charles Payne also highlighted the MRC study. On radio, Rush Limbaugh gave it major play, and it was covered by *The Washington Times*, *Newsmax*, *TheBlaze*, *Politico*, and *New York* magazine. *IBD*, *WND*, *CNN*, *Townhall*, and other media and blogs on the left and right covered the MRC study.

## Exposing Media Double Standards

An overnight study by MRC analyst Nicholas Fondacaro in August documented how the networks pounced on a controversy involving Donald Trump while minimizing the appearance of the Orlando mass-killing terrorist's father at a Hillary Clinton campaign rally: "Nets Dedicate Over 4x More Coverage to Trump Comment Than Mateen at Clinton Rally." The next day, this piece drew a combined six mentions on Fox News and Fox Business, including a citation by Mike Pence during an interview on FNC's *Hannity*.

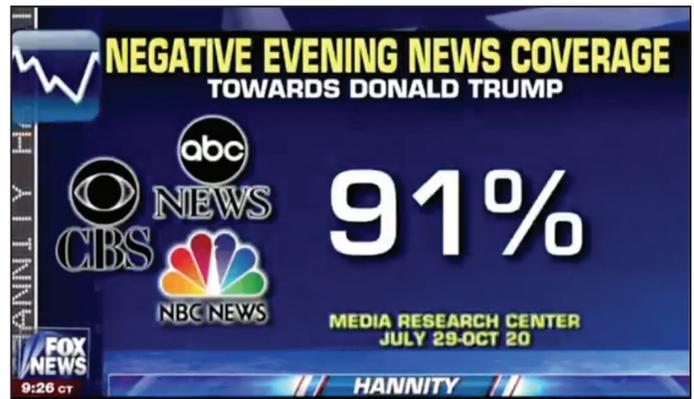
*Continued on page 6*

## “Thank God for the MRC”

Earlier in the primary campaign season, another NAD study by Noyes documented how the networks heavily favored Donald Trump in their coverage of the Republican presidential race, giving him about ten times the average amount of airtime given to the 16 other GOP candidates combined. The MRC study was reported by the *Washington Examiner* and other media. In April, NAD researchers documented how Trump and his surrogates received significantly more airtime the previous month on Fox News (397 minutes) compared to Ted Cruz (164) and John Kasich (105).

A January 14 “Bias by the Minute” report analyzing more than 300 hours (18,549 minutes) of the previous year’s network news coverage found that the Big Three evening newscasts were heavy on allegations of police misconduct and liberal-leaning climate change stories, but light on scandals involving Democratic politicians, ObamaCare’s failings, sanctuary cities, the out-of-control debt, and news about the Planned Parenthood baby-body parts selling scandal exposed by undercover videos.

After Donald Trump’s surprising victory, NAD got to work documenting the left-wing media’s bitter, petty, and sometimes hysterical bias against President-elect Trump. Noyes appeared on the Fox Business Network to expose the media’s double-standard in criticizing Trump’s “wealthy cabinet,” and on Fox News’ *Fox and Friends* to critique the



An MRC report on media campaign coverage received the most press attention ever for an MRC study.

*New York Times*’ so-called “apology letter” to their subscribers for their terrible election reporting. He said the *Times* tried to “tamper with the election,” and “to influence it every step of the way with hit piece after hit piece on Donald Trump.”

At critical times, NAD research exposed the media’s slant in a crucial election year. Radio host Mark Levin saluted our efforts in April: “The brave men and women at the Media Research Center, NewsBusters, CNSNews, they have to monitor this crap every day so we don’t have to.” Three months later, Rush Limbaugh hailed NewsBusters as “one of our favorite websites.” And in August, after yet another MRC report provided irrefutable statistics of the media’s biased campaign coverage, *Fox & Friends* guest Laura Ingraham exclaimed: “Thank God for the Media Research Center.”

## Noel Sheppard Media Blogger of the Year Award

In an August ceremony at the MRC’s headquarters in Reston, Virginia, Media Research Center President Brent Bozell and the staff of NewsBusters awarded *Washington Free Beacon* video editor **David Rutz** the second annual *Noel Sheppard Media Blogger of the Year Award*.

The award was created in 2015 to honor the late Noel Sheppard, the longtime NewsBusters associate editor and a founding blogger of NewsBusters.org. Tragically, Sheppard passed away following a bout with cancer in March 2014.

Bozell presented Rutz with an engraved award and a \$5,000 check from the MRC. Rutz, a graduate of Vanderbilt University, moved to the D.C. area a few years ago and quickly became a star at the *Washington Free Beacon*, where he is both a blogger and the video editor. He is best known for his “super cut” video mash-ups that creatively illustrate silliness in the media.

Presented annually, the *Noel Sheppard Media Blogger of the Year Award* is given to “the blogger who best reflects the spirit of Noel Sheppard’s energetic blog postings in pursuit of exposing the news media’s liberal political agenda.” The first winner was Mollie Hemingway, senior editor of *The Federalist*.



David Rutz

During an election year in which the growing participation of voters of Hispanic origin received unprecedented attention, MRC Latino played an outsized role in both exposing and neutralizing the torrent of biased liberal coverage of the election in the national Spanish-language media.

The year began with MRC Latino's participation in the launch of the MRC's "Tell the Truth!" 2016 campaign, complete with a Spanish-language version of the campaign's website and MRC Latino activists on the ground, who displayed Spanish-language "¡No Le Crea A La Prensa Liberal!" ("Don't Believe The Liberal Media!") signage at election events across the country.

Throughout the year, MRC Latino analysts consistently contributed well-documented, hard-hitting posts on MRC's NewsBusters blog, in English and Spanish, exposing the all-too-frequent cases of blatant liberal bias and dishonest journalism in the national Spanish-language media. Among the most widely read posts during the year were: "Univision Anchor's Electioneering Sparks 'Ramos Must Go' Drive," "Hillary Campaigns With Univision's Serial Groper, El Gordo," "Bernie Hits Bump on Univision: Speechless on Socialism's Failures," and "Election 2016 Recap: Univision Lost Bigly."

Certainly the highlight of the year for the program was the early September deployment of the *Ramos Must Go!* campaign. Launched in response to Univision senior news anchor Jorge Ramos' decision to openly take the side of Hillary Clinton and speak out publicly against the election of Donald Trump, the campaign garnered major national and international media attention. It featured the support of top conservative Latino leaders across the country, and generated thousands of protest calls to the office of the President of Univision as well as over 10,000 signers of the campaign's online petition.

By the end of the campaign, Univision's credibility was shredded, and it had alienated hundreds of thousands of Hispanic voters who voted for Donald Trump in higher numbers than they did for the 2012 Republican nominee. By the end of the year, MRC Latino's Facebook fan base topped 235,000.

The program's success was rounded out by the publication of the *MRC Latino Guide to Spanish-Speaking Sources*, a compendium of dozens of conservative, Spanish-speaking policy experts and pundits, distributed to Spanish-language media to boost the participation of conservative voices in the news programming of this media segment.



MRC Latino led the charge in discrediting the biased reporting of Univision anchor Jorge Ramos.



Univision anchor Jorge Ramos was deservedly exposed as the liberal activist he is.



Spanish-language network news producers and reporters routinely book conservative guests using MRC Latino's *Guide to Spanish-Speaking Sources*.

# MRC Business

MRC Business continued its leading national role defending free enterprise and holding the liberal media accountable by promoting accurate business and economic reporting.

In 2016, MRC Business staff appeared on or were cited by at least 378 radio and 22 TV programs. Their stories were also mentioned hundreds of times by prominent media, including Fox Business Network, *The New York Post*, and Townhall.com.

One major success was the division's role in helping with the *Climate Hustle* documentary, which exposed the media's global warming agenda. The movie relied heavily on MRC content, much of it from MRC Business. MRC President Brent Bozell moderated a Capitol Hill panel discussion at the U.S. premiere of *Climate Hustle* that also ran in every theater showing the film.



Brent Bozell moderates a discussion on liberal media bias and climate change with former Alaska Gov. Sarah Palin, climatologist David Legates, and Marc Morano, producer of the documentary *Climate Hustle*.

## Telling the Truth About the Economy

MRC Business produced dozens of articles supporting the MRC's "Tell the Truth!" 2016 initiative including, "CBS: Potential Clinton Economy 'Right' to Spend/Tax More," and "ABC Spends Just 30 Seconds on Trump's Economic Plan."

Leading up to the election, MRC Business proved the media were barely reporting on the national economy. One study found ABC, CBS, and NBC spent more than twice as much time covering the new game Pokémon Go as the economy.

In 2016, MRC Business launched a pivotal new endeavor called BuyingBias.org, which shines a spotlight on funding sources behind liberal, non-profit journalism. It currently focuses on 10 foundations' giving to eight journalism nonprofits that all promote the left's agenda. Since its launch, Buying Bias exposed funding related to attacks on ExxonMobil, climate skeptics, and more.

The division's social media presence soared past 232,000 Facebook fans and registered steady Twitter growth.

## EXPOSING GEORGE SOROS' LEFT-WING AGENDA

In 2016, MRC Business' Soros Project continued to dig deep into the left-wing billionaire's contributions — revealing more than \$116 million in Soros funding, including:



- \$61 million to U.S. media groups pushing Hillary Clinton's agenda
- \$42.2 million to other media
- almost \$6.5 million to LGBTQ groups
- \$4.5 million to leftist "Catholic" groups undermining Catholicism
- \$1.5 million to cover up Planned Parenthood's video scandal

MRC Business highlighted Soros' Open Society Foundation's ranking as the "least transparent" think tank and exposed the media blackout of the damaging Soros Leaks. MRC Business also tracked Soros' personal election response, from an exclusive November donor meeting in D.C. addressing the "cataclysm of election day," to Soros labeling Trump a "con artist" and "would-be dictator."

MRC's Soros Project stories were shared roughly 57,000 times.

# MRC Culture

MRC Culture is the nation's preeminent defender of traditional American values against left-wing media and Hollywood elites who denigrate or censor religious, pro-family and patriotic viewpoints.

The department ended the year with a huge hit. Joe and Betty Anderlik Fellow Katie Yoder broke the story about liberal actress Lena Dunham actually stating she was sorry she hadn't had an abortion. The story created a firestorm, going global within a few hours. Nearly every major outlet in the U.S. covered it and Dunham was forced to apologize.

In 2016, MRC Culture staff appeared on or were cited by at least 379 radio and 66 TV programs. The division grew to more than 243,000 Facebook fans, and more than 40,000 newsletter subscribers.

The department continued to fill an important void in the culture wars with analyses and reports cited by hundreds of national publications, including: *The Washington Times*, *The Weekly Standard*, FoxNews.com, *TheBlaze*, and *Investor's Business Daily*.

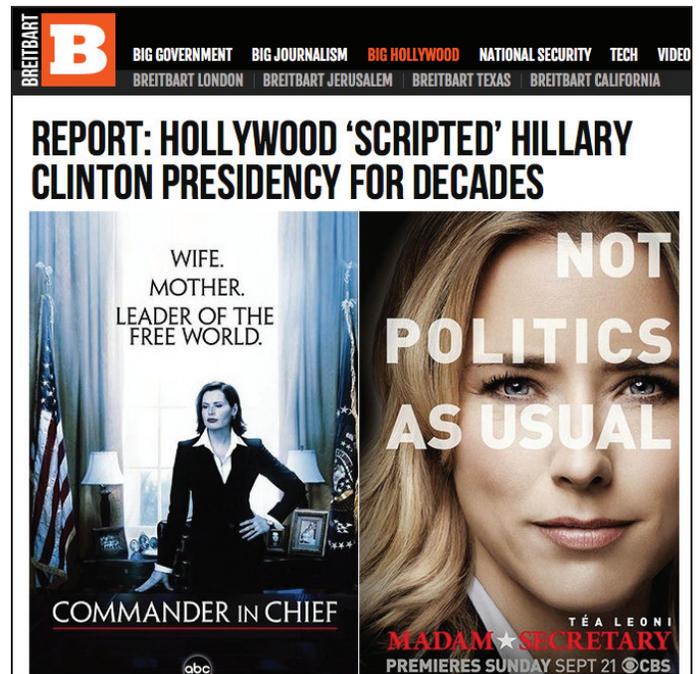


On FBN's *Intelligence Report*, MRC Vice President Dan Gainor discusses the impact of social media in the 2016 presidential election.

MRC Culture demanded media "Tell the Truth!" during the campaign. It contrasted journalists' positive portrayal of Hillary Clinton's radical pro-abortion record with distorted coverage of Donald Trump's pro-life support.

The special report, *Shameful Silence*, highlighted network refusal to report radical Islamists' genocide against Christians. It drew attention to this humanitarian emergency and spurred the formation of a coalition demanding coverage — the largest coalition the MRC had ever formed.

The department expanded its role, providing Americans much-needed reporting that counters left-wing spin in sports and entertainment. Staffers were all over Colin Kaepernick's refusal to stand for the national anthem, HBO's assault on gun rights, and ESPN's tilt to the left. MRC Culture explored the

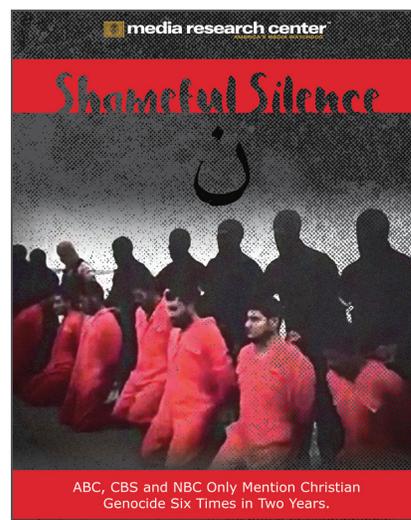


An MRC Culture report showed how entertainment media spent 23 years paving the way for a Hillary presidency. The report was featured in numerous media outlets.

push to normalize transgenderism and exposed the ABC anti-Catholic sitcom *The Real O'Neals*, based on the life of vulgar homosexual extremist Dan Savage.

The following are just a few of the hundreds of influential articles published by MRC Culture that were widely shared in social media and highlighted in the conservative press in 2016: "Miley Cyrus: I'm a 'Good Face' For Abortion, Planned Parenthood," "Not Gay Enough: GLAAD Says Not Enough

LGBT Characters in Movies," and "Cosmopolitan Magazine: The Clintons Are 'Good Marriage Role Models.'"



The MRC's special report *Shameful Silence* revealed how little coverage ABC, CBS, and NBC devoted to the genocide of Christians.

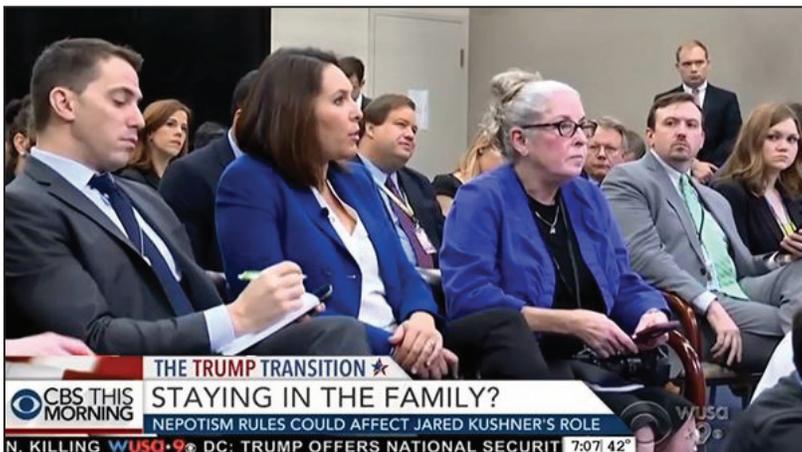
CNSNews.com reports news the liberal media deliberately ignore.

In 2016, CNSNews helped drive the national debate on foreign policy and national security issues, fiscal and economic issues, and cultural and social issues. Its news stories and commentaries made national news, regularly picked up by other media outlets and discussed on talk radio.

The *Drudge Report*, with 14 million readers, regularly features CNSNews stories. Syndicated radio hosts Rush Limbaugh, Sean Hannity, and Mark Levin often discuss them on their programs, as do local talk radio hosts. This community regularly reaches tens of millions more.

*Yahoo! News*, with 36 million readers, frequently features CNSNews stories and commentaries. Fox News, Fox Business, C-SPAN, *The Washington Times*, *The Washington Examiner*, *The Daily Mail*, *The Telegraph*, *The Jerusalem Post*, *The New York Post*, *The Pittsburgh Tribune-Review*, *The Daily Oklahoman*, and *The Orange County Register* all referenced CNSNews in 2016.

When Secretary of State John Kerry told a House subcommittee he was having an “additional evaluation” done before he could decide if the Islamic State was committing genocide against Christians, CNSNews reported Kerry’s statement and posted video of it. It caused a national outrage. The story was featured on *Drudge Report*. Kerry later announced he had determined the Islamic State was indeed committing genocide.



CNSNews staff cover Congress, the courts, and the White House, asking the questions no one else is asking and countering the narrative of the liberal media.

cnsnews.com™

## Almost 100,000 Somali Refugees Admitted to US Since 9/11; 99.6% Muslim

By Patrick Goodenough | September 19, 2016 | 4:15 AM EDT



(CNSNews.com) – Almost 100,000 Somali refugees have been resettled in the United States since 9/11, including 8,619 so far during the current fiscal year. The largest number – some 16 percent of the total over the past 15 years – have been resettled in Minnesota, home to the nation’s biggest Somali-American community.

CNSNews reports comparing the massive number of Syrian Muslim refugees with the few Syrian Christian refugees who were being admitted to the U.S. garnered national attention.

### CNSNews International

International Editor Patrick Goodenough published regular reports on the unprecedented flow of Syrian refugees into the United States, noting that despite the genocidal targeting of Christians in Syria, almost all the Syrian refugees were Muslims. *Yahoo! News* featured many of these reports.

Managing Editor Michael Chapman reported on testimony Jacqueline Isaacs delivered in a House committee. Isaacs, who works with a group promoting human rights in the Middle East, told the committee of a Coptic Christian Egyptian who went to work in Libya. Before he left, he told his wife: “If I don’t make it, teach my children...the principles of Jesus Christ.” Islamic State terrorists later beheaded him on a beach. *Yahoo! News*, among others, featured this CNSNews report.

Editor-in-Chief Terry Jeffrey interviewed Greg Hicks, deputy chief of mission at the U.S. Embassy in Libya on the day terrorists attacked the U.S. facilities in Benghazi and murdered Ambassador Chris Stevens, Sean Smith, Tyrone Woods, and Glenn Doherty. Hicks told CNSNews what he told Hillary Clinton that night: “When I spoke to her, I

## 94,333,000 Not In Labor Force; Labor Force Participation 62.8%

By Susan Jones | August 5, 2016 | 8:47 AM EDT

(CNSNews.com) – 94,333,000 Americans were not in the labor force in July, a slightly better showing than June’s 94,517,000; and the labor force participation rate improved slightly, increasing a tenth of a point to 62.8 percent from June’s 62.7 percent, the Labor Department’s Bureau of Labor Statistics reorted on Friday.



A waitress mops the floor at an open but empty Waffle House restaurant in Lancaster, Pa. (AP Photo)

In September 2015, the labor force participation rate dropped to 62.4 percent, its lowest point since 1977. The best it’s been since Barack Obama took office is 65.8 percent in February 2009, the month after Obama was sworn in amid a recession.

## JOBS HAPPY JULY +255,000 \*94,333,000 NOT IN LABOR FORCE **DRUDGE REPORT**



### Our Country Is in Serious Decline

August 09, 2016

There’s a reason 94 million Americans are not working. There’s a reason why race relations are worse today than at any time since the Civil War. There’s a reason why our country is headed in a direction many people thought it would never shrink to, and it’s the objective of this program to once again spell out these reasons so that as many people as possible understand -- and it’s stories like this: “How to Survive, Be Safe, and Thrive at a Predominantly White Institution.”

- CNSNews: 94,333,000 Not In Labor Force; Labor Force Participation 62.8%
- CNSNews: Jobs Added in July: +38,000 in Government; +9,000 in Manufacturing

Senior Editor Susan Jones’s labor force reports are regularly cited by Rush Limbaugh and *Drudge Report*, and her story on 94 million Americans not in the labor force was used by Donald Trump and Mike Pence in their campaign speeches.

talked about an attack and never talked about any phantom protest that did not exist.” This report, too, reached millions.

### CNSNews Business and Economics

Senior Editor Susan Jones’s monthly reports on the employment situation were regularly featured on *Drudge Report* — often above the masthead. On September 2, Jones’ story on the 94,391,000 Americans out of the labor force and Jeffrey’s report that government workers outnumbered manufacturing workers by 9,932,000 were simultaneously featured above the *Drudge Report* masthead.

CNSNews’ reports on the ever-mounting federal debt were frequently featured on *Drudge Report* and Fox News. CNSNews’ report on the United States going 10 straight years without a single year of three percent growth in real GDP became a national issue in the 2016 presidential race.

When the Smithsonian opened the National Museum of African American History and Culture and refused to include Justice Clarence Thomas and other prominent black conservatives, CNSNews’ Penny Starr asked why. The Smithsonian responded: “We cannot tell every story in our inaugural exhibitions.” This CNSNews report carried a two-line headline on *Drudge Report*.

### CNSNews Commentary

CNSNews’ Commentary section continued to deliver well-reasoned, principled conservative opinion and analysis to a broad national audience. Writers from foundations, academia, and even the entertainment world published pieces with CNSNews that often attracted hundreds of thousands of readers.

Example: Robert Rector of the Heritage Foundation published a commentary with CNSNews about the dramatic drop in food stamp recipients when Maine imposed a work requirement on able-bodied adults without children. More than 850,000 people read that commentary.

Music legend Charlie Daniels, a regular columnist for CNSNews, wrote an “Open Letter to America’s Enemies” after the Iranians seized two U.S. Navy vessels in the Persian Gulf. The column had more than 675,000 readers.

CNSNews has become an indispensable source of news and opinion for millions of conservative Americans — covering stories the liberal media ignore and holding Democrats and Republicans alike accountable.

YAHOO! Politics

### Schumer: Republicans Are 'Plotting a War on Seniors'

CNSNews 4 hours ago

(CNSNews.com) - During the presidential campaign, Republican Donald Trump said he would not cut Social Security, Medicare or Medicaid, but no matter. Sen. Chuck Schumer, the next Senate minority leader, on Tuesday warned that Republicans are

CNSNews’ reports are cited or carried by myriad outlets, including *Yahoo! News*, the fourth most visited website in America.

MRCTV continues to grow as the dynamic video production arm of the Media Research Center and the leading video platform in the conservative movement, with its hard-hitting exposés and popular video reports that often go viral. One sassy MRCTV video commentary by Brittany Hughes, taking on liberal media “snowflakes” who foolishly blame racism and sexism for Hillary Clinton’s loss, reached more than 50 million people.

In 2016, MRCTV blogs and videos drove the national debate on important issues like exposing government censorship, Hollywood hate, and the skewed priorities of the liberal education system. The website also used cutting-edge videos to document the threat of illegal immigration and expose the shocking ignorance of America’s college students.

Because MRCTV’s blogs and videos are constantly being re-reported, discussed, and shared by the most influential and popular conservative websites, the site’s reach extended far beyond its online readership and social media audience. In 2016, MRCTV’s videos and blogs were routinely picked up by major conservative media including *Drudge Report*, Fox News, Rush Limbaugh, *TheBlaze*, *Breitbart News*, *Daily Caller*, and NRO. In 2016, MRCTV videos were viewed over 255 million times, averaging nearly five million views per week.



## Election Response Goes Viral

Tired of the liberal media’s nonstop attacks on the American public, the MRC took to social media with a powerful video response. Hosted by Brittany Hughes as part of MRCTV’s new weekly web series, “Reality Check,” the public took the post and spread it with gusto. The video received more than 25 million views and 585,000 shares.



MRCTV’s report on Pres. Obama blaming police for the violence against them generated more than 76,000 shares and over a million page views.



MRCTV provides a video platform for each of the MRC’s divisions, and has been critical to dramatically expanding the MRC’s following, particularly among younger generations and demographics outside the usual conservative base. MRCTV’s pithy and entertaining blog posts about interesting, non-ideological events and TV happenings drew hundreds of thousands of new followers. The division now has almost 3.1 million Facebook fans, more 41,000 Twitter followers, and more than 240,000 email subscribers.

MRCTV continued to break major national stories, such as capturing a graphic (before it was deleted) in which rapper Azalea Banks called for former Alaska Governor Sarah Palin to be gang-raped. The MRCTV exclusive was reported by *People*, *Rolling Stone*, *USA Today*, *The Daily Mail*, *Time.com*, *FoxNews.com*, and other media. Another exclusive MRCTV exposé documented how Obama staffers doctored a speech by French President Francois Hollande, censoring his phrase “Islamic terrorism” out of the official White House video.

The MRCTV scoop was reported by Rush Limbaugh, *The Kelly File*, *Drudge Report*, *Fox & Friends*, and other media.

MRCTV's on-the-scene video coverage of liberal protests at the RNC and DNC conventions exposed the hatefulness of supposedly tolerant "progressives," including one who told MRCTV on camera that he wanted to "cut off Donald Trump's head."

In 2016, MRCTV launched two weekly conservative commentary series, "Uncommon Sense" and "Reality Check," which took social media by storm with their no-nonsense takedowns of liberal media hypocrisy and absurdity. The two shows alone generated 50 million video views last year.

MRCTV's engaging "man on the street" interviews received wide media play. A video exposing how ignorant today's college students are about the Supreme Court was

picked up by *Drudge Report*, *TheBlaze*, *Daily Caller*, and others.

In December, MRCTV launched a facetious "Save the Snowflakes" project highlighting intellectually frail liberals who could not bear that Donald Trump was elected president. "Snowflakes should not have to walk around their college campus and risk hearing something they disagree with," said the mock video produced by MRC staff. The video went viral, reaching 8.7 million people across the country.

MRCTV stories were cited and re-reported around the world in 2016 by media everywhere, from Russia and China, to France, Australia, and even Bulgaria. The site continues to broaden the reach of the MRC to new audiences by leveraging the power of social media.

  Share it  Tweet it

## VIDEO: WH Censors French President Saying 'ISLAMIST Terrorism'

 Craig Bannister | April 1, 2016 11:36am ET

The White House website has censored a video of French Pres. Francois Hollande saying that "Islamist terrorism" is at the "roots of terrorism."

The White House briefly pulled video of a press event on terrorism with Pres. Obama, and when it reappeared on the WhiteHouse.gov website and YouTube, the audio of Hollande's translator goes silent, beginning with the words "Islamist terrorism," then begins again at the end of his sentence.

Even the audio of Hollande saying the words "Islamist terrorism" in French have, apparently, been edited from the video.

Watch the video of Hollande's censored comment:



According to the official White House transcript of Hollande's remarks, Hollande refers to "Islamist terrorism." The audio of the bold text in brackets is missing from the video – the only point in the video where the audio is absent:

"We are also making sure that between Europe and the United States there can be a very high level coordination.

"But we're also well aware that the roots of terrorism, **[Islamist terrorism, is in Syria and in Iraq. We therefore have to act both in Syria and in Iraq, and this is what we're doing within the framework of the coalition.]** And we note that Daesh is

### MRCTV exposed White House censorship of the words 'Islamist terrorism,' from a video on WhiteHouse.gov, prompting wide-ranging media coverage.

"The White House censored video on its website of French President Francois Hollande saying 'Islamist terrorism' during a meeting with President Obama on Thursday, the **Media Research Center** reports."

**WASHINGTON FREE BEACON • 04/01/16**

"After the **Media Research Center** caught the censorship, the White House denied any effort to disrupt the audio and claimed a technical error, at the exact moment when 'Islamic terror' was mentioned, as the cause for the gap."

**TOWNHALL.COM • 04/04/16**

"The conservative **Media Research Center**, which first noticed the discrepancy, accused the White House of 'censoring' Hollande's remark. The video of the White House is only missing that segment of the translation, and the rest of the 500-word speech was translated without incident."

**MEDIAITE • 04/01/16**

"The **Media Research Center** reported the Obama regime removed a video of a joint press event with French President Francois Hollande and Barack Hussein Obama."

**RUSH LIMBAUGH • 04/04/16**

"According to **MRCTV**, the White House pulled the original, unedited version from WhiteHose.gov and YouTube and then re-uploaded the video with the words "Islamist terrorism" silenced."

**DAILY CALLER • 04/01/16**

"The video switch was first noticed by the **Media Research Center**, a conservative nonprofit that monitors thousands of hours of news broadcasts every year in search of liberal biases."

**THE DAILY MAIL • 04/01/16**



# TELL THE TRUTH! 2016™

MEDIA RESEARCH CENTER

One of the biggest campaigns in the Media Research Center's history was "Tell the Truth!" 2016. As the MRC's core priority, it was a phenomenal success and helped ensure that the American people — not the leftwing media — chose the president of the United States of America.

The goal of "Tell the Truth!" 2016 was simple: make liberal media bias a major issue in the election campaign — and neutralize it. The MRC accomplished this by creating a "War Room" that integrated all divisions in a 24 hour, 7 day a week effort. The "Tell the Truth!" campaign mobilized all assets of the MRC, including MRC's rapidly growing social media and grassroots armies, in a highly-coordinated fashion, to relentlessly expose the biased media and hold them accountable.

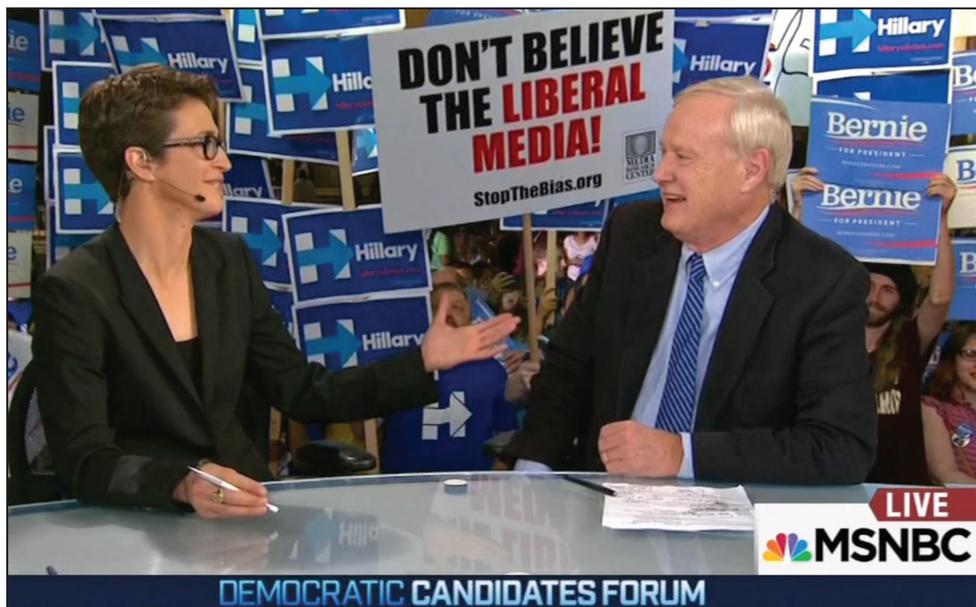
The MRC News Analysis Division's "Bias by the Minute" studies proved indispensable in documenting the media's warped election coverage. These studies were picked up by thousands of media and opinion-molders—conservative media like Rush Limbaugh, *Drudge Report*, *TheBlaze* and *The Daily Caller*, liberal media like *Yahoo! News*, and social media.

Poll after poll showed the effectiveness of the MRC's campaign. A Gallup poll showed that trust in the news media is now at an all-time low — dropping a full 20% in the last year alone.

## "Don't Believe the Liberal Media!"

Supplementing the MRC's unparalleled research arm was an ingenious grassroots strategy that brought its "Don't Believe the Liberal Media!" message to millions of Americans — harnessing the power of the media itself. The MRC established a digital command center to guide and educate local volunteers. It distributed nearly 30,000 "Don't Believe the Liberal Media!" and "Tell the Truth!" signs, buttons, and bumper stickers to conservative activists nationwide.

MRC grassroots activists and field organizers fanned out across America throughout the primaries and general election to confront and expose leftist reporters directly about their obvious lack of balance and fairness. When



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

reporters went on air live there was often an MRC supporter standing behind them with a sign urging the public not to believe what he or she was saying.

The "Tell the Truth!" 2016 campaign also established a dominating presence at the party conventions in Cleveland and Philadelphia that helped discredit the media as grossly unfair in the public's mind. MRC founder and president Brent Bozell attended the RNC convention and described the atmosphere:

"Everywhere you turned in Cleveland our 'Tell the Truth!' and 'Don't Believe the Liberal Media!' messages were there. Reporters coming out of the airport terminals were greeted by 175 taxis with 'Don't Believe the Liberal Media!' ads on top. When they got in their cabs, there were 30-second ads — 25,000 of them — running on screens. As they left the airports, they were confronted with the first of 15 different 'Don't Believe the Liberal Media!' billboards throughout the cities."

In the end, by "Telling the Truth," the MRC's compelling research, earned media effort, and grassroots and social media mobilization protected the integrity of the 2016 election by undermining the leftist media's ability to distort it through dishonest reporting.

The results of these efforts are undeniable. Recent polling data tells the story.

- A Gallup poll showed trust in the news media has fallen to an all-time low, including a full 20 percent drop in the last year alone.
- A Rasmussen poll found that Americans believed the news media were pro-Clinton by nine to one. A *USA Today* poll found the American people believed the media “want to see Hillary elected” by ten to one.
- Another Rasmussen poll showed that the public believed debate moderators were biased in favor of Hillary Clinton by seven to one.
- The *USA Today* poll also found that Americans consider the national liberal media the number one threat to the integrity of the electoral process.
- A poll commissioned by the MRC with YouGov the day after the election showed that eight out of ten Americans believed the news media are biased; and 97 percent of the public said they did not let the news media influence their votes.

# MRC's Rapid Response

Launched in 2015, the “Rapid Response” project integrates all MRC communications assets — its grassroots army, its social media army, and its marketing and PR machines — to mobilize conservatives in real time to neutralize leftist media bias and anti-family Hollywood extremism.

Once triggered, Rapid Response gives the MRC a uniquely powerful tool in the conservative movement to quickly rally its millions of followers to fight back against leftist media bias, and highlight events covered up by the media.

Rapid Response was an integral part of The MRC’s “*Tell the Truth!*” 2016 campaign, MRC Action’s core election-year priority. In just one example of mobilizing MRC’s grassroots army quickly against “gotcha” journalism, when CNN’s Wolf Blitzer tried once again to tie the Trump campaign to David Duke during a September interview with Mike Pence, MRC’s Rapid Response generated a flood of protest calls to CNN within hours.

## Rapid Response in Action

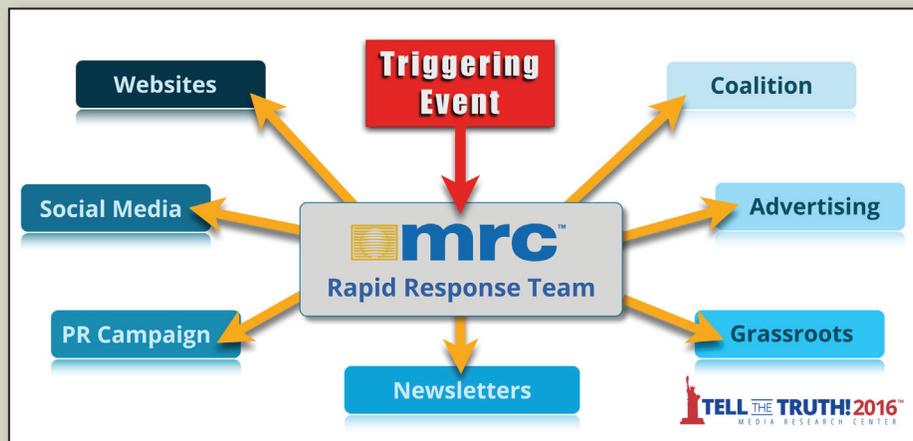
In January, the MRC led a conservative coalition demanding that the media cover the annual March for Life. MRC Action launched a Rapid Response to blitz the Big

Three networks, and the division’s grassroots advocates flooded the networks with 1,500 calls in the two days leading up to the march. The result: still a mere 22 seconds of network coverage. However, in addition to documenting the media’s suffocating, far-left cultural bias, the project set the stage for an even greater push in 2017, as pro-lifers were more determined than ever to demand that the media stop ignoring the march.

In March, the Rapid Response team propelled the MRC’s leadership role in taking on ABC-Disney’s anti-Catholic “sitcom” *The Real O’Neals*. From its inception, the show, based on the childhood of homosexual activist Dan Savage, was laced with “jokes” mocking Catholicism. MRC Action provided its grassroots members with weekly talking points on its twisted plot lines and contact information for ABC-Disney. The MRC campaign generated more than 4,000 calls denouncing the show to ABC-Disney executives.

In September, when Univision anchor Jorge Ramos penned an editorial calling on other journalists to fight the Trump candidacy and support Hillary Clinton, MRC’s Rapid Response team launched a massive social media campaign reaching tens of millions of Americans. It generated 1,175 phone calls to Univision, and produced 9,494 signatures on a petition demanding Ramos’ removal from his anchor chair — all within three days. Even liberal-leaning Geraldo Rivera referenced the effort, telling Fox News that Univision had effectively become a “Get Out the Vote” machine for Clinton.

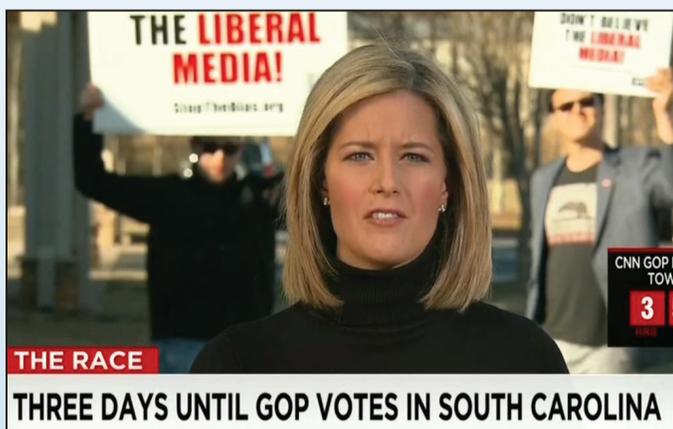
MRC’s Rapid Response initiative quickly coordinates resources and mobilizes activists to draw attention to the worst examples of media bias.



# Keeping a Spotlight on Media Bias

The MRC's Field Team played a key role in keeping media bias a national issue during the 2016 campaign. Field organizers traveled around the country during the primaries to hand out "Don't Believe the Liberal Media!" signs, buttons, and stickers. They rallied citizens to hold up signs at candidate rallies and behind on-location news broadcasters so they were visible on television.

The MRC signs were shown on ABC, CBS, NBC, Fox News, CNN, ESPN, Showtime, and on several local news broadcasts. During one Ted Cruz rally, he saw an MRC sign, read it out loud, then proceeded to attack the media for their blatant bias. MRC field organizers also attended local tea party gatherings to educate citizens about media bias and its effect on the election.





# Taking The Conventions By Storm

Thanks to the success of the MRC's "Tell the Truth!" 2016 campaign, the media's biased election coverage became a driving issue at both the Republican and Democratic party conventions.

The MRC greeted convention attendees and media at both conventions with billboards that read either "Don't Believe the Liberal Media!" or "Dear HILLARY, We have your back. Love, the MEDIA." Grassroots activists brought signs challenging media bias directly to TV reporters doing interviews on location from the conventions. 175 taxi-top ads, more than 25,000 TV ads inside cabs, and 400 sidewalk decals ensured visiting media could not escape the MRC's message.



The Media Research Center inundated both national party conventions with its "Don't Believe The Liberal Media!" message.





Everywhere convention goers went, the MRC message was right there with them.



There is right-wing propaganda scattered throughout downtown Cleveland right now for the #RNCinCLE



MRC sidewalk signs lined the roads between hotels and the main convention sites.



### Twitter noticed

The MRC message was photographed and Tweeted by conservatives like Allen West, as well as by liberal journalists including the *Washington Post's* Karen Tumulty (see above), NPR's Steve Inskeep, and others from *Huffington Post* and *Salon*.



# Presidential Debate Coverage

The MRC was in the forefront of documenting the liberal bias of the moderators in the presidential debates, further establishing that the “news” media cannot be trusted to provide a fair environment for conservatives.

For each debate, the MRC mobilized its “War Room” of researchers and analysts to provide an almost immediate breakdown of the tilt of each question, demonstrating the moderators’ bias. These data-driven reports were then blasted out to tens of millions through media coverage and the MRC’s social media and grassroots networks.

Voters’ rejection of the corrupt, elitist media was a crucial factor in the “change” election repudiating media-favorite Barack Obama.

In a prescient August 1 appearance on FBN’s *Varney & Company*, MRC President Brent Bozell recalled the debacle of CNBC anchor John Harwood’s biased performance during a GOP primary debate, and wondered if Republicans had learned from their past mistakes of failing to vet left-wing reporters being considered for debate moderators.

Several weeks later, Bozell’s fears were realized in the first presidential debate between Hillary Clinton and Donald Trump, moderated by NBC anchor Lester Holt, who posed multiple hostile questions to Donald Trump, but failed to even once press Hillary Clinton on any issue.

In a blistering post-debate statement that spoke for frustrated conservatives everywhere, Bozell said: “Lester Holt clearly heard the cries of his colleagues in the liberal media to be tough on Trump and ease up on Hillary loud and clear. Holt continually challenged, fact-checked, and interrupted Trump and not once challenged Hillary... Lester Holt failed in his role as a moderator. Period.”

Bozell’s outrage coupled with the MRC’s immediate assessment of Holt’s lopsided performance reached a huge worldwide audience through MRC’s massive social media network and via conservative and non-conservative media alike, including: Fox News’ *The Kelly File*, FBN, *Las Vegas Review-Journal*, *U.K. Daily Mail*, *Townhall*, and *Detroit News*.



After the candidates’ town hall debate, MRC called out moderators Martha Raddatz and Anderson Cooper for their hostile attitude toward Donald Trump.



MRC President Brent Bozell called on Republicans to reject moderators from NBC, MSNBC, and CNBC.



Fox News’ Bill O’Reilly cites MRC study on national TV.



For each presidential primary debate, MRC mobilized its “War Room” and made the moderators’ bias an instant issue on social media.



MRC Vice President Dan Gainor blasts CNBC for their biased debate moderators.

# Bias by the Minute

MRC's "Bias by the Minute" project produces both in-depth quantitative studies and instant overnight statistics and was responsible for many of the MRC's biggest success stories in 2016. In late October, it documented the incredibly hostile (91 percent negative) coverage Donald Trump received on ABC, CBS, and NBC, a report that drew the most media attention ever for an MRC study.

In June, a "Bias by the Minute" study showed how the networks spent four times more airtime on Donald Trump's controversies than Hillary Clinton's scandals. This made headlines on Fox News' *The O'Reilly Factor*, *Outnumbered*, and *Hannity*, where host Sean Hannity called it "stunning proof that the mainstream elite media is in the tank for Hillary Clinton."

In July, "Bias by the Minute" showed how ABC, CBS, and NBC devoted 50 times more coverage to Khizr Kahn, the Muslim father of a slain Marine who denounced



MRC's Bias by the Minute project showed the networks gave seven times more coverage to an old *Access Hollywood* tape embarrassing Trump than to Wikileaks' explosive disclosures about Hillary Clinton's campaign.

Trump at the Democratic convention (55 minutes), than they gave to the GOP convention speech by Pat Smith, mother of a Navy SEAL killed in Benghazi (70 seconds). This glaring bias was showcased on *Drudge Report* and FNC's *Fox & Friends*, and mentioned by Eric Trump during an appearance on *CBS This Morning*.

Many other "Bias by the Minute" studies garnered wide coverage in 2016, including a report following the Orlando nightclub massacre showing eight times more airtime was awarded to anti-gun arguments (65 minutes) than pro-gun

## MRC Study Earns Around the Clock Coverage



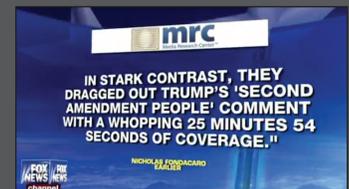
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10:40 am



9:23 pm



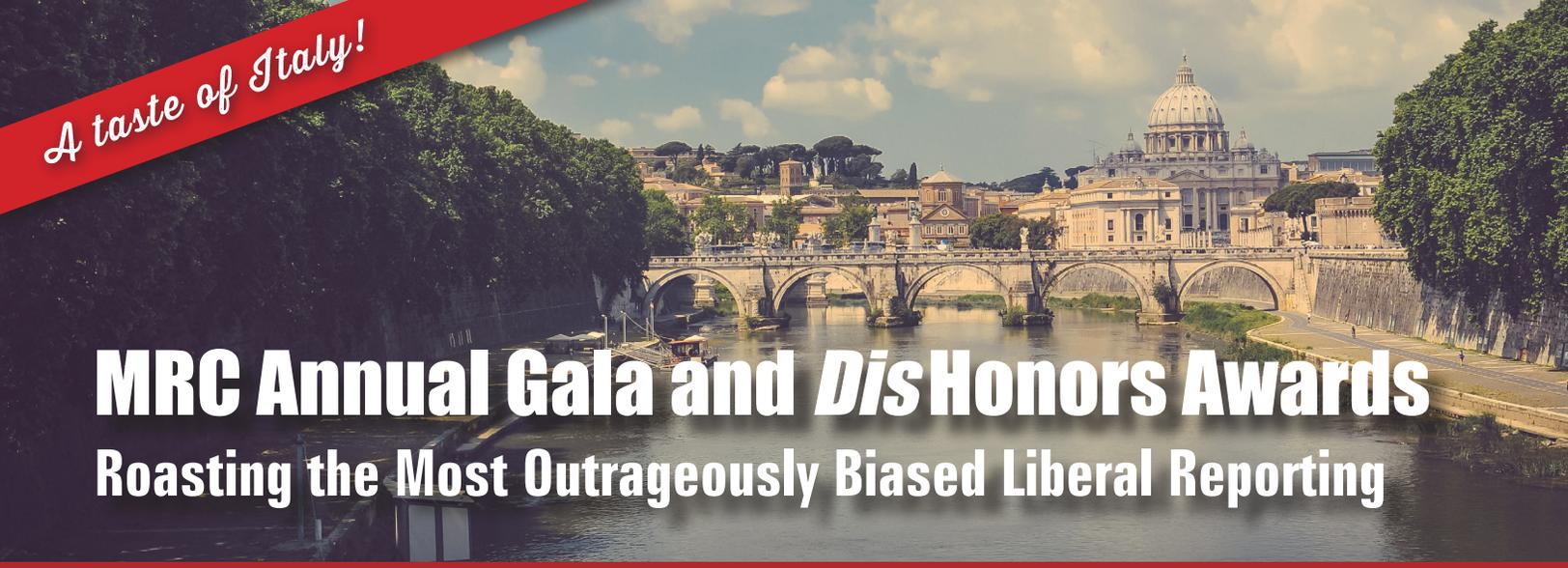
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One example of the impact of MRC's "Bias by the Minute" was an August 9 study about the networks' excessive coverage of Trump's remarks about the Second Amendment vs. their nearly non-existent coverage of the father of the Orlando nightclub terrorist attending a Hillary Clinton rally. Helped by a push from MRC's social media, the report was covered around the clock on Fox News.

A taste of Italy!



# MRC Annual Gala and *Dis*Honors Awards Roasting the Most Outrageously Biased Liberal Reporting

The brilliant Cal Thomas entertained an audience of 800 boisterous MRC supporters in September at the National Building Museum in Washington, D.C., for the Media Research Center Gala featuring the *Dis*Honors Awards — in which conservative leaders roast liberal reporters for their most outrageous quotes of the year.

Presenting were: *Weekly Standard's* Stephen Hayes, *Conservative Review's* Deneen Borelli, and talk-radio host Chris Plante. Accepting on behalf of "*Dis*Honorees" were: Heritage Foundation's Becky Norton Dunlop, Club for Growth President David McIntosh, Lt. General Jerry Boykin (ret.), and Baltimore police officers Brian Rice, Garrett Miller, and Edward Nero.

The audience voted then-MSNBC commentator Melissa Harris-Perry winner of the "Dan Rather Memorial Award for Stupidest Analysis" for saying the term "hard worker" demeans 19th century slaves. Other "winners" chosen by the audience: MSNBC's Joy Reid for claiming Hillary Clinton's presidential qualifications equaled those of John Quincy Adams and Thomas Jefferson; MSNBC's Chris Matthews who bashed "troll-like" Ted Cruz as operating "below the level of human life"; and HBO's Bill Maher for saying the "Constitution needs a page one re-write."



GALA  
2016



Master of Ceremonies Cal Thomas



Ronald Reagan Distinguished Fellow  
Becky Norton Dunlop



Club for Growth president  
David McIntosh



Reporter, author, and commentator  
Stephen Hayes



Radio talk show host Chris Plante



Political correspondent, author and radio talk show host Deneen Borelli



Lieutenant Brian Rice and Officers Garret Miller and Edward Nero of the Baltimore Police accepted an award on behalf of MSNBC's Melissa Harris-Perry.

Lt. General Jerry Boykin (ret.)



Brent Bozell and the Gala presenters and acceptors judge the audience response for the Quote of the Year Award. MSNBC's Melissa Harris-Perry was 2016's winner.



# MRC Honors Charlie Daniels

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

The 2016 William F. Buckley, Jr. Award for Media Excellence was presented to country music giant Charlie Daniels for his column writing, poetry, and multimedia expression of his patriotism and love for God and family.

In accepting the award from MRC President Brent Bozell at the MRC Gala, Daniels gave a wonderfully patriotic speech, in which he asked, "How can people who have been so blessed just to be born and have citizenship in this nation possibly not feel pride?"

One reason, he said: "Our constant and foolish move away from the Creator, who blessed this nation and enabled it to achieve its lofty position in the world."



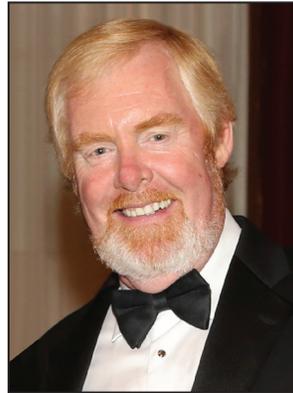
MRC Founder and President L. Brent Bozell III presents the *William F. Buckley, Jr. Award* to Charlie Daniels at the MRC's annual Gala.

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Mr. & Mrs. Thomas W. Smith  
Mr. Merrill G. Smith  
Mr. & Mrs. Jerry Smith

Ms. Shirley S. Smith  
Mr. & Mrs. William D. Smithburg  
Dr. Sharyne D. Snyder &  
Mrs. Charlotte J. Wagner  
Mr. & Mrs. Richard Srednicki  
Ms. Dian G. Stai  
Mr. & Mrs. Walter P. Stern  
Mr. Jay Stobbs & Dr. M. J. Hall  
Mr. & Mrs. Richard Stoker  
Mr. & Mrs. Roger W. Stone  
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Mr. George W. Strake Jr.  
Mrs. Beverly Thewes  
Mr. & Mrs. Richard & Easter Thompson  
Mr. Joe C. Thompson Jr.  
Mr. & Mrs. Terry Thorn  
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Mr. Richard Uihlein  
Mr. Calvin K. Upp  
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Mr. David Zmrzel  
Mr. William L. Waldock  
Mr. & Mrs. William Walton  
Mrs. Ingrid Warshaw  
Mr. James D. Weaver  
Ms. Dana S. Weber  
Mr. Richard W. Weekley  
Mr. Stephen Weiss  
Mr. Daniel J. Wellehan Jr.  
Mr. T. Calvin Wells  
Mr. Bruce W. Wetzel  
Miss Alice Y. Wheatley  
Mr. Steven E. Wheeler  
Mr. Thomas B. Wheeler  
Mr. Joseph H. Wilkens  
Mr. Warren B. Williamson  
Mr. & Mrs. Andy Wilson  
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Mrs. Marilyn Woodhouse  
Mr. Donald Workman  
Mr. Thomas E. Workman  
Ms. Karen Wright  
Mr. Wirt A. Yerger Jr.  
Mr. & Mrs. George Yoder  
Mr. & Mrs. Edward S. Young  
Mr. Dean Zarras

## MELISSA EMERY

CHAIRMAN OF THE BOARD OF TRUSTEES

Dear Friends of the MRC,

My husband Jim and I have always been proud to be a part of the Media Research Center, the largest, most successful, and most respected media watchdog in America, but never have we been more proud than we are today. That is because the MRC played a vital role in preserving the United States of America as the greatest nation on earth by holding the corrupt, leftist media accountable, and making sure that the American people — not biased “journalists” — determined the results of the Nov. 8 election.

Jim and I have been associated with the MRC for nearly two decades, and have been constantly amazed at all that Brent Bozell and his talented team have accomplished. Year after year, they labor to correct media misinformation, and to report important news that the far-left media so often censor. Now, after an amazing election in which the distrusted media lost, I'd like to tell you why we believe the MRC's work is more indispensable than ever.

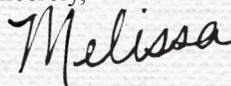
The MRC knew that in this election with so much at stake for our nation's future, the media would do all they could to discredit the Republican candidate. So Brent and his leadership team wisely set up an election coverage “War Room” and refocused all MRC programs toward exposing and neutralizing the media's election bias. That decision paid off spectacularly: data collected daily by “Bias by the Minute,” a project of the MRC's News Analysis Division, clearly proved the media's extreme liberal bias. One MRC study, which found that 91 percent of the nightly networks' news coverage of Donald Trump was negative, received more media attention than any MRC project ever!

The MRC's groundbreaking, timely research established in the voters' minds that the media were not to be trusted in this election, as survey after survey of public attitudes confirmed. And our “*Tell the Truth!*” 2016 campaign took the message to the streets, mobilizing grassroots voters.

But now is not the time to let up. Arrogant, leftist media elites learned nothing from the election. They know that President Trump presents the greatest threat since Reagan to the left's assault on traditional American values like patriotism, faith, robust capitalism, and respect for life. So the media are carefully covering every leftist protest, echoing every liberal talking point, and using reckless “reporting” to undermine any possible conservative advancement in the future.

We at the Media Research Center will not let the left take down the opportunity for conservatism to achieve the results the American public demanded in November. Once again, the MRC will fearlessly lead the way in blunting the corrupt media's post-election assault on conservatism, using all our divisions to expose media bias and corruption, and report truth. It is a fight we must win. I hope you will join me in supporting the MRC's critical work in 2017.

Sincerely,



Melissa Emery

Chairman of the MRC Board of Trustees



# The MRC Legacy Society



The Media Research Center's *Legacy Society* is a special community of individuals who understand the battle against the leftist media will — and must — continue long after they have passed on. These dedicated and patriotic 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, or through bequests, 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 tax-deductible options available to you through the MRC *Legacy Society*, please call Thom Golab, MRC Vice President for Development, at (571) 267-3500 or email him at [tgolab@mrc.org](mailto:tgolab@mrc.org).

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Mrs. Elizabeth A. Anderlik  
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Mrs. Ramona M. Chapman  
Mr. Ben Crow  
Mr. & Mrs. Tom Culbertson  
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Mr. David Tekesian  
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Mrs. Melva B. Wallace  
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## STEVEN AND RAFFAELLA FEINSTEIN

CO-CHAIRS, MRC LEGACY SOCIETY

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. We've attended every Annual Meeting and Gala since. 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 news organizations and social media play critical roles 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. That was never truer than during the critical election year of 2016, when the liberal media did all they could to distort the news in order to get their favored candidate elected. Journalistic integrity at the so-called mainstream news organizations went out the window, and any pretense of their objectivity — thin as it was to begin with — vanished. The MRC is the only organization with the resources, expertise, and credibility to challenge and correct the media's half-truths, lies, and distortions.

Let me say this as clearly as can be: We feel that no other contribution you make to any candidate or organization is as important or effective as supporting the MRC. Without the MRC neutralizing media attempts to deceive the public, nothing else matters. The challenge was greater than ever this time. The MRC's effectiveness was greater than ever this time.

In 2012, we became co-chairs of the MRC's Legacy Society. We are honored to be involved in this special group of donors who have included the MRC in their estates, as we have done. In 2016, Brent invited us to serve another term. We, of course, said yes.

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.



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



**Administration and Communications** — (Standing L to R) David Martin, Veronica Lark, Rhiana Shipmon, Earl Kaufman; (Seated L to R) Cheryl Michener, Christian Robey, and Melissa Lopez



**MRC Business / MRC Culture** — (L to R) Julia A. Seymour, Katie Yoder, Sam Dorman, Sarah Stites, Aly Nielsen, Matt Philbin, and Dan Gainor



**Marketing** — (L to R) Becky Calderon, Andrew Mullins, Sarah Benecke, Tim Dionisopoulos, Peter Lee, and Ed Molchany



**MRCTV** — (L to R) Corwin Parks, Ashley Rae Goldenberg, Nick Kangadis, Brittany Hughes, Ben Graham, and Craig Bannister



**Development** — (Standing L to R) Lauren Thompson, Meghan Lee, Lawrence Gourlay, Briana Fernandez, Bethany Whitlock, Zeina Koinis, Elise Schubert; (Seated L to R) Kirk Henderson, Thom Golab, and Ashley Ciandella; (Not pictured: Martha Waddell)



**Information Systems** — (L to R) Eric Pairel, Miguel Leal, Stephen Yeager, and Rhane Colwell; (Not pictured: Steve Edwards)



**CNSNews.com** — (L to R) Craig Millward, Barbara Hollingsworth, Brian Lonergan, Michael Morris, Susan Jones, Penny Starr, Eric Scheiner, Lauretta Brown, Michael Chapman, Melanie Arter, and Terry Jeffrey; (Not pictured: Mark Judge, Patrick Goodenough)

# MRC Internship Program

The Media Research Center's paid internship program is one of the most coveted in the Washington, D.C. public policy world. Interns perform real work that affects the national political debate and prepares them for future endeavors defending liberty and conservative principles.

Interns benefit from an intensive curriculum that includes: lectures by both senior MRC staff and conservative movement leaders; participation in DC events and lectures; and opportunities to learn best practices in journalism, marketing, and fundraising.

This year, the MRC recruited one of its largest classes of summer interns, as 17 interns assisted staff with writing, marketing, development, and outreach. Likewise, MRC recruited interns into all MRC departments for the Fall semester.

The following are just a few examples of outstanding accomplishments by 2016 MRC interns:

- MRC Business intern Mira Ebersole's August 19 article, "NPR Lectures About Selfish Moms Having Kids in 'Age of Climate Change,'" went viral, being shared 7,405 times.
- CNSNews intern Rachel Hoover had five of her stories picked up by *Yahoo! News* — thus reaching beyond the MRC's conservative demographic — including her story, "Catholic Priest to Planned Parenthood: History 'Will Lump' You With 'Slave Traders, the Nazis, the Communists.'"
- MRC Culture intern Maggie McKneely had nearly 10,000 social media shares on her May 19th story, "*Huffington Post*: Jesus Was First Transgender Man."
- MRCTV intern Nick Kangadis was one of the first to break the story on leftist protesters disrupting conservative writer Ben Shapiro's speech at Cal State University-Los Angeles. Nick's article was cited or re-reported by *Fox Nation*, *Townhall.com* and *RushLimbaugh.com*, and his video clip was credited by *Fox News' The Kelly File*.
- CNSNews intern Jose Gonzalez's January 16 article, "Think Tank: Data Show Black Lives Most Threatened by Violent Criminals, Not the Police," was featured on *Yahoo! News*.

The MRC also uses its internship program to vet and recruit stellar employees. This year, summer MRC Culture intern Sarah Stites accepted a full-time position as a staff writer and research analyst with MRC Culture.



**2016 Summer Interns** — (Back Row L to R) Charles McKenna, Joshua Luckenbaugh, Benjamin Barrows, Emily Blatter, Thomas Murray, William Nick Gerrard, and Elliot Polsky; (Front Row L to R) Samantha Cohen, Joe Setyon, Isabella McNiff, Jeannette Richard, L. Brent Bozell III, Maggie McKneely, Mira Ebersole, Alex Grubbs, Rachel Hoover, and Remso Martinez



Fall interns Zach Montanaro, Amy Furr, Charles Smith, Callista Ring, Briana Fernandez, Veronica Lark (intern coordinator), Daniel Pickert, and Matthew Hrozencik visit Washington, D.C. landmarks.



MRC interns attend educational and professional seminars.

## STATEMENT OF ACTIVITIES \*

For the Year Ended December 31, 2016

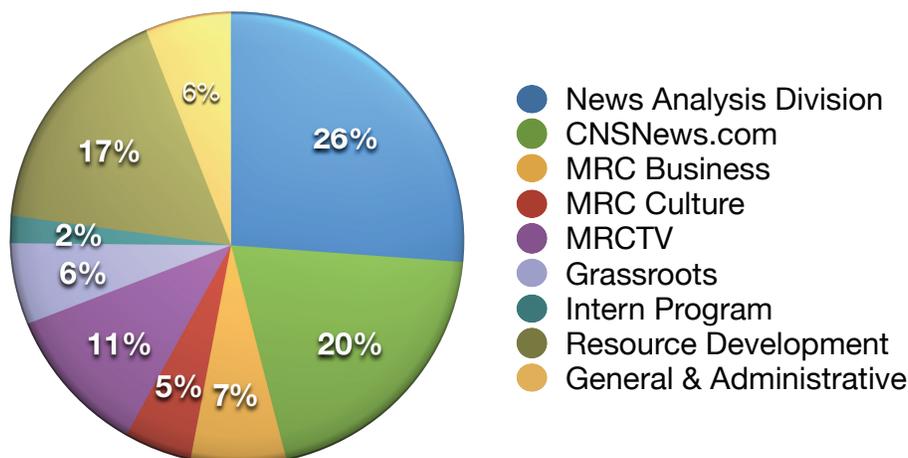
REVENUE AND SUPPORT	Total 2016
Contributions	\$10,689,066
Advertising Income	1,330,408
Other Revenue	303,670
Interest/Investment	1,117,835
<b>Total Revenue and Support</b>	<b>\$13,440,979</b>
PROGRAM SERVICES EXPENSES	
News Analysis Division	4,045,685
CNSNews.com	3,103,837
MRC Business	1,017,279
MRC Culture	803,298
MRCTV	1,626,414
Grassroots	856,078
Youth Education & Intern Program	231,738
<b>Total Program Services</b>	<b>\$11,684,329</b>
SUPPORT SERVICES	
Resource Development	2,567,661
General and Administrative	908,717
<b>Total Support Services</b>	<b>\$3,476,378</b>
<b>Total Expenses</b>	<b>\$15,160,707</b>
<b>Change in Net Assets</b>	<b>\$(1,719,728)</b>
<b>Net Assets – Beginning Jan. 1, 2016</b>	<b>\$14,813,407</b>
<b>Net Assets – Ending Dec. 31, 2016</b>	<b>\$13,093,679</b>

## STATEMENT OF FINANCIAL POSITION \*

December 31, 2016

ASSETS	Total 2016
<b>Current Assets</b>	
Cash and Cash Equivalents	\$488,107
Contributions Receivable	108,069
Prepaid and Other	396,505
<b>Total Current Assets</b>	<b>\$992,681</b>
Investments	14,070,246
Investment – Deferred Compensation	839,342
Property and Equipment (Net of Accumulated Depreciation and Amortization)	388,037
<b>Total Assets</b>	<b>\$16,290,306</b>
LIABILITIES AND NET ASSETS	
<b>Current Liabilities</b>	
Accounts Payable	253,504
Accrued Expenses	60,656
Deferred Compensation Liability	605,283
Annuity Payment Liability	155,668
Deferred Rent Liability	348,954
Office Improvement Loan	172,562
Line of Credit	1,600,000
<b>Total Current Liabilities</b>	<b>\$3,196,627</b>
<b>Net Assets Unrestricted</b>	<b>\$13,093,679</b>
<b>Total Liabilities and Net Assets</b>	<b>\$16,290,306</b>

\* These are unaudited interim financial statements. To receive a copy of the MRC's audited financial statements, please contact us:  
Media Research Center • Attn: Accounting Department • 1900 Campus Commons Dr. • Ste. 600 • Reston, VA 20191-1535 • Tel: (571) 267-3500







1900 Campus Commons Drive, Suite 600  
Reston, Virginia 20191  
(800) 672-1423 • (571) 267-3500  
[www.MRC.org](http://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).