

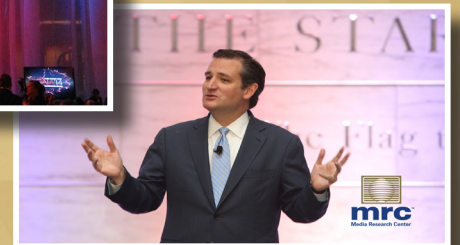


**mrc**<sup>TM</sup>  
**media research center**

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# 2014 ANNUAL REPORT

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December 2014

Dear Friends,

As our historic “Stop the Censorship” campaign was coming to a close in 2013, I huddled with my senior executives to finalize our plan of attack for 2014.

This was a fateful moment in time for the conservative movement.

Emboldened by having rigged the 2012 elections by assassinating the character of each conservative running in the primaries and by covering up President Obama’s scandals and failures, the multi-billion dollar news media industry was determined to rig the 2014 midterm elections and expedite our nation’s descent into a socialist abyss.

We were determined to stop them.

The fundamental question before us was how to strategically mobilize our resources and concentrate our forces to deliver a devastating blow to the powerful news media industry.

The answer was an aggressive expansion of our social media capabilities.

Understanding how integral social media is to the propaganda wars, we knew that if we were to reach and educate Americans beyond our existing base — Americans who were being relentlessly bombarded with leftist propaganda — we had to invest heavily in social media.

As you will see in this year’s annual report, it was a strategic decision that paid tremendous dividends in successfully executing “*Tell the Truth!*” 2014, a campaign designed to stop the liberal media from rigging the 2014 elections.

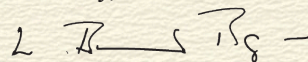
One last thing.

In April, we filed a lawsuit to block enforcement of ObamaCare’s unconstitutional mandate, which would force our organization and the people of faith who run it to subsidize health insurance plans that include abortion-inducing drugs, contraception, and sterilization.

In October, we entered into an Agreed Order of Dismissal with the government ending the lawsuit. We are very pleased with the results.

Rest assured, so long as ObamaCare threatens our most sacred liberties, the Media Research Center will be on the frontlines aggressively counterattacking against ObamaCare’s chief propagandists: the liberal media.

Sincerely,



L. Brent Bozell III  
Founder and President





# By The Numbers

The MRC's media tracking and analysis capabilities prove left-wing bias in the media. But, it is the MRC's vaunted marketing network that reaches millions of Americans every week, educating them about the impact of liberal media bias and mobilizing them to take action to neutralize that bias. In 2014, the MRC continued to solidify its position as the conservative movement's leader in marketing and social media.

## 203.6 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



## 21 MILLION

website visits per month



**mrc tv**  
A Division of Media Research Center

## 850,000

video views per week

## 176

### NATIONAL TELEVISION APPEARANCES

... by members of MRC's staff on major TV news programs in 2014





**6.8 MILLION**

Facebook fans



**341,000**

Twitter followers



**26 MILLION PEOPLE**

... reached each week via Facebook

**70%** not already in the MRC's fan base



**672,000**

e-newsletter subscriptions

**14 MILLION**

emails sent per month

**679,000**

grassroots members





# News Analysis Division

## Exposing and Neutralizing Liberal Media Bias

Relentless monitoring of the liberal news media by the MRC's News Analysis Division (NAD) and its NewsBusters blog is the corner-stone of the MRC's mission to document, expose, and neutralize the national news media's left-wing agenda.

NAD helped execute "Tell the Truth!" 2014 by exposing the media's efforts to affect the midterm elections.

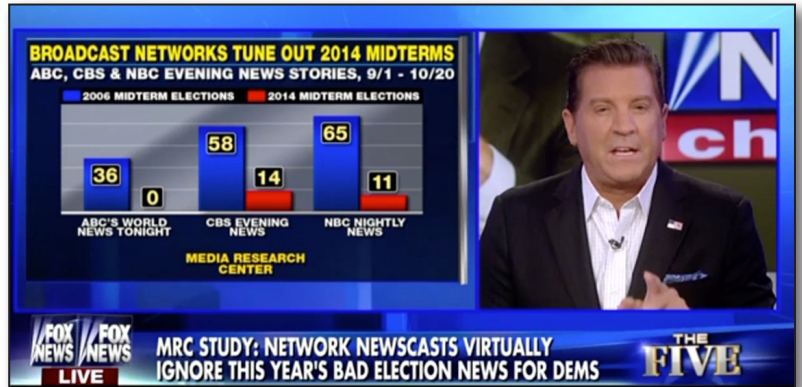
ObamaCare was arguably the most important public policy issue of 2014. NAD released an in-depth study documenting how the broadcast networks "have minimized, spun or ignored every negative development about ObamaCare, while at the same time touting staged pro-ObamaCare publicity stunts" in order to minimize the law's negative impact on left-wing politicians.

NAD's analysis of ObamaCare coverage, including the media's censorship of ObamaCare architect Jonathan Gruber declaring that liberals relied on deceit and "the stupidity of the American voter" to greatly expand the welfare state, pops up across the media landscape on a daily basis.

The strategy the media employed in 2014 to influence how Americans voted was to keep Americans uninformed about the scandals and failures in which the Obama administration is embroiled, particularly the administration's spin on the terrorist attack against the U.S. diplomatic facility in Benghazi and the IRS's targeting of conservative groups. News simply was not news.

When an email directly tying the White House to Susan Rice's false claim that an internet video was to blame for the Benghazi attack surfaced after a Freedom of Information Act (FOIA) request, NAD exposed how the national media first spun the news incorrectly; and when the truth came out, how they dutifully stopped reporting on this Benghazi smoking gun altogether.

To hold the media accountable for covering up the IRS scandal, NAD launched a special page on



By exposing the media's refusal to cover President Obama's sinking approval ratings, and their persistent efforts to vilify conservative candidates, the MRC's News Analysis Division left no stone unturned in its quest to expose the media's bias and liberal agenda.

NewsBusters.org dedicated to tracking the media's refusal to report all the breaking news on this scandal. There are literally dozens of examples of developments that were considered news by other outlets but deliberately ignored by the networks.





MRC news analysts reviewed approximately 145 hours of news footage every week, continually growing MRC's video archive — the biggest database of its kind with more than 500,000 hours of programming.

and NBC filled their programs with one GOP scandal after another.

But, they failed to report allegations of unethical behavior by left-wing politicians, including news of a Democrat dropping out of a Senate race after verified evidence of academic fraud.

NAD also showed that CNN pumped out 8½ hours of coverage in just the first full day of GOP Governor Chris Christie's "Bridgewater" scandal in New Jersey, 150

times more coverage than the cable network gave to ethics allegations against liberal New York Governor Andrew Cuomo over a three-week period in August.

In a separate study, NAD documented that "in less than 24 hours, the big three networks have devoted 17 times more coverage to [Bridgewater] than they've allowed in the last six months to [the IRS scandal]."

To cap off our successful campaign to neutralize the liberal media in the 2014 election cycle, NAD released a blockbuster study showing the incredible discrepancy between the networks' coverage of the 2006 midterm elections when Democrats were expected to win (159 stories on the evening broadcast news) and their coverage of the 2014 midterm elections when Republicans were expected to win (25 stories, with ABC not filing a single story on the campaigns until October 27). The study was all over television, radio, and the internet and documented that the networks refused to cover the elections as liberals headed towards defeat at the polls. The media's censorship of the campaigns was the culmination of their failed efforts to influence how Americans vote.

Some of the more egregious omissions included ABC, NBC, and CBS dedicating zero seconds to documents showing "extensive pressure on the IRS by Senator Carl Levin (D-MI) to shut down conservative-leaning organizations," failing to report that the IRS's handling of the Tea Party applications was directed out of the agency's D.C. headquarters, not Cincinnati, and zero seconds to news that the IRS destroyed Lois Lerner's BlackBerry after the agency knew about her computer "crashing" and her emails having mysteriously disappeared.

In early September, NAD released a seminal study documenting how the national media were suppressing the news about the public's disapproval of the Obama administration and its policies. The Big Three evening newscasts, for example, failed to report a Gallup poll showing Obama's approval rating at a record low of 38 percent, compared to their extensive coverage of George Bush's falling approval ratings six years into his presidency.

In another major study, NAD's exclusive reporting showed that, in the 2014 campaign season, ABC, CBS,



## NOEL SHEPPARD (1960-2014)

Noel Sheppard, the most prolific and popular blogger at NewsBusters and a long-time friend of the MRC, passed away in March from cancer. He was 54. Noel, as Brent Bozell remarked upon learning of his death, "was not just a force of nature, he was a very good man."

"I was a personal fan of his, I read him a lot, I really respected him."  
— FNC's Megyn Kelly

"The conservative blogosphere is reeling in shock and heartache at the sudden and unexpected death of blogger extraordinaire, Noel Sheppard." — [Breitbart.com](http://Breitbart.com)



# MRC Latino

## Documenting and Exposing Liberal Bias in Spanish-Language Media

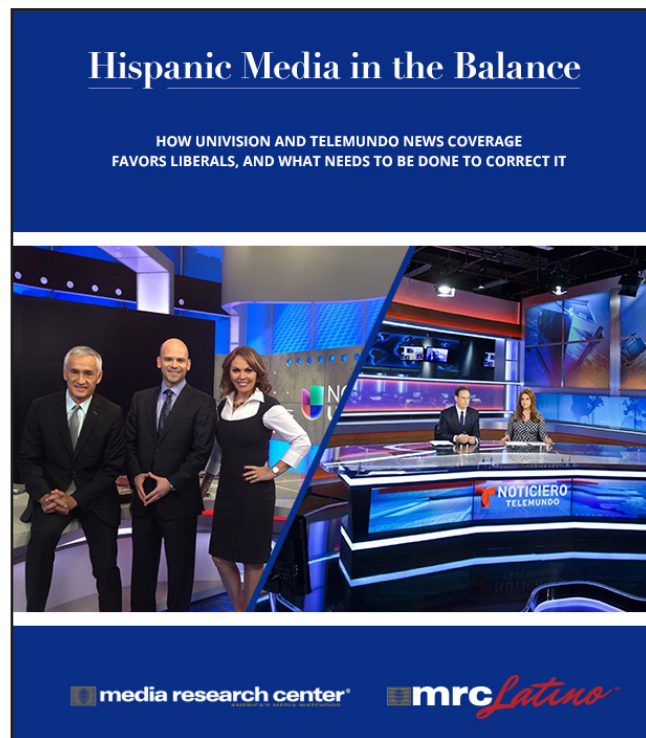
One of the MRC's most important initiatives of 2014 was the launch of MRC Latino, which was approved by MRC Trustees as a program in July with the mission to document, expose, and neutralize the left-wing bias pervading U.S. Spanish-language media.

MRC Latino was launched at a symposium co-hosted by MRC Founder and President Brent Bozell at the Newseum in Washington, D.C. with Senator Rand Paul (R-KY) — who has been an outspoken proponent of the need for conservatives to engage new audiences — delivering the keynote address.

During the symposium, Ken Oliver-Méndez, director of MRC Latino, unveiled his groundbreaking *Special Report: "Hispanic Media in the Balance: How Univision and Telemundo News Coverage Favors Liberals, and What Needs to Be Done to Correct It."* The study found that liberal politicians and pundits have been consistently dominating the two networks' news coverage. During ObamaCare's disastrous rollout, for example, Univision turned to liberal commentators over conservatives by a margin of more than 4:1.

Attendees also enjoyed a video message from Senator Marco Rubio (R-FL) about the importance of the MRC's new effort.

The symposium was covered by a broad spectrum of conservative and liberal media outlets, including Fox News, NBC, ABC, *The Washington Times*, and NPR.



MRC Latino's groundbreaking *Special Report* proved systemic liberal bias in Spanish-language media.

Engaging members of Hispanic media outlets on issues of bias, MRC published the seminal *MRC Latino Guide to Spanish-Speaking Sources*, a compilation of over 70 Spanish-speaking conservative policy experts on political, economic, foreign and social policy topics, and distributed it to Spanish-language media representatives during a convention of the National Association of Hispanic Journalists.

Since Spanish-language media executives previously insisted the dearth of conservative opinion on their networks stems from a lack of conservative experts who are fluent in Spanish, the guide addressed their concern head on.

Senator Rand Paul (R-KY) and MRC president Brent Bozell discuss the importance of reaching out to Spanish-speaking Americans at a symposium launching MRC Latino.



# MRCTV

## The New Leader in Conservative Video

**M**RCTV is one of the fastest growing video platforms in the conservative movement. 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, as well as for other conservative groups and conservative media to reinforce their message.

MRCTV's in-house studio enables MRC staff to shoot high-quality videos at a moment's notice, or provide live programming, including MRC Founder and President Brent Bozell's frequent appearances on Fox News's ratings juggernaut, *Kelly File*.

One of the most popular conservative videos of the year was an MRCTV video showcasing how even Hillary Clinton's staunchest supporters could not name a single achievement of hers. The video went viral, popping up on countless websites and receiving hundreds of thousands of views.

MRCTV produced three "Lean Over" parody videos ruthlessly mocking MSNBC hosts Al Sharpton, Chris Matthews, and Ed Schultz. The videos were seen by a combined 400,000 people on YouTube and Facebook.

When Senator Jeff Sessions (R-AL) warned that Americans need to stand up to "a deliberate plan by the president of the United States" to collapse the nation's law enforcement system vis-a-vis illegal immigration, the MRCTV video of the Senate speech sparked national coverage as the *Drudge Report*, Rush Limbaugh, Mark Levin, Fox News Channel, and a host of other media picked up MRCTV's video.

Understanding the importance of non-ideological cultural content to attracting new audiences, in 2014, the MRC produced and aggregated numerous entertaining videos.

In November, for example, the MRC reached a milestone with an MRCTV blog post "Garth Brooks Stops Concert for Cancer-Stricken Woman" that drove 5.4 million page views, MRC's all-time record.

Looking ahead to 2015, MRC's strategic plan calls for increased investment in MRCTV to cement its position as a leader in creating and aggregating social content from a conservative perspective.



MRCTV's "Man on the Street" program recorded the unhinged anti-American and anti-Israel views of many left-wing protesters outside the Christians United for Israel conference in Washington, D.C. last July.



MRCTV's hilarious original videos mocking MSNBC hosts go viral across the country.



As many in the media sought to fan the flames of racial unrest throughout the Ferguson protests, MRCTV documented some of the Left's most hateful commentaries.

# MRC Business

## Exposing and Neutralizing the Liberal Media's Anti-Free Enterprise Agenda

**M**RC Business's (formerly Business & Media Institute) mission is to defend free enterprise and promote accurate business reporting.

In 2014, MRC Business continued to bolster its reputation as one of the most sought-after resources for analysis on economic and business issues, and was cited by hundreds of newspapers, magazines, and websites, including *The Washington Times*, *The Washington Examiner*, *The Hill*, *Investor's Business Daily*, FoxNews.com and CBN.com.

MRC Business garnered 374 radio interviews and mentions and 19 television hits in 2014. It was also featured several times on the popular *Drudge Report*.

Here are some MRC Business landmarks in 2014.

In August, MRC Business released the latest installment of its seminal Soros Project, "Soros Clones," which found that five allies of the left-wing billionaire George Soros had contributed more than \$2.7 billion to left-wing causes, including purchasing 88 media outlets.

Working alongside Soros are five fellow liberal tycoons, the "Soros Clones" — Warren Buffett, Michael Bloomberg, Pierre Omidyar, Tom Steyer, and Jonathan Soros — who buy news media outlets through which they can promote their ideology.

MRC Business uncovered that collectively these five liberal billionaires own or support 88 media outlets with combined print circulations of 3.6 million people and have contributed at least \$2.7 billion since 2000 to groups pushing gun control, global warming alarmism, and other left-wing issues, while financing liberal candidates.

The report underscored that while the media highlight and vilify wealthy conservatives, they ignore the immense influence of five liberal billionaires on the media and on the political process.

Even many liberals criticized the power grab by Texas Democrats who indicted Texas Governor Rick Perry on the flimsiest of grounds, but the national media failed to disclose who was behind the indictment. MRC Business exposed that Texans for Public Justice, which is part of a "progressive" coalition that has received \$500,000, from George Soros, drove the dubious indictment aimed at punishing a political

opponent. This story received broad coverage across the conservative media.

MRC Business relentlessly exposed the media's deliberate efforts to cover up bad economic data through articles like, "Networks That Ignored Bad GDP News, Eagerly Cover 'Good News,'" and their support for onerous EPA regulations with stories revealing that "85 Percent of Network Coverage of EPA Regulations Ignore

Economic Impact" and "Major Newspaper Editorials Ignore or Praise EPA Controls 90 Percent of Time."

MRC Business's May report finding that gas prices had been over \$3 per gallon for more than three and a half years under President Obama was cited on CNN, Fox Business and a number of Fox News shows, along with major newspapers and websites.

Following up on its extensive reporting on ABC News's one-sided and unfair attacks on America's beef industry, MRC Business reported that several journalists at Food Safety News and *The New York Times* were subpoenaed in a \$1.2 billion lawsuit filed by Beef Products Inc., charging that ABC News's attacks cost the beef industry upwards of \$400 million and destroyed more than 700 jobs.

Commemorating the Tea Party's 5-year anniversary, MRC Business exposed the media's unhinged attacks on these patriots in a piece titled, "5 Years After: 7 Worst Media Attacks on Tea Party."



MRC Business's groundbreaking Soros Project continued to shed light on the left-wing billionaire's influence, while expanding to expose the activities of other left-wing billionaires.



# MRC Culture

## Exposing and Neutralizing the Liberal Media's Assault on Traditional Values

The nation's preeminent guardian of traditional American values — including patriotism, faith, respect for life, traditional morality, and civic engagement — against attacks by the liberal news and entertainment media, MRC Culture (formerly Culture & Media Institute) influenced the media landscape by reporting stories not found anywhere else.

In 2014, the work of MRC Culture was featured on the radio 370 times and on television 22 times, while its analysis and commentary reached audiences across the country, including on nationally syndicated programs, with discussions on such diverse cultural issues as the media's treatment of religion, the gay agenda, gun control, abortion, and anti-conservative bias.

MRC Culture's content was cited or picked up by dozens of publications and websites, including FoxNews.com, *The Washington Times*, *National Catholic Register*, *USA Today*, *Investor's Business Daily*, and *Examiner.com*. MRC Culture stories were picked up by the *Drudge Report* multiple times, and MRC Culture Vice President Dan Gainor made weekly appearances on One America News, a start-up TV network, discussing MRC Culture research.

Throughout the year, MRC Culture was vigilant in holding the media accountable for their attempts to smear conservative policymakers.

Of all the conservatives routinely attacked by the liberal media, Senator Ted Cruz (R-TX) stands out as one of the media's favorite targets. In March, two MRC Culture analysts attended the pro-life group Susan B. Anthony List's symposium, where social conservative leaders addressed pro-life Americans. The Associated Press published a story which falsely claimed that Senator Ted Cruz called his opponents "Satan worshippers and savages." But MRC's exclusive video showed that the AP had grossly distorted what Senator Cruz actually said.

MRC Culture, armed with video evidence, was able to expose the false story and force the AP to issue a correction.

In May, MRC Culture partnered with MRC Business to publish a blockbuster report revealing that liberal

billionaire and media darling Warren Buffett donated over one billion dollars to pro-abortion charities between the years 2001-2012. Integrating our grassroots with our social media and traditional marketing capabilities, MRC Culture extensively promoted the report, which was picked up by countless media outlets. Rush Limbaugh mentioned the study twice, and Mark Levin weighed in on his radio show. News about Warren Buffett's massive investment in the abortion industry had never been previously reported by the establishment press.

To expand its reach and maximize its influence in the ongoing culture wars, MRC Culture continued to forge closer ties with the Susan B. Anthony List, Live Action, the Family Research Council and other social conservative groups.



In its role as the nation's guardian of traditional values against media assaults, MRC Culture exposed the media's pro-abortion agenda.

# CNSNews.com

Reporting the News the Liberal Media Misreport or Ignore

Attracting nearly 300,000 visitors each day, CNSNews.com is the conservative movement's leader in original news reporting, and one of the most popular online destinations for conservative commentary.

CNSNews.com plays a critical role in shaping the media landscape by covering important news stories that are often underreported or outright ignored by the establishment press.

In 2014, CNSNews.com had significant impact on the national debate through its reporting in three major areas: 1) revealing the Obama administration's expansion of federal control over our lives and businesses, most notably through the implementation of ObamaCare; 2) exposing the truth about the state of the economy, the deepening fiscal crisis, and the continuing growth of the welfare state; and 3) reporting on the Obama administration's attacks on religious liberty here at home and its indifference to the escalating attacks against Christians in the Middle East.

CNSNews.com's presence across the media landscape was ubiquitous, as it broke compelling stories routinely picked up by major national television networks and national and local newspapers, including: Fox News, Fox Business, CNBC, C-SPAN, *The Huffington Post*, *Real Clear Politics*, *The Washington Times*, *The Washington Post*, *Townhall*, and *The Wall Street Journal*.



CNSNews.com Editor-in-Chief Terry Jeffrey makes regular television appearances to discuss important stories only CNSNews.com is reporting.

One of the most widely read news aggregate sites in the world, the *Drudge Report*, picked up more than 250 stories from CNSNews.com in 2014, and the top talk radio show hosts in the country, including Rush Limbaugh, Sean Hannity, Mark Levin, and Glenn Beck regularly cited CNSNews.com's reporting.

In April, as Americans were preparing for the tax filing deadline, CNSNews.com reported that food stamp recipients now outnumber women who work full-time. Two days later, CNSNews.com reported that Americans taking benefits from the welfare state vastly outnumber full-time private-sector workers. The story was prominently linked on the *Drudge Report* and attracted approximately 500,000 readers. Terry Jeffrey, CNSNews.com editor-in-chief, discussed it on C-SPAN's *Morning Journal* program.

Breaking even more economic news ignored by the establishment press, in June, CNSNews.com reported that inflation-adjusted federal tax revenues had run at a record pace through the first five months of fiscal 2014, and that despite this, the federal government had still run a \$377 billion deficit during that time. This was part of a series that CNSNews.com ran, demonstrating that despite record high tax revenues the federal government was still running historically high deficits. Most of these stories have been linked on the *Drudge Report* and discussed on national talk radio programs.



Filling the void left by the establishment press's hostility towards conservatives, CNSNews.com covers rallies and events featuring the nation's leading conservatives.





CNSNews.com's reporting is routinely picked up by many conservative news outlets.

Underscoring the unchecked growth of the welfare state during Barack Obama's tenure, in August, CNSNews.com reported that as of the fourth quarter of 2012, *35.4 percent of the total population* of the country was living in households that received one or more means-tested federal benefits. This story was picked up by many news outlets and discussed by Terry Jeffrey on C-SPAN.

Aside from breaking major economic stories, CNSNews.com focused on key cultural issues, reporting on stories that were grossly spun by the national media to advance a liberal narrative.

In July, for example, on the heels of liberal media attacks on the Christian values expressed by members of the popular TV show *Duck Dynasty*, CNSNews.com interviewed two of the show's stars, Jase and Missy Robertson. They said they were not going to be bullied out of speaking out for traditional Christian values. The interview with the Robertsons went viral and was seen by hundreds of thousands of people over the next two months.

In late October, as ObamaCare was proving to be a political albatross around the necks of politicians who voted for the legislation, CNSNews.com reported that over 214,000 doctors wouldn't participate in ObamaCare exchanges. The doctors cited a multitude of flaws in the law, including that reimbursements under ObamaCare are even lower than Medicare reimbursements, which are already significantly below market rates.

CNSNews.com also found that the cost of the ObamaCare subsidy will *increase eight-fold in its first ten years*. This astronomical increase, projected by the CBO, was entirely ignored by the liberal media.

One of the biggest stories of 2014 was the rise of Islamic militants under the ISIS umbrella in Iraq

and Syria. While the news media did an adequate job of reporting details regarding ISIS's military conquests, they substantially underreported the horrors faced by Iraqi Christians at the hands of Muslim radicals.

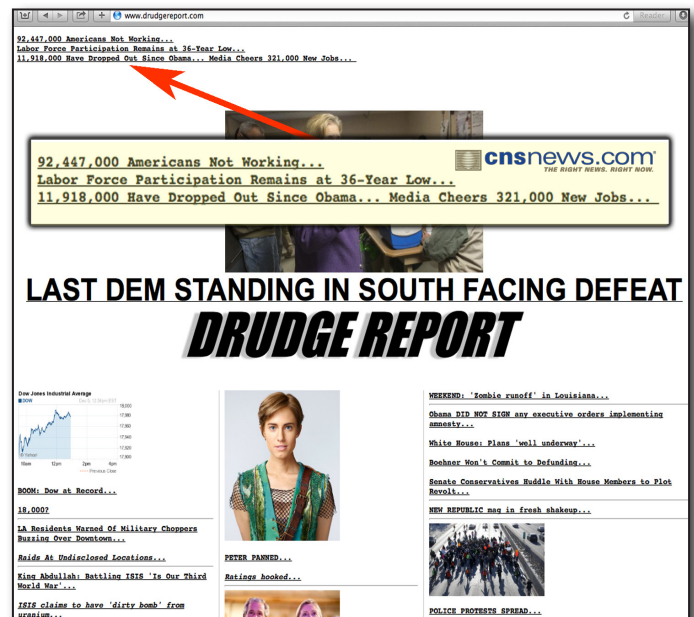
CNSNews.com filled this gap, publishing several articles on ISIS's treatment of Christians, including the groundbreaking blog post, "ISIS is 'Systematically Beheading Children' in 'Christian Genocide,'" which went viral and was seen by a whopping 4.7 million people.

In the aftermath of President Obama's infamous amnesty decree allowing five million illegal immigrants to remain in the U.S., CNSNews.com journalists asked policy makers pointed questions about

executive authority and the separation of powers, pressing House Minority Whip Steny Hoyer as to "where specifically in the Constitution does it give the president the power not to enforce immigration laws against five million violators of that law?"

Congressman Hoyer failed to name any such provision of the Constitution, but said "presidents have broad authority to deal with implementation" of immigration law.

This line of questioning by CNSNews.com reporters stood in sharp contrast to the line of questioning by members of the establishment press, who chose to brush aside the central constitutional questions inherent in the president's executive order.



More than 250 CNSNews.com stories were linked by the *Drudge Report*, one of the most widely read news sites in the world.

# Grassroots & Social Media

## Reaching Beyond the Base

In 2014, the MRC made a strategic decision to invest heavily in social media — the fastest growing, most pervasive communications platform in the world.

The MRC's commitment to building the most sophisticated social media operation in the conservative movement played a crucial role in successfully executing its *"Tell The Truth!"* 2014 campaign.

In 2014, the MRC grew its Facebook army to an industry-leading 6.8 million people, engaged an average of three million users on Facebook each week, and reached an average of 27 million Americans weekly on social media, including 18 million Americans who were *outside of MRC's existing conservative fan base*. This was a pivotal step towards

the MRC's plan to grow the conservative movement by expanding its reach.

Social media was the #1 source of traffic to MRC websites. It drove an average of 1.3 million visits per week to CNSNews.com, accounting for 55% of all traffic to the site, and an average of 1.2 million visits per week to NewsBusters.org, accounting for 58% of all traffic to the site.

Augmenting its ubiquitous social media presence, the MRC mobilized 679,000 highly engaged, patriotic Americans to contact hundreds of thousands Americans each week, urging citizens to take action in neutralizing the left-wing press by signing petitions, making phone calls, and participating in email campaigns, all demanding fair and accurate reporting in the media.

In May, the MRC directly confronted the leaders of the liberal media on their shameful failure to thoroughly, objectively, and accurately report on major news stories, including the Benghazi cover-up and the IRS scandal — as well as their biased midterm election coverage — by delivering petitions signed by 122,000 concerned citizens to the headquarters of ABC, CBS, NBC, and CNN.

Later in the year, the MRC again activated its grassroots army by delivering petitions to the major news networks signed by 85,000 concerned citizens demanding that the media tell the truth about Benghazi, IRS, and their refusal to report on President Obama's plummeting approval ratings, as well as all negative developments pertaining to ObamaCare.





When the militant Left forced Mozilla CEO Brendan Eich to resign after he was savaged for donating \$1,000 to a traditional marriage campaign in 2008, NewsBusters.org discovered that ABC smeared Eich while reporting on his resignation by flashing a video of the notorious Westboro Baptist Church's hateful signs on the screen next to his face. Eich had no connection to the Westboro Church, and it was a clear attempt by the liberal media to portray supporters of traditional marriage as hateful bigots.

The MRC exposed this example of liberal media bias through a coordinated campaign, encouraging its grassroots supporters to call the head of ABC News to demand they issue an apology. Nearly 2,000 calls were made to ABC in just 36 hours, effectively shutting down their phone-lines.

As a direct result of the MRC's integrated campaign, ABC's Vice President Jeffrey Schneider called the Media Research Center and apologized for the segment. Schneider also issued a statement on ABC's website and pledged not to use the segment again.

The MRC also activated its grassroots and social media army to protest public funding of a PBS program celebrating the vitriolic far left feminists Lena Dunham and Sarah Silverman. The MRC's activists made nearly 7,000 calls to PBS expressing outrage that tax dollars were funding an overtly ideological program.



The MRC's vaunted social media operation reached 27 million Americans weekly, including 18 million who are not in the MRC's traditional fan base.



As a direct result of the MRC's grassroots campaign, an ABC News executive apologized to the MRC for his network's dishonest sliming of ousted Mozilla CEO Brendan Eich.

**I DON'T BELIEVE**

**THE LIBERAL MEDIA!**

[www.NewsBusters.org](http://www.NewsBusters.org)

Media Research Center®

MRC distributed over 80,000 bumper stickers to conservative activists eager to hold the left-wing media accountable.



# media research center GALA '14

FEATURING THE *DISHONORS* AWARDS

## Roasting the Most Outrageously Biased Liberal Reporters

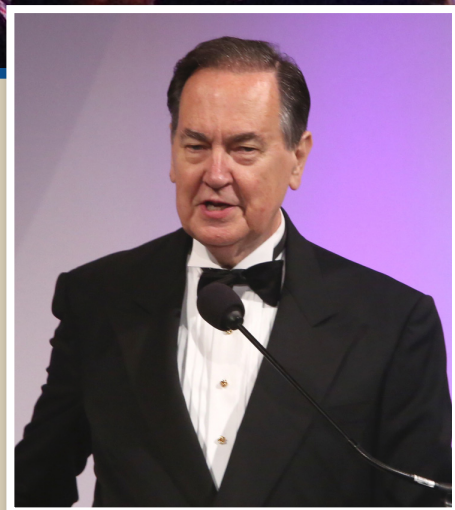


In September, 1,000 conservatives attended the 15th annual MRC Gala featuring the *DisHonors* Awards at the National Building Museum in Washington, D.C. for a night of laughter, entertainment, and fine cuisine.

Radio talk show host Chris Plante, former CNBC host Larry Kudlow, and conservative icon Cal Thomas presented awards for the most outrageous quotes by liberal media elites as voted on by the audience.

Fox News's Stacey Dash, Congressman Jim Jordan, Tea Party lawyer Cleta Mitchell, and Jason and David Benham, who lost their HGTV show because of their personal support for traditional marriage, accepted the awards in jest on behalf of members of the media.

The hilarious Alan Robertson of *Duck Dynasty* fame introduced the funny clips segment of the program.



Master of Ceremonies, Cal Thomas.



Chris Plante, Award Presenter and one of Washington's top radio talk show hosts.



Larry Kudlow presents the first two awards. Rep. Jim Jordan (R-OH) accepts the "Damn Those Conservatives to Hell Award" on Martin Bashir's behalf.





***“I got a wonderful award, the William F. Buckley Excellence in Media Award from the Media Research Center, and we had a great time last evening ... I do want you to know what a wonderful organization it is.” — MARK LEVIN***

# MRC Honors Mark Levin

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

The MRC honored conservative icon Mark Levin with the 2014 William F. Buckley, Jr. Award for Media Excellence.

The MRC’s Board of Trustees selects the recipient of this prestigious award to honor a conservative leader who educates and inspires millions of Americans.

One of the most popular radio talk show hosts in the country, whose career as a conservative warrior spans decades, Mark Levin joined past winners Rush Limbaugh, the late Tony Snow, Brit Hume, Cal Thomas, and Charles Krauthammer.

Levin delivered a rousing speech invoking William F. Buckley’s legacy to repudiate Washington’s Ruling Class in both parties.



Jason and David Benham accept the “Celebrity Dumb Ass Award” on behalf of Rob “meathead” Reiner. *Duck Dynasty*’s Alan Robertson (below) presents the annual MRC Gala “Funnies.”



Above, attorney Cleta Mitchell, who works for “half the audience,” accepts the “#obamacarefail Award” on behalf of MSNBC’s Krystal Ball.

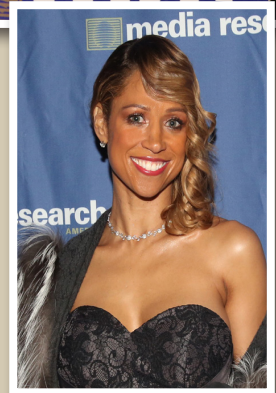


**Al Robertson** @BeardlessBro · Sep 25  
 If I ever quit being a Robertson, I'm going to be a Benham Brother  
 They rock! @davidbenham @jasonbenham  
 Reply Retweet Favorite



***“I had a blast at the MRC Gala! Who knew laughing at over-the-top media could be so much fun!”***

**— ALAN ROBERTSON OF A&E’S DUCK DYNASTY**



Actress and Fox News commentator Stacey Dash accepts the “Dan Rather Memorial Award for the Most Stupid Analysis” for Eleanor Clift.

## 2014 QUOTE OF THE YEAR

ELEANOR CLIFT — MCLAUGHLIN GROUP — 05/11/14

*“Every media organization has investigated this (Benghazi attack) to death. This animates the right-wing of the Republican Party. And I would like to point out that Ambassador (Chris) Stevens was not murdered. He died of smoke inhalation in the safe room in that CIA installation.”*



# MRC Founders Night Dinner

SMITHSONIAN'S NATIONAL MUSEUM OF AMERICAN HISTORY

THE STAR-SPANGLED BANNER

The Flag that Inspired the National Anthem



Senator Ted Cruz with Camille Campbell and MRC Leadership Committee member Mrs. Marlene Feuerring

Each year on the evening before its Gala, MRC hosts Founders Night to honor and thank its Board of Trustees, who are comprised of the MRC's most generous and loyal supporters. This year, Senator Ted Cruz addressed a group of nearly 100 Trustees in the Star Spangled Banner Room at the Smithsonian's National Museum of American History.



MRC Trustees Andy and Nancy Wilson with MRC Trustees Jackie and Jerry Grossman



MRC Board of Director Bill Walton and MRC Trustee Sarah Walton



Dr. Judy Jaeger, MRC Trustee, with Senator Ted Cruz



MRC Trustees Ken and Barbara Hansen with Media Research Council members Tatnall and Bobby Hillman



Walter and Marilyn Gearhart, MRC Leadership Committee members



MRC Trustees Radar and Corrine Radford



MRC Leadership Committee members Carol and George Brown with Senator Cruz



Media Research Council member Chuck McQuaid and MRC Founder and President Brent Bozell with Chairman of the MRC Board of Trustees Seymour Fein



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# Letter from the Chairman of the Board of Trustees

DR. SEYMOUR FEIN

CHAIRMAN OF THE MRC BOARD OF TRUSTEES

Dear Friends of the MRC,

As we approach the end of 2014, I approach the end of my final term as Chairman of the Board of Trustees of the Media Research Center. It is an occasion which prompts one to look forward and backwards at once. When I accepted Brent Bozell's invitation to assume this position, I didn't realize how rewarding and remarkable the experience would be. The opportunity to meet many of the great people who support the MRC in its activities and to exchange ideas and opinions has been exhilarating. I've learned from you, been inspired by your dedication to the MRC, and been fortified by your resolve to protect and defend our precious country from the collectivist visions of the progressive mob.



I've also had the privilege of observing the MRC staff at work. They are heroes in the truest sense, engaged in a calling to preserve America's foundational values and principles. There is no more dedicated or capable group of individuals than these men and women who monitor the mainstream media, counter its corrupt efforts to institutionalize progressive politics and culture, report all the news, not just the stories that advance the liberal agenda, and practice investigative journalism at the highest level. In 2014, the Media Research Center is not only about balancing liberal media bias but telling and selling the conservative worldview of limited government, federalist principles, individual liberty, traditional family and moral values, and the constitutional order that was and remains the Framers' great gift to America and the world.

All that we love and hold dear is threatened in the current political climate. The conservative movement must never assume the genuine allegiance of its self-proclaimed political champions. We must command it with our ideas, our passion, our votes, and our money. As always, the view looking forward is shrouded and uncertain. But this much is clear. There are no final victories in this life. It is for each of us to examine our most deeply held convictions and beliefs, choose sides and fight. The MRC has been fighting for our side, for us and for our country for over 25 years. The cumulative effect of its efforts and messaging during that time has turned the tide on the mainstream media and its progressive agenda. I ask you to join me in continuing to generously support the Media Research Center and its vital mission.

Sincerely,

A handwritten signature in black ink that reads "Seymour Fein". The signature is written in a cursive, slightly stylized font.

Dr. Seymour Fein  
Chairman of the MRC Board of Trustees



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Continued on page 20

## Board of Trustees — Continued from page 19

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In September, more than 100 MRC Trustees attended our annual meeting in Washington D.C., where the MRC's senior staff made presentations on the organization's plans.



# The MRC Legacy Society

The MRC's *Legacy Society* are individuals who understand that the fight against the liberal media agenda will — and must — go on long after they're gone. These dedicated conservatives have the foresight to ensure that the MRC will have the resources to continue the fight for decades to come. They have included the MRC in their estate plans by setting up a Charitable Gift Annuity, 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](mailto:csperapani@mrc.org).



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# 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 Information Systems** — (Standing L to R) Joshua Cabana, Eric Pairel, David Martin, Jacob Yeager; (Seated L to R) Rhiana Wilks, Cheryl Michener, Melissa Lopez



**News Analysis Division** — (Standing L to R) Scott Whitlock, Geoff Dickens, Kyle Drennen, Ken Oliver-Méndez, Kristine Lawrence, Matthew Balan, Curtis Houck, Jeffrey Meyer, Claire Chretien, Ken Shepherd, Christian Robey; (Seated L to R) Tim Graham, Brent Baker, Rich Noyes



**MRC Business / MRC Culture** — (L to R) Mike Ciandella, Katie Yoder, Julia Seymour, Joseph Rossell, Dan Gainor, Kristine Marsh, Matt Philbin



**CNSNews.com** — (L to R) Terry Jeffrey, Barbara Hollingsworth, Michael Morris, Melanie Hunter, Alison Meyer, Rudy Takala, Laurretta Brown, Eric Scheiner, Penny Starr, Susan Jones, Curtis Kalin, Craig Millward, Brittany Hughes, Michael Chapman; (Not pictured: Patrick Goodenough)



**Marketing / MRCTV** — (L to R) Scooter Schaefer, Brad Fox, Sarah Benecke, Tim Dionisopoulos, Dan Joseph, Ed Molchany, Monica Sanchez, Corwin Parks, Chelsey McMillian; (Not pictured: Craig Bannister, Barbara Boland, Eugene Slaven)



**Development** — (L to R) Carl Sperapani, Kurt Brown, Lawrence Gourlay, Kirk Henderson, Kristin Jaroma, Ashley Ciandella, Thom Golab, Marissa Caligiuri, Ryan Kierman; (Not pictured: David Bozell, Marty Waddell)



# MRC Internship Program

**F**ounded in 1992, the MRC's Youth Education and Internship Program (YEIP) is the premier internship program in the conservative movement.

In 2014, the MRC welcomed 28 interns. These bright young men and women played an integral role in helping to advance both the mission of the MRC and the conservative cause.

Upon joining the MRC following a highly competitive selection process, interns were immersed in the strategies and best practices of journalism, marketing, filming, and fundraising. Working side-by-side with our staff, interns researched, wrote articles, blogged, and filmed. They contributed data to *Special Reports*, developed surveys and marketing campaigns, and joined reporters on Capitol Hill, the National Press Club, and other D.C. venues to cover the stories the liberal media censor.

As part of the curriculum, interns also attended lectures held at MRC headquarters featuring senior MRC staff and conservative activists from across the movement.

To give a few examples of MRC interns' achievements in 2014:

- CNSNews.com intern Loretta Brown wrote a widely cited story on how President Obama sent three White House aides to Michael Brown's funeral in Ferguson, MO, but none to the memorial service for beheaded journalist James Foley. The story was read by nearly 350,000 people. Reporting on ISIS, Loretta also wrote about the massacre of 700 Turkmen in Iraq.
- In June, NewsBusters intern Jackie Seal covered Fox Business host Lou Dobbs and former CBS News reporter Sharyl Attkisson discussing the liberal media's lack of coverage of the IRS scandal. In July, Laura Flint offered an early report on Rosie O'Donnell being re-hired at ABC's *The View*. Intern Connor Williams analyzed how little

coverage the broadcast networks were giving to the VA scandal, research which Neil Cavuto cited on his Fox News program.

- Another CNSNews.com intern, Abigail Wilkinson, interviewed Rep. Chris Van Hollen (D-MD), who said legalizing illegal immigrants will "reduce the deficit." That story was read by hundreds of thousands of people and was picked up by the *Drudge Report*. She also reported about a bill in the California state senate that would allow the seizure of a person's firearms based on a single unverified complaint.



**SUMMER 2014 INTERNS** — (Front L to R): Lillian Smith, Abigail Wilkinson, Kelly Lawyer, Jackie Seal, Loretta Brown, Lauren Levy, Tatiana Lozano; (Back L to R): Lillian Bozzone, Connor Williams, Laura Flint, Tyler McNally



Standing outside the U.S. Library of Congress. MRC interns enjoy tours of famous Washington, D.C. landmarks and attend lectures by prominent conservatives as part of their MRC experience. These unique opportunities help make the MRC's internship program one of the most sought-after in the conservative movement.



## STATEMENT OF ACTIVITIES \*

For the Year Ended December 31, 2014

| REVENUE AND SUPPORT                        | Total 2014          |
|--|---------------------|
| Contributions                              | \$13,109,712        |
| Advertising Income                         | 919,923             |
| Other Revenue                              | 152,055             |
| Interest/Investment                        | 771,932             |
| <b>Total Revenue and Support</b>           | <b>\$14,953,622</b> |
| PROGRAM SERVICES EXPENSES                  |                     |
| News Analysis Division                     | 3,848,668           |
| CNSNews.com<br>(Includes MRCTV)            | 3,818,533           |
| MRC Business                               | 1,117,246           |
| MRC Culture                                | 727,018             |
| Grassroots                                 | 833,561             |
| Youth Education & Intern Program           | 155,591             |
| <b>Total Program Services</b>              | <b>\$10,500,617</b> |
| SUPPORT SERVICES                           |                     |
| Resource Development                       | 2,772,807           |
| General and Administrative                 | 1,045,281           |
| <b>Total Support Services</b>              | <b>\$3,818,088</b>  |
| <b>Total Expenses</b>                      | <b>14,318,705</b>   |
| <b>Change in Net Assets</b>                | <b>634,917</b>      |
| <b>Net Assets – Beginning Jan. 1, 2014</b> | <b>14,974,563</b>   |
| <b>Net Assets – Ending Dec. 31, 2014</b>   | <b>\$15,609,480</b> |

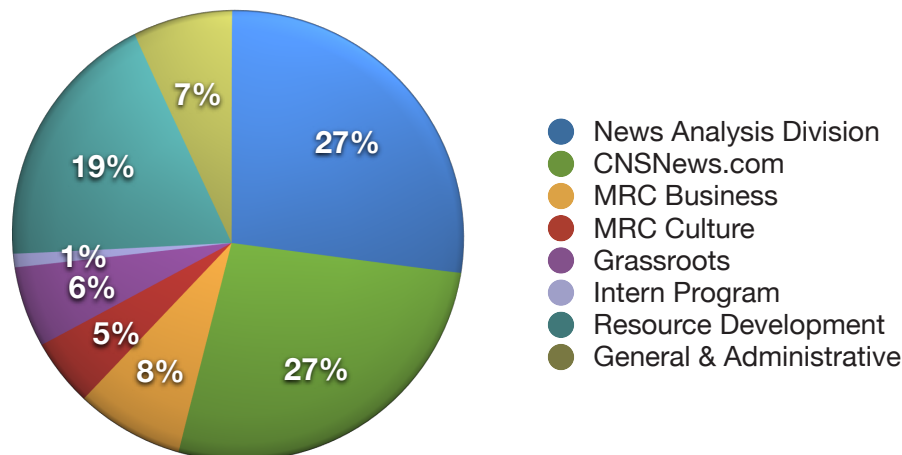
## STATEMENT OF FINANCIAL POSITION \*

December 31, 2014

| ASSETS   | Total 2014          |
|--|---------------------|
| <b>Current Assets</b>  |                     |
| Cash and Cash Equivalents  | \$598,964           |
| Contributions Receivable   | 370,850             |
| Prepaid and Other  | 178,246             |
| <b>Total Current Assets</b>  | <b>\$1,148,060</b>  |
| Investments  | 14,896,344          |
| Investment – Deferred Compensation   | 788,170             |
| Property and Equipment<br>(Net of Accumulated Depreciation and Amortization) | 898,106             |
| <b>Total Assets</b>  | <b>\$17,730,680</b> |
| LIABILITIES AND NET ASSETS   |                     |
| <b>Current Liabilities</b>   |                     |
| Accounts Payable   | 241,933             |
| Accrued Expenses   | 208,346             |
| Deferred Revenue   | 250,000             |
| Deferred Compensation Liability  | 511,287             |
| Annuity Payment Liability  | 253,800             |
| Deferred Rent Liability  | 292,172             |
| Office Improvement Loan  | 363,662             |
| <b>Total Current Liabilities</b>   | <b>\$2,121,200</b>  |
| <b>Net Assets Unrestricted</b>   | <b>\$15,609,480</b> |
| <b>Total Liabilities and Net Assets</b>                                      | <b>\$17,730,680</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 Drive • Suite 600 • Reston, VA 20191-1535  
Tel: (571) 267-3500





# A Testimonial

## 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, DC. 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.



Raffaella and Steve Feinstein

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.

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. Last year, 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*



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).  
The MRC's CFC code is 12489.

