



media research center™
AMERICA'S MEDIA WATCHDOG

30
1987 - 2017

2017 ANNUAL REPORT

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Celebrating 30 Years of Documenting, Exposing, and Neutralizing Liberal Media Bias

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Dear Friends of the MRC,

In 1987, I founded the Media Research Center in Alexandria, Virginia, in a rickety antebellum townhouse. We started with seven phones, two desks, a rented computer, a black and white television, and a few conservatives sick of the liberal bias in the media. The smart money said we didn't stand a chance. A handful of donors thought otherwise.

Thirty years later, the MRC is the world's premier media watchdog. We are the frontline defense against the leftist ideology permeating the media. Our staff takes on the multi-billion dollar liberal media every day and regularly neutralizes their efforts.

We began with the News Analysis Division to provide research to offer irrefutable evidence of a biased news media. In 1998, we launched the first conservative online news service, CNSNews. We added the MRC Business and MRC Culture divisions. We launched MRCTV in 2011 and MRC Latino in 2014.

We have grown from a handful of young conservatives to an army of hundreds of thousands of grassroots members and over 11 million Facebook fans dedicated to combating the toxic influence of liberal bias in the media.

Because of the MRC, Americans can now understand the media's leftist agenda. Consider: In 1987, 75% of the public considered the media objective. Today, because of our efforts, eight out of ten Americans believe that the media are biased.

But our work is not finished. Not by a long shot.

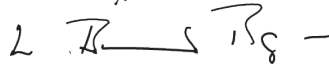
Years ago, my friend Rush Limbaugh asked me what was my ultimate goal at the Media Research Center. "To succeed," I said, "shut it down and get a real job." Rush laughed. "Well, you'll never get a real job, because the liberal media will never give up. The MRC will always be needed."

As usual, Rush was right. While we've succeeded in exposing their liberal agenda time and again, it hasn't cooled their political zeal. Like so many liberals, the media have become radicalized. They are the microphones of the far left. If they can't win by distorting the truth, they invent the story. President Trump was correct to label this "fake news." It is everywhere, documented by us.

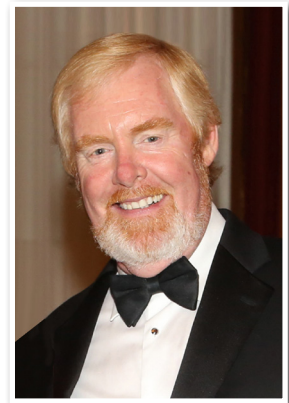
The struggle is now existential. The radicalized left is committed not just to the socialist transformation of the United States, but to the deconstruction of the West. They need the "news" media to enable their efforts. That's where the MRC comes in. We will not allow it.

The stakes are great, but the equation has changed. Now, with your support, the smart money is on us.

Sincerely,



L. Brent Bozell III
Founder and President



By The Numbers 2017

In 2017, the MRC's findings reached tens of millions of Americans each week, educating them about liberal media bias and mobilizing them to take action to fight it. The MRC continued to expand its reach, and its content not only permeated conservative media, but also reached millions of Americans outside the conservative base every week.

336.8 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



facebook

11.7 Million

Facebook fans

20.4 Million

weekly Facebook reach

twitter



576,011

Twitter followers

2 Million

weekly Twitter impressions

Over 10 Million

citizen actions

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



410 Million

video views



852,713

unique
email
subscribers



657,242

grassroots members



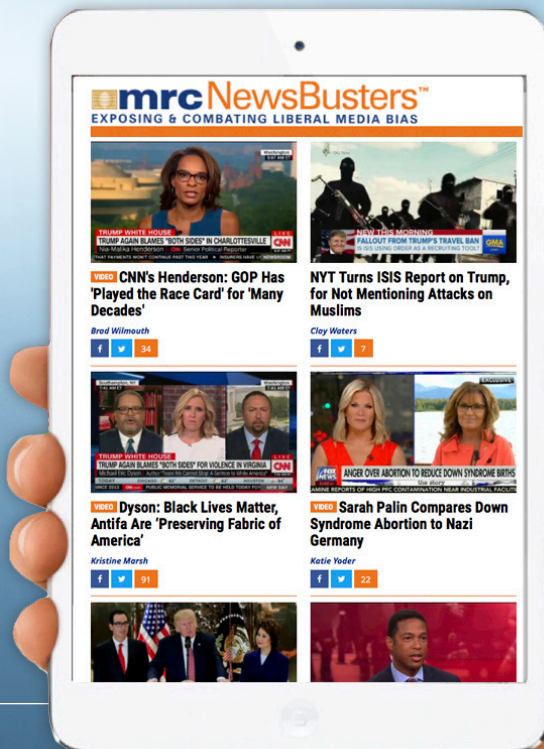
347,813

average daily
website visits

13.2 Million

average monthly
website page views

309

 television Interviews of MRC spokesmen
(plus countless television citations of MRC research)

News Analysis Division

HISTORY OF THE NEWS ANALYSIS DIVISION

The News Analysis Division (NAD) is the cornerstone of the MRC. In 1987, widely-available VCR technology made it feasible to track and accurately analyze news footage. This technology enabled the MRC to document liberal media bias as never before and, through monthly newsletters, educate the public on this underreported issue.

As technology advanced, NAD progressed from shelves of VHS tapes, to binders full of DVDs, to today's HD-quality MP4 computer files. Over the years, the MRC amassed one of the largest news video archives in the world. As of 2017, the MRC annually records approximately 37,000 hours of news footage, and has saved more than 640,000 hours of footage since 1987.

Initially, MRC's monthly newsletter, *MediaWatch*, was distributed by mail. In 1996, the MRC created the daily *CyberAlert* email, putting proof of media bias into the daily conversation. In 2005, the MRC launched the NewsBusters blog, which allows for real-time updates, including embedded video proof of the media's bias. NewsBusters is now an indispensable news source for hundreds of thousands of Americans.

In 2015, the MRC launched "Bias by the Minute," a project which produces quantitative data on liberal media bias. The detailed database of tens of thousands of news stories makes possible fast and comprehensive studies. This project generates key statistics about media bias that are routinely cited by Fox News, conservative talk radio, and across social media. This has proven very effective at holding the liberal media accountable and providing irrefutable documentation of their bias.

The News Analysis Division (NAD) has been monitoring and exposing liberal media bias for 30 years and in 2017 used their well-honed skills, research capabilities and institutional knowledge of the media industry to combat a radicalized media intent on sabotaging the conservative movement and the Trump administration for espousing those principles.

NAD utilized three effective tools: the video and research archive, the widely-read NewsBusters blog, and persuasive content analysis studies proving liberal bias.

The MRC Archives: An Invaluable Resource

NAD continued to build up its extensive video archive which now has approximately 640,000 hours of news footage dating back to 1987. Using a high-tech digital video recording system, NAD serves all MRC divisions by recording roughly 725 hours a week of news and entertainment programs for analysts to utilize. Outside the Library of Congress, no one has as extensive a video library.

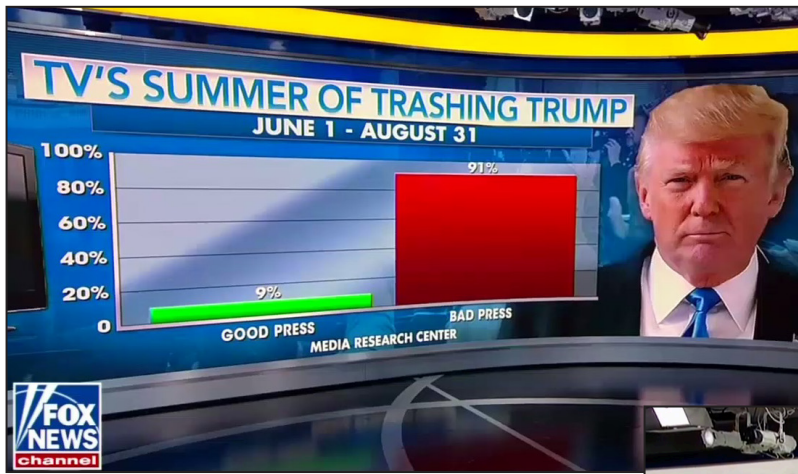
The archive is a valuable resource, providing blog writers and study authors with unique and immediate research opportunities to illustrate their posts and demonstrate historic coverage contrasts as no other group can. This research and analysis methodology has made it possible for the MRC to demonstrate the hypocrisy of liberal news outlets and journalists based on old footage documenting opinions, outtakes, news segments, and interviews. On *Mediaite*, Larry O'Connor championed "the Media Research Center's fantastic archives and research techniques."

For example, the video archive sparked MRC to produce three video compilations in January, all highlighted by the *Drudge Report* and garnering hundreds of thousands of views, demonstrating the media's agenda: "Farewell to a Decade of Media Drooling Over Barack Obama," "Flashback: Journalists Mocked Trump's Announcement as a Joke" and "Flashback: In 2009, Networks Slobbered Over Obama's 'Sacred Event.'"

Exposing Liberal Media Bias 24/7

In 2017, the NewsBusters blog, both directly to readers and as a resource tapped by influential conservative opinion leaders, remained the leading vehicle exposing and combating liberal media bias.

NewsBusters posts roughly 20 times per day, seven days per week, fueled by expert MRC staff news analysts and experienced freelance bloggers nationwide. This enables rapid-response posts on a wide range of content which has



NAD's "Bias by the Minute" studies earned massive media coverage in 2017.

made NewsBusters the tip of the spear taking on the leftist media. More than half the posts were enhanced by current or archived video. This type of mixed-media production helped NewsBusters attract nearly 19 million users and more than 77 million page views in 2017.

NAD staff also employed social media to maximize the impact of posts which were cited regularly by major media outlets (including the *Washington Examiner*, *Daily Caller*, *Breitbart*, *Fox Nation*, *The Blaze*, *Newsmax*, *Washington Free Beacon* and *The Federalist*) and radio talk show hosts, such as Rush Limbaugh and Mark Levin, who frequently used NewsBusters as a resource for their shows.

To spread proof of the media's outrages to an even wider online audience, once a week the *Washington Examiner* featured a "Mainstream Media Scream," a repugnant video clip from the news selected by NAD.

Additionally, often prompted by a report or post on NewsBusters, MRC President Brent Bozell and NAD staffers appeared 105 times on national television programs and 580 times on radio programs throughout the year.

Irrefutable Studies, Indisputable Analysis

NAD's irrefutable studies served as an effective tool in the fight against media bias. The MRC earned significant coverage for nearly 50 studies, most featuring number counts analyses as part of NAD's "Bias by the Minute" project.

For example, in January 2017, NAD found that the networks paid 57 times more attention to President Trump's temporary travel ban from seven terrorist-compromised nations, compared to Obama's permanent end to the "wet foot, dry foot" policy that helped Cubans flee the island's communist tyranny.

Continued on page 6

"Nobody ever refutes IMRC analysis, studies, and they came up with this today, which is just stunning."

JOE CONCHA • THE HILL

FNC's *Tucker Carlson Tonight*, June 27, 2017



At a June press conference, White House Press Secretary Sarah Sanders cited an MRC study on the media's negative coverage of President Trump.



MRC President Brent Bozell discussed the media's unyielding attacks on the Trump administration with Fox Business' David Asman.

Marking one hundred days for the Trump administration, a study released in April, "Honeymoon from Hell: The Liberal Media vs. President Trump," was highlighted by the *Drudge Report* which headlined the key finding: "STUDY: 89% of Media Negative Towards Trump..." Eight Fox News shows, as well as CNN, *Newsmax* and C-SPAN all showcased the damning study.

President Trump, giving credit to the MRC, cited the finding during a speech in Harrisburg, Pennsylvania.

In late June, *Fox & Friends* showcased NAD's documentation of the media's Russia obsession and NAD data was cited by White House press secretary Sarah Sanders during a briefing and by presidential counselor Kellyanne Conway on ABC's *Good Morning America*.

NAD's Trump statistics in September showed negative coverage of the president had bounced back to 91 percent. Fox News jumped on the numbers, starting with *Lou Dobbs Tonight* and then *The Five* led with them, followed by segments on *Hannity* and *Fox & Friends*. Additionally, *Drudge Report*, *Daily Caller*, the *Washington Post* and many others highlighted these statistics.

Another update in December, "Even As Media Whine About Trump, Their Hostile Coverage Shows No Let Up," was picked up by the *Drudge Report*, again cited by Sarah Sanders at a White House briefing and showcased on eight Fox News or Fox Business shows. On *The Five*, Kimberly Guilfoyle applauded the "eye-opening statistics."

Though 2017 presented a media intent on pushing a radical leftist agenda, NAD proved itself more than capable of taking them to task.

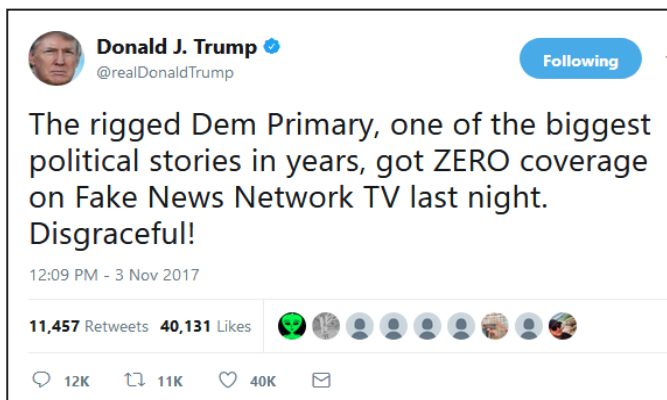
NAD's strength remains in its solid studies, its unparalleled research capabilities, and its commitment to demanding accuracy in the media. This strength was probably best expressed by *The Hill's* Joe Concha who, when appearing on *Tucker Carlson Tonight*, raved: "Nobody ever refutes their analysis, their studies."



President Trump Excoriates Media, Cites MRC Study at Rally Marking His First 100 Days

At an April 29, 2017 rally in Harrisburg, PA, President Donald Trump spent extensive portions of his first 100 days speech torching the news media for their liberal tilt, using facts from the MRC's April 19 blockbuster study.

"... before we talk about my first 100 days which has been very exciting, let's rate the media's 100 days. According to the Media Research Center, 89 percent of the media's coverage of our administration has been negative and purposely negative and perhaps that's because according to the Center for Public Integrity, 96 percent of journalists who made donations in the last election gave them to our opponent. Does anyone remember who our opponent was ... ?"



President Trump tweeted a critique of the liberal media based on MRC analysis in November.



MRC Vice President for Research and Publications Brent Baker's pick for the worst media outrage is featured every week in the *Washington Examiner's* Mainstream Media Scream.

Since its launch in 2014, MRC Latino has earned a reputation for “punching above its weight” and 2017 was no exception. Among the highlights, the year saw the Hispanic media arm of the Media Research Center successfully take on the National Puerto Rican Day Parade in New York, after that organization decided to honor convicted terrorist Oscar López Rivera as the parade’s “National Freedom Hero.”

Working in tandem with the MRC’s grassroots arm, MRC Action, MRC Latino exposed the scandal and put sustained pressure on the parade’s sponsors to drop their participation in the event. Within hours, Univision’s corporate offices in New York and Miami were flooded with more than 600 calls, forcing them to pull out of the event.

The year also saw MRC Latino undertake new initiatives in order to reach a larger audience and foster additional engagement, such as Facebook Live and weekly videos on MRC Latino’s Facebook page, as well as a monthly email newsletter highlighting top content. By the end of the year, the program had reached and surpassed all its annual social media goals.

The monitoring capacities of MRC Latino were also expanded in 2017, and the program now analyzes the news programming of six national Spanish-language television networks. Unlike in English-language media, in U.S. Spanish-language media there are no conservative news alternatives at the national level, which has made MRC Latino’s role of conservative countering and “filling in the gaps” in this segment of the media’s news coverage even more vital for millions of Spanish-language media consumers.

As the Trump administration began to significantly step up immigration law enforcement during its first year in office, MRC Latino also focused on exposing the national Spanish-language media’s chronic anti-law enforcement stance, its deliberate failure to distinguish between legal and illegal immigration, and its dishonest use of the “anti-immigrant,” “anti-Latino,” and “racist” labels. Other 2017 highlights included calling out Univision anchor Jorge Ramos for hosting a virtual infomercial for Planned Parenthood, as well as championing euthanasia.

As MRC Latino moves into its fourth year, the program is battle-tested and ready to continue championing honest journalism and conservative views, while disrupting the Left’s persistent efforts to manipulate audiences in this significant segment of the U.S. media landscape.



MRC Latino is spurring additional audience engagement through Facebook Live, hosted by Patricia Arbulú.



Univision is sponsoring the National Puerto Rican Day Parade in NYC, which is honoring left-wing terrorist Oscar López Rivera.

CALL 888-995-5867

and tell Univision CEO Randy Falco you demand they immediately withdraw support.

National Puerto Rican Day Parade organizers blamed MRC Latino for disrupting their plans to honor convicted domestic terrorist Oscar López Rivera as the parade’s “National Freedom Hero.”



DRUDGE REPORT

Jorge Ramos Says He's Now Having 'Worst Time' of His Life in USA...

MRC Latino contributed the #1 NewsBusters post for the last quarter of 2017 — “Jorge Ramos Says He’s Now Having the ‘Worst Time’ of His Life in U.S.” — which also received top billing on *Drudge Report* and the *Rush Limbaugh Show*.

MRC Business

HISTORY OF MRC BUSINESS

MRC Business was founded in 1992 (as the Free Enterprise and Media Institute) to promote a culture of free enterprise. The division addressed the serious issues created by the media's business coverage which relied heavily on liberal guesswork to report on economics and frequently portrayed businessmen as evil and greedy caricatures.

It first proved the media's anti-free market bias with *Out of Focus: Network Television and the American Economy*, written by Senior Fellow Burton Yale Pines. In 2001, it released a book of economists' essays edited by MRC's Rich Noyes and economist Stephen Moore.

In 2014, the division's name changed to MRC Business to better reflect its mission. Over the years, the impact of its vital work confronting the liberal media's business and economic biases continued growing.

Major accomplishments included the American Businessman reports which exposed the abundance of entertainment media portrayals of business people as criminals. *The Washington Post* covered the analysis on the front page of its business section.

MRC Business' groundbreaking *Fire & Ice* report was the first to prove that the media's climate change hype went back a century — switching from cooling to warming fears.

The division's first report on liberal billionaire George Soros even received an estimated \$25 million in publicity. The Soros Project, the ongoing effort to document and expose the financial influence of Soros (and other liberal mega-donors) on the media as well as leftist causes, is one of MRC Business' most notable efforts.

MRC Business continues to work tirelessly to expose the media's flawed coverage of taxes, regulation, industry, climate change and capitalism.

MRC Business is the preeminent champion of free enterprise against the liberal activist media. Since its inception, MRC Business has been the gold standard for accurate business and economic reporting and 2017 proved no exception, as MRC Business proudly blocked the national media's attempts to mislead the public on economic issues.

In 2017, MRC Business staff appeared on more than 488 radio and 41 TV programs to discuss their groundbreaking research and take the lead in the national discussion of the economy. MRC Business articles were mentioned or discussed hundreds of times in the national media including such prominent outlets as Fox News Channel and Fox Business.

MRC Business launched a regular "Worst of the Week" feature on FoxNews.com in 2017. The series exposes the most egregious and ridiculous liberal media offenses of the previous week while also introducing MRC Business to wider audiences and earning the MRC significant website traffic.

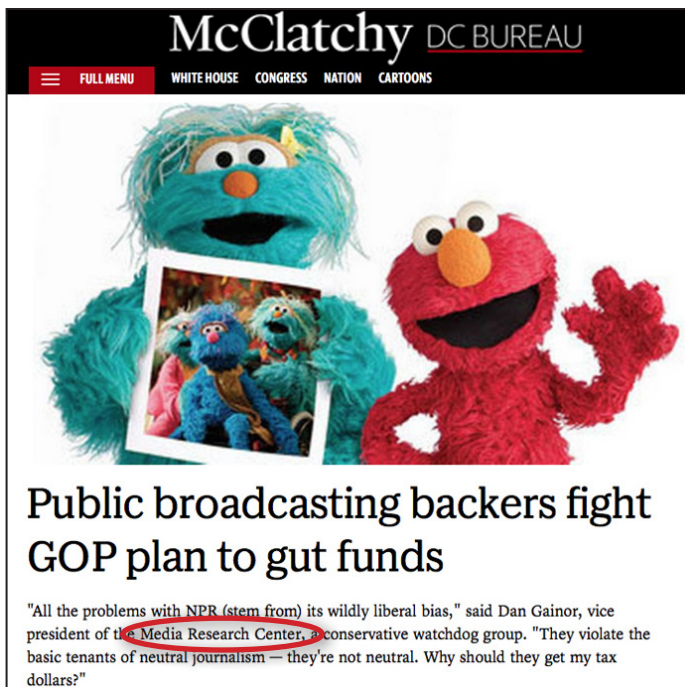
Exposing Soros' Connection to Women's March Groups

One of MRC's major endeavors of 2017 was the Soros Project, the ongoing effort to document and detail the nefarious influence of billionaire financier and leftist mega-donor George Soros and other liberal donors.

In March, MRC Business analysts revealed the connection between Soros and partners of the anti-Trump Women's



The Soros Project is dedicated to documenting and exposing the contributions of left-wing billionaire George Soros and other mega-donors to liberal causes.



MRC Business has repeatedly proven that public television and radio have a clear left-wing bias and should not be supported by taxpayer dollars. Numerous media outlets, including Fox News and CNN, have reported on MRC Business' analysis.

March. The exclusive report found that, while the billionaire didn't fund the event directly, he had already donated more than \$246 million to 100 of the march's left-wing partners including Planned Parenthood, the Center for American Progress, and People for the American Way.

MRC Business' report also highlighted the liberal media's lack of coverage of negative moments from the march including involvement of the Communist Party, popstar Madonna's tirade about wanting to blow up the White House, and the exclusion of pro-life women.

This year's Soros report was mentioned on Fox News and Fox Business programming at least five times and shared more than 10,000 times on Facebook. MRC Business also reported Soros had given more than \$36 million to groups behind the "People's Climate March" in April.

The department exposed Soros and another liberal donor's \$1.3 million in giving to supposedly neutral fact-checking groups and proved that Soros gave to Media Matters five times, not once, as the left-wing activist group initially claimed.

Additionally, in October, MRC Business drew attention to Soros transferring \$18 billion more from his hedge fund to his network of liberal groups, the Open Society Foundations (OSF). That was on top of the more than \$14 billion Soros had already used to fund leftist causes through OSF.

Telling the Truth About the Economy

In addition to tracking liberal funding sources, MRC Business continued to hold the media accountable for its misleading reporting on the economy.



MRC Vice President of Business Dan Gainer's regular "Worst of the Week" feature on FoxNews.com brings to light the most egregious liberal media offenses.

MRC Business repeatedly called attention to the fact that the national media ignored and downplayed positive news about job growth, economic growth, and the record-setting stock market. In March, MRC Business highlighted the fact that while economists linked optimism over President Trump's proposed economic policies to the strong jobs report, the media minimized any connection.

Fighting Climate Bias

In 2017, MRC Business continued to fight the media's environmental and climate change bias, making an impact by pointing out inaccuracies in Al Gore's *An Inconvenient Sequel* as well as the movie's box office failure. Additionally, MRC Business highlighted this hypocrisy in the article "Gore Flies Nearly 3,000 Miles to Tell Us to Stop Using Carbon-Based Fuels" which was shared on Facebook more than 7,700 times.



MRC Business regularly highlights the media's climate change bias. In 2017, this included exposing the inaccuracies in Al Gore's movie, *An Inconvenient Sequel*.

MRC Culture

HISTORY OF MRC CULTURE

The MRC launched MRC Culture — then called the Culture and Media Institute — in 2006 “to advance and help restore America’s culture, character, traditional values against the assault of the liberal media elite.” The division commissioned a landmark National Cultural Values Survey, which found that large majorities of Americans believed the media were eroding the nation’s moral values.

In 2014, the division was renamed MRC Culture to more accurately express its mission to defend American values against the media’s attempts to denigrate and censor religious, pro-family, and patriotic viewpoints.

MRC Culture has scored a number of important victories. In 2010, it spearheaded a successful campaign pressuring Comedy Central to drop plans for its animated Jesus comedy, “JC.” The division also called attention to the nasty anti-Christian bigotry of ABC’s *Good Christian Bitches*. ABC changed the name to *GCB* before dropping the show altogether. In 2016, Katie Yoder — MRC Culture’s Joe and Betty Anderlik Fellow — broke the story that actress Lena Dunham said she “wished” she’d had an abortion. Dunham was forced to issue a rare apology.

In the wake of the 2012 Sandy Hook massacre when Hollywood celebrities were demanding gun control, MRC Culture tallied gun violence in the top five box office movies at the time of the shooting. The numbers proving Hollywood gun-grabbers’ hypocrisy were widely circulated.

MRC Culture has continued to expand its coverage, maintaining a dedicated sports blogger covering the ever-more politicized world of sports media, and a stable of freelance bloggers who monitor entertainment TV and awards shows and post near-instantaneous criticism to NewsBusters.

The entertainment industry erupted in outrage following Donald Trump’s election as President of the United States. With the rise of the industry’s “resistance” movement against the new administration, its new heights of hypocrisy, and unabated efforts to simultaneously push liberal causes and denigrate conservatives, MRC Culture was at the forefront in the effort to neutralize the pervasive liberal propaganda in entertainment programming.

In 2017, MRC Culture tracked and exposed more than 86 television programs that influence American society and documented their pattern of regular attacks on conservatives, including Hollywood’s incessant theme comparing Trump to Adolf Hitler. In addition to exposing and countering overt political bias, MRC Culture’s analysts also exposed the promotion of routine drug use, casual sex, and violence in popular comedies and dramas as well as the anti-religious, anti-family content regularly featured on entertainment programming aimed at young people.

Highlighting Hollywood Hypocrisy

MRC Culture’s focus on the hypocrisy of the entertainment industry proved timely as Hollywood was overrun by scandals related to sexual assault, harassment, and cover-up. The article “Jane Fonda: ‘It’s Ridiculous’ For Conservatives to Criticize Hollywood for Liberal Weinstein” highlighted Hollywood’s inability to recognize the corruption and bias in its industry and was read over 90,000 times, with a Facebook reach of over 150,000 people.

In 2017, MRC Culture staff made more than 600 appearances on national television and radio programs to discuss liberal bias, including on CNN, Fox News Channel, Fox Business, CBN, and One America News Network. MRC Culture also earned acclaim for a column in *The*



MRC Culture routinely spotlighted Hollywood’s glaring hypocrisy, including that of leftist stalwarts like Lena Dunham.



MRC Culture Associate Editor Katie Yoder appears on FoxNews to discuss the deeply tragic Charlie Gard case.

Washington Post, titled “Feminist Attacks on Taylor Swift Reveal Something Very Ugly About the Movement” that highlighted the Left’s unrelenting attacks on pop singer Taylor Swift for her failure to promote leftist causes.

MRC Culture exposed Hollywood’s anti-gun double standard in the wake of the Las Vegas shooting in October. An MRC Culture report, covered in *The Hollywood Reporter*, *The Washington Times* and elsewhere, found that the top four box office movies the weekend of the massacre included 212 incidents of gun violence (at least 108 of them using automatic weapons) and a body count of at least 192.

Throughout 2017, MRC Culture continued to complement its media criticism with use of video and human interest stories to make a mark on the national conversation. This strategy proved effective, for example, when the *New York Post* and *People* magazine (which has a reach of more than 84 million people per month) both embedded MRC Culture footage of a pro-life rally on their websites, enabling the MRC to reach an even wider audience.

Standing Up for American Values

MRC Culture also continued to keep a sharp eye out for anti-Christian bias in the news and popular media, monitoring threats to religious freedom and pushing back against efforts to paint traditional morality as bigoted. For example, MRC Culture took the lead in calling out media outlets for citing the radical left Southern Poverty Law Center’s discredited

“hate” research, as well as covering the media’s attempts to whitewash the ominous wave of Antifa violence.

The Left’s attack on American history was also on MRC Culture’s radar during 2017. In the run-up to Columbus Day, the program exposed and fought against media efforts to slander and seek to erase Christopher Columbus from American history. Along the same lines, MRC Culture called media liberals out when they denigrated America’s Founding Fathers over slavery.

When the NFL was thrown into chaos by the anti-American #TakeAKnee protests, MRC Culture was again on the front lines, castigating liberal media figures for their support of the protests and the former NFL quarterback who started them. MRC Culture exposés on the subject include articles such as “Colin Kaepernick, who Mocked Cops as Pigs, Called ‘Bridge Builder’ on CBS” and “USA Today Columnist: #TakeAKnee Marked One of NFL’s ‘Finest Moments’ Fighting Back Against ‘Racist’ Trump,” both of which reached more than 200,000 people on Facebook.



An MRC Culture study found that the top box office films the weekend of the Las Vegas massacre were riddled with gun-violence, underscoring Hollywood’s hypocrisy in the gun debate.



Media cover Women’s March 129 times more than March for Life: Study



MRC Culture regularly calls attention to the media’s bias against traditional values. An MRC study demonstrating that the liberal media covered the Women’s March 129 times more than the March for Life highlighted this problem.

HISTORY OF CNSNEWS

CNSNews was founded in 1998 and quickly became the most reliable online source for news that the liberal media ignore because it does not fit their agenda.

In 2004, CNSNews was the first news organization to question the authenticity of a memo Dan Rather used to malign the National Guard service of then-President Bush. As the AP later reported: “CNSNews quoted three experts who suspected the document was produced by a computer, not a 1970s typewriter.”

During President Obama’s first term in office, CNSNews led the national media in questioning whether the Constitution gave Congress the power to force people to buy health insurance. CNSNews reporters asked leaders of both parties where in the Constitution this power could be found. Then-Speaker Nancy Pelosi famously responded: “Are you serious? Are you serious?”

In November 2010, CNSNews reported on an exhibit at the National Portrait Gallery that included a video that featured an ant-covered image of Jesus Christ on a Crucifix. After this report was published, incoming House Speaker John Boehner and incoming Majority Leader Eric Cantor called on the Smithsonian to pull the exhibit. The Smithsonian was forced to remove the video from the exhibit.

Over the years, CNSNews’ consistent and reliable reporting on federal spending, the national debt and the federal tax burden have driven and informed the national debate on these issues and helped define the fiscal difficulties the United States faces in the years ahead.

In 2017, CNSNews drove and informed the national debate despite the leftist media’s persistent attempts to dominate the news cycle.

The mission of CNSNews is to report the stories that the liberal media choose to distort, misreport, or simply ignore. In 2017, it did this by covering a broad range of issues including national security, the economy, taxes, and religious freedom.

Due to the strength and accuracy of its reporting, CNSNews stories reverberated through other media and were regularly picked up by major news sources including *Drudge Report* (14 million readers) and *Yahoo! News* (36 million readers). Syndicated radio hosts such as Rush Limbaugh, Sean Hannity, and Mark Levin, as well as media outlets ranging from Fox News to the *Daily Mail*, regularly featured CNSNews content. This brought massive exposure to important stories and introduced CNSNews to vast, and previously unreached, audiences.

Making an Impact

CNSNews’ impact was repeatedly demonstrated in 2017. On December 4, the White House tweeted the CNSNews piece “Refugee Admissions to U.S. Down 83% So Far in FY18.” The article highlighted the fact that, as of October 1, there has been an 83 percent drop in refugee admittance to the U.S. compared to the first two months of the previous fiscal year.

Earlier in 2017, the White House highlighted several other CNSNews articles, including “DOJ: Removal Orders for Illegals Rose 28 Percent in First 6 Months of Trump Administration” and “Manufacturing Jobs Hit Highest Level Since Obama’s Inauguration,” as part of its “West Wing Reads” series, which “rounds up the best stories the West Wing is reading.”



Country music legend Charlie Daniels is one of CNSNews’ most popular commentators.



CNSNews stories are regularly picked up by *Yahoo! News*, which has 185 million unique visitors a month.

Other influential individuals and institutions regularly shared CNSNews content on Twitter. Speaker of the House Paul Ryan, the NRA, Michelle Malkin, Jay Sekulow, the House Homeland Security Committee, among countless others, tweeted CNSNews articles on a wide range of topics.

Accurate Economic Reporting

As usual, CNSNews was on the forefront of tax coverage as well as federal spending and the national debt. In August, the CNSNews article “BLS: Americans Spend More on Taxes than Food and Clothing Combined” broke that shocking story and was cited by *Drudge Report*, Fox News, and the *Daily Mail*.

CNSNews frequently addressed the topics that the liberal media were too afraid to tackle — from social issues to the media’s own liberal bias. A CNSNews article reporting that able-bodied and healthy people would be required to work under Trump’s food stamp reform reached 1.5 million people on Facebook. The article “Kevin Sorbo Exposes Mainstream Media Bias with Simple Question on Donald Trump,” pointed to the liberal hypocrisy regarding Trump coverage vs. Clinton coverage and was read more than 300,000 times.

Setting the Standard in Conservative Commentary

In 2017, CNSNews had numerous successes but the CNSNews commentary section proved truly exceptional as it continued to deliver the very best in conservative opinion and analysis, covering a multitude of varied and interesting conservative topics.

Country music legend and perennial CNSNews favorite Charlie Daniels authored some of the most widely read pieces of the year. Daniels’ open letter to Senator Chuck Schumer criticizing Schumer’s obsession with the unproven Trump “collusion” with Russia narrative was read more



CNSNews’ reporting has attracted the following of the White House’s *West Wing Reads*.



CNSNews Editor-in-Chief Terry Jeffrey discusses record tax revenues on *Cavuto: Coast to Coast*.

than one million times. Additionally, his column “It’s Only a Matter of Time Before There Is Blood on the Streets” was read more than 500,000 times.

Other regular commentators included such noted conservatives as Ben Shapiro, Pat Buchanan, Brigitte Gabriel, and Hans von Spakovsky. Such guest commentaries offered CNSNews readers the opportunity to engage with writers with a variety of perspectives, opinions, and areas of expertise while at the same time expanding CNSNews’ reach and impact.

MRCTV

HISTORY OF MRCTV

MRCTV was launched in 2008. It was designed as an online source for videos aimed at spreading the values of the conservative movement without dealing with the suppression and censorship frequently found on other video hosting platforms. By 2011, the website had become both the MRC's video-hosting platform and a producer of original content.

In the years that followed, the MRCTV staff focused on writing and scripting original videos, maintaining the MRC studios, and acting as the host site for a wide array of clips documenting the left-leaning efforts of the liberal media.

By 2014, MRCTV had expanded greatly and enhanced its mission to not only host and produce video-centric content, but also to use this content to become a driving force for conservatism on social media and engage with younger audiences.

MRCTV developed a popular blog which features conservative insights into pop culture issues. Topics range from political correctness on college campuses to the latest on cultural and social issues.

MRCTV regularly records commentaries on crucial topics such as abortion and 2nd Amendment rights and produces informative interviews and humorous skits.

The social media reaction to original and aggregated MRCTV content has been phenomenal with an average of over seven million video views on Facebook each week in 2017. With millions of social media followers, website visitors and video views MRCTV continues to grow and evolve along with its younger conservative audience.

With a winning combination of fast-paced, engaging content and acerbic wit, MRCTV continued to drive huge audiences to its programming in 2017. MRCTV generated an average of over seven million video views each week throughout the year.

In 2017, MRCTV expanded its reach and influence by utilizing pop culture, video and social media, going beyond the traditional conservative base to reach the rising generation. Almost 20% of MRCTV's 3.3 million Facebook fans are under 44 years old and, of MRCTV's Twitter followers, a full 63% are part of the youth demographic, with most followers falling between the ages of 25-33.

Save the Snowflakes

When horrified university students (and faculty) erupted at the thought that America had actually elected Donald Trump president, MRCTV responded with humor. Inspired by the pitiful liberal responses to the election of President Trump and the implementation of a conservative agenda (such as the confirmation of Justice Gorsuch), MRCTV produced the "Save the Snowflakes" video campaign, poking fun at the most outrageous "snowflake" responses, such as demands for safe spaces and therapeutic coloring for "traumatized" young liberals at some of the most elite (and expensive) universities in the country. The Snowflake series went viral across social media, and was viewed more than six million times.

2017 also saw MRCTV make major strides with the production of several original series. MRCTV's *Reality Check*, for example, has generated a legion of loyal fans



MRCTV's Brittany Hughes' hard-hitting "Reality Check" series regularly attracts millions of views each week.



MRC spokesmen appear frequently on major news networks. MRCTV's high tech studio allows them to make live appearances on a moment's notice.

with unrelenting takedowns of the Left's prevailing political narratives and political correctness. These commentaries, on such topics as the NFL protests and leftist hypocrisy, garner hundreds of thousands to millions of views each week. *Reality Check* is complemented by additional series, like *Pause for a Moment*, which calls out the very worst liberal propaganda on television while *Wacky M.O.L.E.* highlights each week's most ridiculous moments of liberal expression.

The Best Conservative Content on the Internet

Along with original content, MRCTV aggregates stories and videos from across the web to bring the very best conservative content online to its growing audience. For example, after the assassination of NYPD police officer Miosotis Familia (a mother of three), her fellow officer Martin Green released a moving video about his frustration with the national news media's constant attacks on the police. Officer Green's original video was only viewed a few hundred times. However, when MRCTV edited, formatted, and posted his video on its platforms, the video went viral and was viewed 23 million times in just one day.

Throughout the year, both MRCTV's content and talent received wide play on multiple national media platforms, including the *Drudge Report*, Fox News Channel, *The Rush Limbaugh Show*, *TheBlaze*, *National Review Online*, *Townhall*, *The Daily Caller*, and dozens of other prominent online media outlets.

In sum, MRCTV's extraordinary ability to take conservative messages, conveyed through original productions, aggregated videos and blogs, get them out to a massive audience, and make them resonate has become a powerful tool for the MRC and its best means to reach and influence a younger audience.



MRCTV's video of NYPD officer Martin Green garnered 23 million views in just one day.



MRCTV's satirical "Save the Snowflakes" campaign went viral on the internet and attracted millions of views.

MRC Action

HISTORY OF MRC ACTION

Although the Media Research Center had been utilizing email to spread the word about media bias for several years by 2004, the MRC recognized a need to start building an online army of activists who could not only educate themselves on the issue of liberal media bias but take action to fight back against it.

The MRC began building that army in 2005 as part of the organization's first "Tell the Truth!" campaign. By the end of 2008, the MRC Action team had grown to just over 300,000 members.

In the early days, major grassroots campaigns consisted primarily of signing petitions and sending faxes to news organizations and government officials. More recently, the most effective efforts have involved phone and social media campaigns to produce a larger and more rapid response to the most egregious instances of liberal media bias. Within hours, MRC Action members can flood the phone lines and social media pages of the worst offenders.

In 2017 alone, there were four instances of these efforts paying off with public apologies, firings, or policy changes by the targets of MRC Action campaigns. For example, the "Fire Aslan" campaign resulted in 7,546 calls to CNN and the media crediting the MRC for Reza Aslan ultimately being fired. (See page 17.)

Today, there are over 650,000 MRC Action members, and combined with the MRC's social media army, they generate over ten million citizen actions each year. These include signing petitions, making phone calls on MRC's behalf, and sharing MRC media studies and analysis with their friends and family.

In 2017, MRC Action proved the strength of its active grassroots army and the deeply rooted commitment of its hundreds of thousands of members to combating liberal media bias. Over the course of the year, MRC Action executed rapid and effective grassroots campaigns that exposed liberal media bias and regularly compelled the liberal media to apologize, issue retractions, and even fire blatantly biased employees

Fighting Back Against Liberal Attacks

In May, a George Soros-funded organization intent on silencing conservatives in the media took aim at Fox News Channel's *Hannity* television show by targeting its advertisers. Adopting a campaign of intimidation, they bullied several advertisers into pulling their ads from *Hannity*, including USAA, a financial services firm serving primarily military families. USAA claimed their policy was to not advertise on opinion shows, however MRC's News Analysis Division found that USAA continued to advertise on MSNBC opinion programs, including that of liberal stalwart Rachel Maddow.

MRC Action quickly generated over 1,700 phone calls to USAA with complaints about their hypocrisy. MRC Action members also flooded USAA's website and social media sites with comments. Many MRC Action members were customers of USAA and some even cancelled their policies.

Less than a week after pulling their ads from *Hannity*, USAA reversed their decision, and the Associated Press credited the MRC with mobilizing the backlash against USAA.

In May, when "comedian" Kathy Griffin posed for a photo with a fake severed head of President Donald Trump, many people expressed outrage, but CNN (where Griffin hosted

**KATHY
GRIFFIN**

2,578
Phone Calls in
3 HOURS



mrc
USAA pulled their ads from Hannity, but
still advertises on MSNBC.



CALL 855-242-7422
and tell USAA what you think about their
HYPOCRISY!

SEAN HANNITY

1,723

Phone Calls

1.4 MILLION

People Reached
on Facebook

1.6 MILLION

Twitter Impressions

**"USAA says it will
reinstate ads on
Hannity ... Brent
Bozell ... his group
was behind
mobilizing that
backlash, ... its
members generated
more than 1,600
phone calls to USAA
within 48 hours."**

ASSOCIATED PRESS -
May 30, 2017

the annual New Year's Eve special) remained silent. After MRC Action generated over 2,500 calls to CNN, the company announced that it had terminated its contract with Griffin.

In June, Reza Aslan, host of CNN's *Believer* series (and the man CNN referred to as a "religious scholar"), tweeted that President Trump was a "piece of s--t." It was the latest in a series of vulgar statements made by Aslan on social media. MRC President Brent Bozell sent an open letter to CNN President Jeff Zucker and appeared on *Hannity* to demand CNN sever ties with Aslan. MRC Action launched a "Fire Aslan" call-in campaign, which resulted in 7,546 calls to CNN executive offices. When CNN finally fired Aslan, multiple news outlets credited the MRC for spearheading the effort to have him removed.

MRC Action also conducted several grassroots campaigns aimed at raising public awareness for the most egregious examples of liberal media bias. After NBC's Chuck Todd attempted to legitimize the domestic terror organization Antifa by providing them with a platform on his TV show, MRC Action launched a petition demanding the media expose the violent group and their tactics. Over 2,500 people called NBC to complain, and 20,554 people signed the petition. Another petition demanding the media cover the Clinton-Russia-Uranium scandal also generated thousands of signatures.

For years, the left has been intimidating conservatives with impunity. MRC Action proved in 2017 that it has the resources and ability to fight back and achieve concrete results.



CNN host
Reza Aslan
called
President
Trump a
**piece of
sh*t.**

CALL CNN AT 888-766-6498
and demand they remove Aslan immediately.

REZA ASLAN

7,546

Phone Calls

1.4 Million

People Reached
on Facebook

1.0 Million

Twitter Impressions

**"But there was
still pressure for
the network to
drop Aslan. The
Media Research
Center in particular
spearheaded some
of those efforts"**

MEDIAITE -
June 9, 2017

ROASTING THE MOST OUTRAGEOUSLY BIASED LIBERAL REPORTING OF THE YEAR



In September, the Media Research Center celebrated its 30th Anniversary with a speakeasy-themed bash that will undoubtedly be remembered for the next 30 years. The 2017 Gala and *DisHonors* Awards brought together nearly a thousand of the MRC's friends and supporters along with a host of conservative luminaries to mark this special milestone.

The brilliant Cal Thomas emceed the festivities while *Saturday Night Live* legend Joe Piscopo presented the funniest media and viral video hits of the year. Talk radio host Chris Plante and Fox News contributor Mollie Hemingway served as *DisHonors* award presenters.

As is tradition, the mock awards were accepted, in jest, by conservative leaders on behalf of the liberal "winners." This year's accepters included Greg Mueller, Brigitte Gabriel, Rep. Mark Meadows (R- N.C.), and Jeffrey Lord.

Brian Williams earned the *Dan Rather Memorial Award for the Stupidest Analysis* for his commentary following the death of murderous dictator Fidel Castro. Williams stated, "It's still one of those nations (Cuba) where you see donkey carts alongside cars, trucks and buses in downtown Havana, because that's exactly what they'd rather have for transportation."

Other "winners" included CNN's Douglas Brinkley (*Last Gasp Obamagasm Award*) for citing Obama's "scandal free"



During Joe Piscopo's Frank Sinatra impersonation, emcee Cal Thomas surprised him with an impromptu duet to "Summer Wind."

presidency, Ashley Judd (*Kathy Griffin Celebrity Dumbass Award*) for her deranged Women's March speech, and Every Single Person We Don't Like in the Media (*Trumpocalypse Award*) for the cavalcade of onscreen meltdowns following the November 2016 election.

Nationally syndicated radio host Mark Levin addressed the audience, via video, declaring that only the MRC "has the know-how, the resources and the dedication" to track liberal bias 24/7.

The MRC was honored to welcome radio legend Rush Limbaugh to the celebration and was humbled by his remarks on the impact the MRC has had on him and his program. Limbaugh declared, "Brent Bozell and the Media Research Center, and now NewsBusters, are ... a fundamental element of my show prep every day. And they always have been, they always will be."



During the Gala, the MRC received a very special tribute from talk radio host Mark Levin.



Radio talk show host Rush Limbaugh delivered an impassioned speech on the importance of the fight against liberal media bias and the MRC's crucial role in that battle.



Radio talk show host Chris Plante



Senior Editor at *The Federalist* Mollie Hemingway



Gala presenters and acceptors joined MRC president Brent Bozell to judge the audience response for the *Quote of the Year*.



Journalist and commentator Jeffrey Lord



Rep. Mark Meadows (R-NC)



CRC Public Relations founder and president Greg Mueller



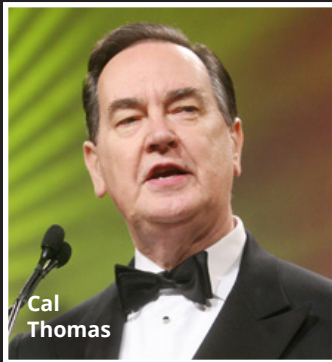
Karl Ottosen, Chairman of the Board of Directors of the Media Research Center, was honored.



Act for America president Brigitte Gabriel

MRC Gala and *Dis*Honors Awards Through The Years

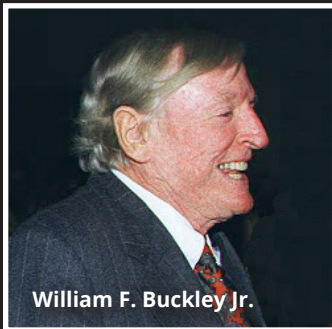
Since 1999, the MRC has hosted its annual Gala and *Dis*Honors Awards, a one-of-a-kind event roasting the liberal media. Over the years, leaders from across the conservative movement — many of them pictured here — have participated in this uproarious event as either presenters, accepters or special guests. Musical guests have included The Outlaws, The Davisson Brothers Band, and the great Charlie Daniels. Broadcast on C-SPAN and Fox News several times, the event has also been picked up by countless media outlets across the nation.



Cal Thomas



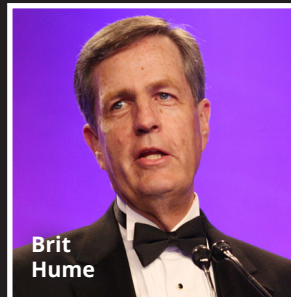
Chris Plante



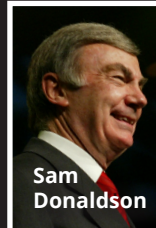
William F. Buckley Jr.



Mark Levin



Brit Hume



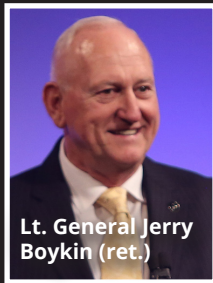
Sam Donaldson



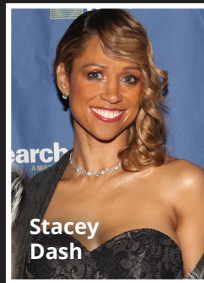
Steve Forbes



Jason and David Benham



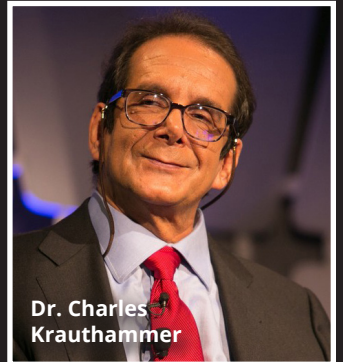
Lt. General Jerry Boykin (ret.)



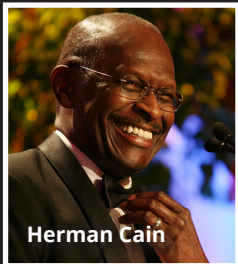
Stacey Dash



Larry Kudlow



Dr. Charles Krauthammer



Herman Cain



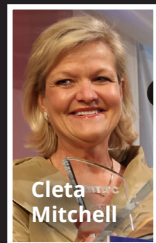
Pat Boone



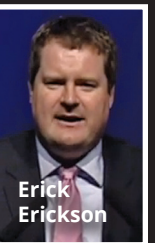
Michael Reagan



Andrew Napolitano



Cleta Mitchell



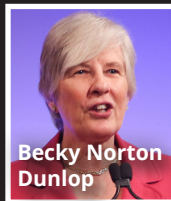
Erick Erickson



Kellyanne Conway



Neal Boortz



Becky Norton Dunlop



Midge Decter



Jenny Beth Martin and Mark Meckler



Hon. Clarence Thomas



Tony Blankley



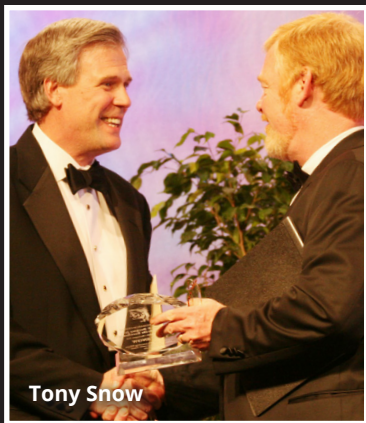
Tony Perkins



Pat Sajak



Rep. Jim Jordan



Tony Snow



Stephen Moore



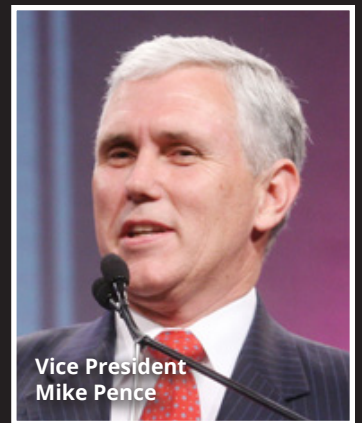
Stan Evans



Andrew Klavan



Ward Connerly



Vice President Mike Pence



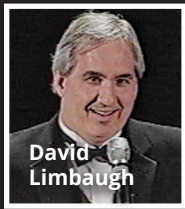
Deneen Borelli



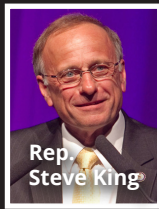
Alan Robertson



Sen. Mike Lee



David Limbaugh



Rep. Steve King



Rush Limbaugh



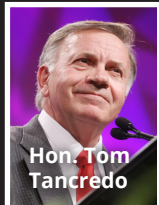
Rob O'Neill



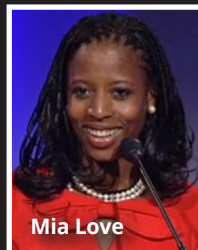
Tom Fitton



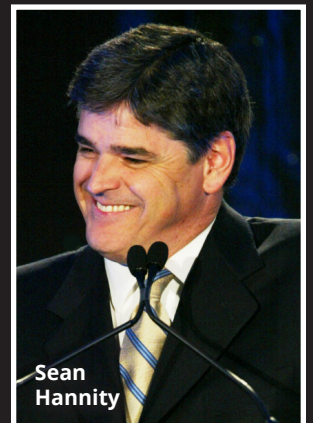
Christopher Buckley



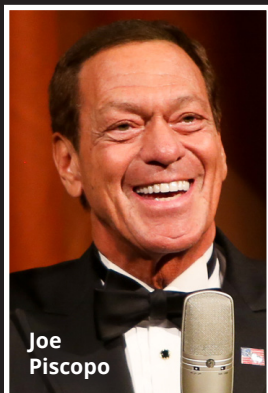
Hon. Tom Tancredo



Mia Love



Sean Hannity



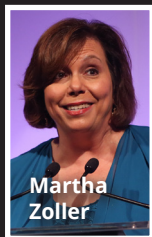
Joe Piscopo



David Webb



Jonah Goldberg



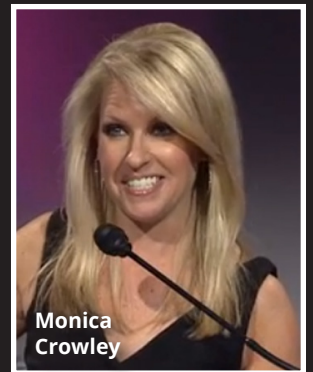
Martha Zoller



Hon. Jim DeMint



Laura Ingraham



Monica Crowley



Phyllis Schlafly



John Fund



William Rusher



Ken Blackwell



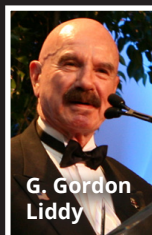
Lucianne Goldberg



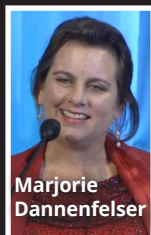
Stephen Hayes



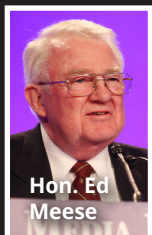
Andrew Breitbart



G. Gordon Liddy



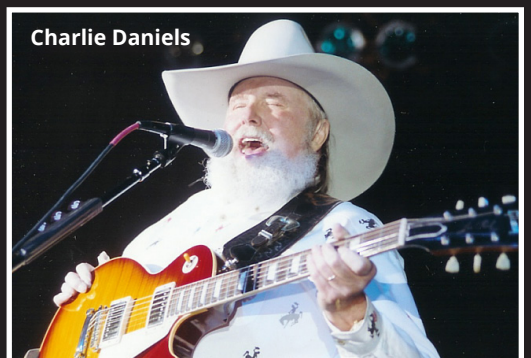
Marjorie Dannenfelser



Hon. Ed Meese



Hon. Jeane Kirkpatrick



Charlie Daniels



David McIntosh



Michelle Malkin



Al Regnery



Ken Cribb



KEN BLACKWELL

Senior Fellow, Family Research Council

“The Media Research Center is a beacon of light in a sea of media darkness MRC is a great force for evening the playing field so that we can engage civically and politically in honest and forceful debate.”



MARJORIE DANNENFELSER

President, Susan B. Anthony List

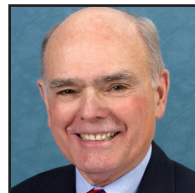
“Congratulations Media Research Center for 30 years of truth-telling; it has made an enormous difference. The MRC and Brent Bozell have always been a unifier for the conservative movement.”



MORTON BLACKWELL

President, The Leadership Institute

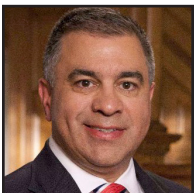
“The MRC helps the whole country and it helps the whole conservative movement. The vast majority of the American public today distrusts and dislike most of the news media and the reason for that is Brent Bozell’s Media Research Center, which has for now 30 years been exposing the lies and biased news reporting.”



LEE EDWARDS

Distinguished Fellow, Heritage Foundation

“Brent Bozell, you are the man! You have been doing a fantastic job. Keep up the great work, and keep giving the networks and all the reporters ‘you know what.’”



DAVID BOSSIE

President, Citizens United

“Brent Bozell and your team at MRC are the groundbreaking forces that have brought to light all of the left’s attempt through the media to really overcome the conservative movement since Ronald Reagan. I don’t know how we would get along without it.”



TOM FITTON

President, Judicial Watch

“The Media Research Center is an essential resource. Liberals have argued that media bias is in the eyes of the beholder, and the MRC supplies conservatives with the information to show that that’s not true. Media bias is factual and can be documented.”



THE HON. TED CRUZ

United States Senator (R-TX)

“The Media Research Center has diligently and fearlessly taken on one of the biggest barriers to advancing our conservative principles — liberal media bias. Congratulations on 30 years of exceptional work.”



BRIGITTE GABRIEL

Founder, ACT for America

“What would we do without the MRC and all the amazing work they do in supporting, protecting, educating and getting our voices out. Because, God knows, they [liberal media] are trying to drown us. Thank you for your leadership, your vision and for dedication to the cause, for protecting the conservative movement. We all can lean on the MRC to support us.”



CHARLIE DANIELS

Singer, Songwriter, Nationally Syndicated Columnist

“Our media has been pretty one-sided for the last several decades having [MRC] on the scene, it kind of levels the playing field somewhat: it gives people a place to go. I appreciate you a bunch: for telling the truth, telling it like it is, and letting people know the real story. Let’s go for another thirty. Congratulations!”



MARK LEVIN

Radio Talk Show Host

“The MRC is a North Star for the conservative movement. No one talks about an objective media because they know, thanks to the work of the MRC, there’s no such thing. Only the MRC has the know-how, the resources and the dedication to track liberal bias 24/7. MRC and Brent Bozell are national treasures. I rely on them all the time. They watch that crap so we don’t have to.”



RUSH LIMBAUGH

Radio Talk Show Host

“Brent Bozell, the Media Research Center and NewsBusters are a fundamental element of my show prep daily, and they always have been and they always will be.

It’s always going to be needed, worthwhile and entertaining. A great combination.”



PENNY NANCE

CEO and President, Concerned Women for America

“Media Research Center has always been our go-to for holding the mainstream media accountable. Without them, the media are free to allege anything, to take what we’ve said out of context and use it against us unfairly. It’s great to have MRC fighting on our side.”

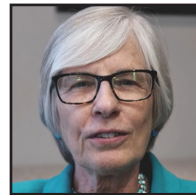


DAVID MCINTOSH

President, Club for Growth

“The Media Research Center has been a voice for truth and leadership in the conservative movement. The MRC has been invaluable and its been a great

support. They are there on the front lines pushing the media to tell the truth about what the government does to hurt Americans and take away our freedom.”



BECKY NORTON DUNLOP

Ronald Reagan Distinguished Fellow, Heritage Foundation

“Fox and some of the other outlets that are coming up out there actually owe their success to Brent Bozell and the MRC who were out there taking other networks to task for not speaking truth.”



THE HON. MARK MEADOWS

U.S. Representative (R-NC)

“Brent Bozell and the Media Research Center, and the work they’ve done, allows us to have a level playing field, where true conservatives can stand up and be sure

their voice is being heard.”



GROVER NORQUIST

President, Americans for Tax Reform

“We all know that we have a friend and an ally [MRC] who has softened up the opposition by making sure people understand the establishment press is not just an umpire or an unbiased observer; they’re often a player, out there fighting for the left. Congratulations on the Media Research Center’s success!”



THE HON. MARK MIX

President, National Right to Work

“Brent, thank you for your hard work over the last thirty years, and for your team at MRC for doing the work they do to hold the media accountable for

their views as it relates to issues of liberty and freedom.”



PATRICK REILLY

President, Cardinal Newman Society

“I think the conventional wisdom today is that the media is not presenting the truth, and that is wholly due to the work of the Media Research Center. It has had a great impact on our culture.”



STEPHEN MOORE

Distinguished Visiting Fellow, Heritage Foundation

“The Media Research Center, one of the most important institutions in the conservative movement. [They are] the

first group to really focus a spotlight on the media’s daily left-wing media bias. The MRC is one of the reasons why so many millions of Americans today don’t believe the liberal media.”



RICHARD VIGUERIE

Chairman, Conservative HQ

“Who’s watching the watchers? Only MRC. Without MRC out there, most of the areas of the mainstream media — the fake news out there — would go unknown by the American people, so MRC has had a huge impact. I’d hate to think where we would be as a country, as a movement, as a cause without the MRC’s leadership.”

30 YEARS

Documenting, Exposing, and Neutralizing Liberal Media Bias

When the Media Research Center was founded in 1987, few could have imagined that the fledgling organization, comprised of only a handful of staff with few resources, could possibly challenge a multi-billion dollar industry like the liberal news media.

However, from the very beginning, Brent Bozell and his motivated team were determined to build the MRC into the nation's premier media watchdog group and a major powerhouse within the conservative movement.

Thirty years later, that vision has been realized. The MRC's reputation as a leader in shaping the media landscape is now firmly established. Admired by conservatives and feared by liberals, the MRC's influence across America's culture is ubiquitous.

An Indispensable Resource

The MRC now houses a sophisticated media monitoring operation and one of the largest archives of news footage in America. Academics, historians, producers, and journalists regularly seek out the MRC's archived news footage which is not available anywhere else.

The MRC's two-fold purpose of advancing conservative principles by documenting, exposing, and neutralizing liberal media bias, while also serving as an indispensable resource for individuals and organizations, makes the MRC truly unique.

Empowering the Conservative Movement

The MRC is a powerful force within the conservative movement. Its publications, analysis, and commentary on topics ranging from the liberal media's false narrative on the economy to their undermining of traditional American values are regularly sought out by prominent conservative outlets across the country. The MRC reaches millions of people every day through its social media presence and websites, as well as its frequent appearances on television and radio.

The following timeline lists just some of the many significant MRC moments in the years since its founding. While this list is by no means complete, it offers insight into how the MRC grew in size, scope and influence over the past 30 years.



In 2009, the MRC launched its first "Tell the Truth!" campaign, which included mobile billboards that drove around the network news buildings in Washington D.C. and New York City.

- Media Research Center is established in Alexandria, Virginia, with a staff of ten.
- MRC is the first conservative organization to document liberal media bias through both quantitative and qualitative analysis.
- MRC begins to compile what is now one of the world's largest news video archives.
- Two months after the MRC's founding, it launches *MediaWatch*, a monthly newsletter dedicated to documenting bias in the media.
- Conservative policy makers, legislators, talk show hosts, and columnists immediately begin spreading the MRC's research across the country.

- *Notable Quotables*, a bi-weekly compilation of the most egregious distortions by the national media, is launched.
- MRC President Brent Bozell takes to the airwaves with the *MediaWatch Radio Report*, a weekly commentary syndicated on more than 400 stations nationwide.
- The MRC produces daily *Convention Watch* reports, analyzing live coverage of both national party conventions.
- Following the party conventions, the MRC holds a national press conference to highlight the TV networks' double-standard in covering the events.

- The MRC begins monitoring morning news shows.
- The MRC Entertainment Division is launched to analyze television, movies, and music and document Hollywood's liberal activism.
- The American Federation of Television and Radio Artists and the Screen Actors Guild both pass resolutions unanimously condemning the MRC for "...[informing] the networks, producers, advertisers, and consumer[s] of the 'liberal' leanings of TV, and of the 'leftist' political agenda of certain stars, actors, and productions on TV."
- By the end of 1989, the MRC's staff grows to 15 and the annual budget to \$1.3 million.

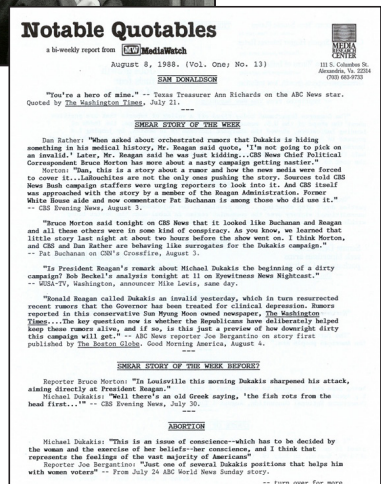


The MRC launches its flagship *MediaWatch* newsletter. — 1987

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



The MRC staff grows to 15 with an annual budget of \$1.3 million. — 1989



The MRC launches a bi-weekly report: *Notable Quotables*. — 1988

1990

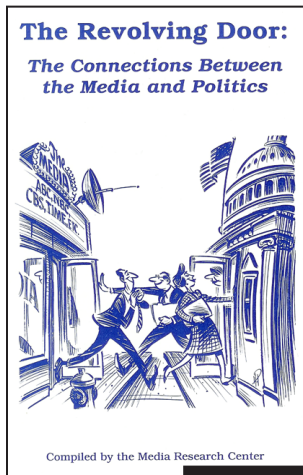
- MRC releases a major study exposing the political backgrounds of journalists who pass through the ‘revolving door’ between the news media and political organizations.
- The study proves, by a factor of 3 to 1, there are more liberals than conservatives in the press.
- MRC publishes *And That’s the Way It Isn’t: A Reference Guide to Media Bias* — a book containing 45 scientific studies and polls — and sells more than 100,000 copies.
- By the end of 1990, the MRC’s staff grows to 19 and the annual budget to \$1.7 million.

1991

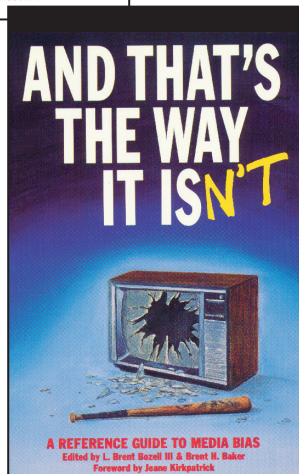
- MRC expands its reach as MRC President Brent Bozell launches a twice-weekly nationally syndicated column on news and entertainment.
- As the Gulf War heats up, MRC documents the media’s bias against the Bush administration.
- MRC is profiled in *Time* magazine, and its study on bias in *The Washington Post* sparks a heated debate on *The McLaughlin Group*.
- The MRC archives expand to 25,200 hours of news programming.

1992

- Only five years after its inception, the MRC is widely regarded as America’s leading resource on liberal bias in the news and entertainment industries.
- MRC findings are cited in virtually every major print outlet and are regularly featured on television shows.
- Major network journalists, including Tim Russert and Sam Donaldson, address the MRC’s annual Board of Trustees meeting.
- MRC launches the Free Enterprise and Media Institute (now MRC Business) to address the media’s constant assault on businessmen and the culture of free enterprise.
- MRC Internship Program is established.



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



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

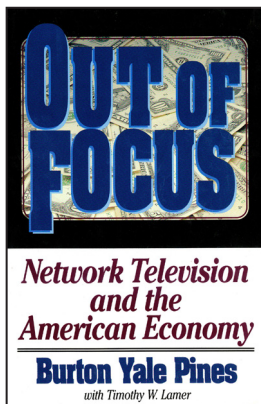
CONGRESSIONAL QUARTERLY
NATIONAL CONVENTION NEWS - 1992



MRC President Brent Bozell and other conservative leaders meet with President George H. W. Bush at the White House. — 1992

1993

- The MRC exposes the liberal media's refusal to report negative news about the Clinton administration.
- The MRC publishes the results of a year-long study of how the media portray the economy and free enterprise in the landmark book *Out of Focus: Network Television and the American Economy*.
- The first MRC "Special Reports" examine the exaggeration of issues that drive billion-dollar government programs and expose entertainment companies' donations to liberal causes.
- MRC's staff grows to 20 and the annual budget to \$2.2 million.



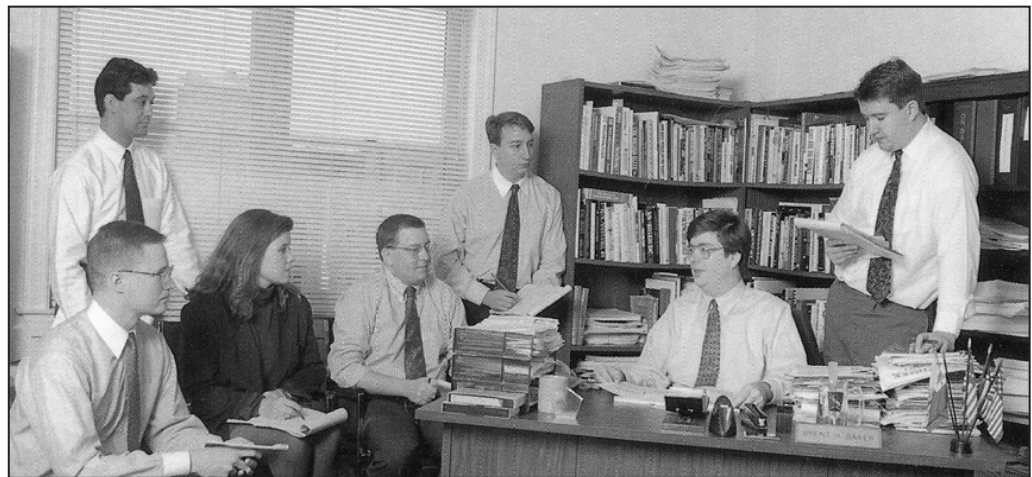
Undeniable proof of liberal media bias led to two more revolutionary MRC books. — 1993-1994

1994

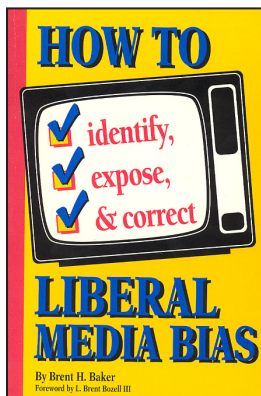
- *Washingtonian* magazine profiles Brent Bozell and names the MRC "the fastest growing media watching outfit around."
- MRC publishes the primer *How to Identify, Expose and Correct Liberal Media Bias* by Brent Baker for grassroots conservatives seeking ways to combat liberal media bias at the state and local level.
- MRC media coverage continues to grow, as 116 magazines, newspapers and newsletters publish MRC research and analysis.
- MRC spokesmen appear on 106 radio and television talk shows.

1995

- The MRC responds to President Bill Clinton's slanderous charge that conservative talk radio was a contributing factor in the Oklahoma City bombing. MRC President Brent Bozell offers \$100,000 to Clinton's favorite charity if he can name a single national talk show host advocating terrorism against the American people.
- MRC releases a study *Revolving Door Spins More for Clinton Administration than Bush's* documenting those in the media who had left to assume political positions in each administration
- The MRC launches its first-ever grassroots membership drive to activate conservatives at a local level.



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



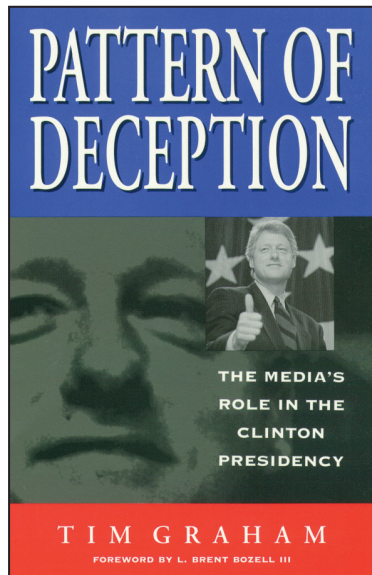
MRC news analysts recorded and analyzed all the major network news programs, reporting their findings via weekly newsletters.



The MRC exposes and challenges the media and President Clinton's slanderous charge that conservative talk radio was a contributing factor in the Oklahoma City bombing. — 1995

1996

- MRC launches its first website, MediaResearch.org.
- *CyberAlert* daily email newsletter debuts.
- The MRC launches the \$2.78 million "Tell the Truth!" campaign, an ambitious project designed to neutralize the media's distorted coverage of the presidential race.
- MRC publishes *Pattern of Deception: The Media's Role in the Clinton Presidency*, a look at how the liberal media promoted Bill Clinton's agenda by downplaying or ignoring his many scandals.



"This book should be intensively studied in every journalism course and newsroom in the country." RUSH LIMBAUGH — 1996

CYBERALERT

CyberAlert. Tracking Media Bias Since 1996
Tuesday September 22, 1998 (Vol. 3; No. 155)

"I Hate Linda Tripp"; "Don't Cry to Mommy"; Clinton a Victim of Technology

- 1) ABC aired the most Clinton video; CBS delivered the most hostile take on Starr's staff and Linda Tripp's supposed perjury; NBC treated White House spin as authoritative and claimed the GOP too aggressive.
- 2) Tom Brokaw worried "the whole grand jury procedure" has now "been compromised as a result of this frenzy."
- 3) Clinton's a victim of modern technology, Dan Rather claimed. "If Franklin Roosevelt lied about Lucy Mercer, no satellite beamed his words across the country, around the world..."
- 4) Brokaw wondered if Clinton "will...ever be able to remove the stain of Monica Lewinsky" from his image? Her stain?

1997

- The MRC continues to generate media coverage about the Clinton fundraising scandals, while exposing the networks' non-coverage of the scandals.
- MRC begins weekly *Media Reality Check* fax reports, continues its nightly e-mailed *CyberAlert* newsletter, and supplements the publications with daily appearances by MRC spokesmen on television and radio.
- The campaign succeeds in making the media and their politically motivated cover-up a national issue, shaming the networks into finally beginning to cover Clinton scandals.
- The MRC's impact is confirmed by a Pew Research Center survey that shows 67% of Americans believe news organizations "tend to favor one side," in social and political issues, a 14-point increase from 1985.

MEDIA REALITY CHECK

A Weekly Report on Major News Stories Distorted or Ignored
DECEMBER 23, 1997

Indicting the Clinton Cabinet? Yawn
18 Felony Charges Against Ex-HUD Secretary Cisneros Pales Next to Story of Cosby Paternity Squabble

On December 11, a grand jury indicted ex-HELD Secretary Henry Cisneros on 18 felony counts of lying to the FBI about the size of bank money payments to mistress Linda Mercer. On the next day, a judge sentenced Antonio Jackson for attempting to blackmail TV star Bill Cosby by threatening to claim he was her father. Any incident of the media in 1997 can quickly prove which story gave more attention.

Just like the 39-count indictment of ex-Agriculture Secretary Mike Espy in August, the services quickly disowned over the Clinton charges. NBC's Evening News did one story, ABC's World News Tonight gave it 18 seconds, CBS Evening News didn't even on the story until the next night and gave it nine seconds, a fraction of the two minutes Dan Rather gave the nightly 60 Minutes update (see box). The morning shows were worse: NBC's Today passed on two inches here, and ABC's Good Morning America and CBS This Morning ignored it.

Clinton no doubt enjoyed the fact that he was only

probe's status for the last two and a half years. But it's worse than that. Cisneros, who resigned his cabinet duties after the 1996 election, appeared repeatedly on network shows in his official capacity as a spokesman for Clinton's re-election without being asked a single question about the probe into his lying to the FBI. To be specific, in 1996 he appeared without any related questions on NBC's Today (three times), on ABC's Good Morning America, on PBS's NewsHour with Tim Lamer, the CBS Evening News, and Fox News Sunday.

The news magazines weren't any better in their December 22 edition: the Cisneros indictment came 29 words in Time, two paragraphs in U.S. News & World Report, and a two-paragraph love story on page 70 in Newsweek headlined "A Star's Fall From Grace."

While the pundits distasteful the Cisneros probe before he indicted the Wall Street Journal's AI Hunt did so twice on CNN's Capital Gang, his only longer feature, Whom, Washington Bureau Chief of the

1998

- MRC analyzes the media's inadequate and slanted coverage of the Monica Lewinsky scandal. ABC's *Nightline* credits the MRC with "breaking the stranglehold of big media corporations."
- Conservative News Service, now CNSNews, is launched to report the news the liberal media refuse to cover.
- MRC adds video and audio clips to its website to allow visitors to see and hear the reporters' biases.
- MRC's staff grows to 46 and the annual budget to \$5.6 million.

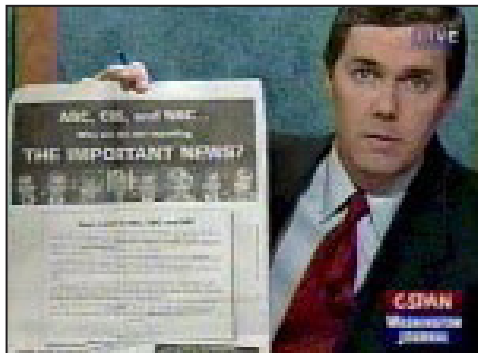
The MRC launches its first website. — 1996

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

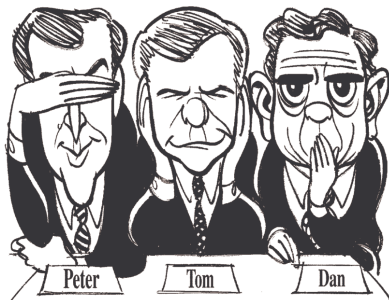
MRC issues weekly *Media Reality Check* fax reports, nightly e-mailed *CyberAlerts*, and supplements the publications with daily appearances by MRC spokesmen on television and radio. — 1997

1999

- The MRC hosts its first “DisHonors Awards: The Decade’s Most Outrageous Liberal Bias” and is honored to have Justice Clarence Thomas accept an “award” on behalf of *USA Today’s* Julianne Malveaux, who had expressed her wish that Thomas “die of heart disease.”
- MRC runs a full-page advertisement in *The New York Times* slamming the networks for ignoring the Clinton Administration’s ties to Chinese espionage.
- MRC advertisements and Special Reports receive major television coverage and make national headlines, including a campaign exposing Bryant Gumbel’s extreme liberal bias.



Full-page MRC newspaper ads in the *New York Times* and *Washington Post* condemn liberal media bias on a new level, generating much exposure in the alternative media. — 1999



See no balance. Hear no balance. Speak no balance
The logo that graces the MRC’s Annual DisHonors Awards trophies. — 1999

2000

- MRC maintains its status as America’s leading authority on liberal media bias by making bias a national issue in the presidential campaign.
- With its Special Reports, the MRC provides networks with recommendations on how to present more fair and balanced news coverage of the national party conventions.
- MRC’s research on the media’s coverage of the election is immediately accessible via the special *Campaign 2000* website, which is kept up to date with the latest examples of biased reporting on the campaign trail.
- Through the 36-day Florida recount, MRC’s website attracts an unprecedented number of visitors to view video clips that show the media’s overwhelming pro-Gore bias.



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



MRC’s research and analysis are routinely cited on television, radio, print and online. — 1999

2001

- MRC releases *Dollars & Nonsense: Correcting the News Media’s Top Economic Myths*, a compilation of essays written specifically for the book by some of America’s greatest free market economists.
- CNSNews is the first news organization to report on how the 9/11 hijackers prepared for their flights and on plans to change FAA rules to forbid pilots to carry firearms on commercial airliners, fueling a debate over airline security.
- MRC holds a mock memorial service for one of the most corrupt presidencies in history, “The Funeral: A Conservative Celebration of the Death of the Clinton Administration.” The event includes “eulogies” by comedians Jackie Mason and Christopher Buckley.



The *Weekly Standard’s* Fred Barnes calls MRC’s Vice President Brent Baker “the scourge of liberal bias” and notes the national role the MRC has assumed. — 2001



The September 11, 2001, terrorist attacks present MRC with new challenges — recording and analyzing the more than 5,000 hours of 24-hour coverage. — 2001

2002

- CNSNews breaks a story on NPR's slurs against a pro-family organization, which leads NPR to retract the story and apologize.
- The News Analysis Division produces four Special Reports, three *Media Reality Checks* and numerous CyberAlerts on the media's coverage of the War on Terror.
- Bernie Goldberg, Sean Hannity, and Ann Coulter publish best-selling books (*Bias*, *Let Freedom Ring*, and *Slander* respectively) in which they extensively cite MRC's research to prove left-wing bias in the media.



With the advent of DVRs, the MRC eliminated the need for VCRs and improved the speed at which analysts could review each news program. — 2002



MRC's grassroots-outreach program, "Support Our Troops," helped combat liberal media bias against U.S. troops fighting terrorism abroad. — 2005

2003

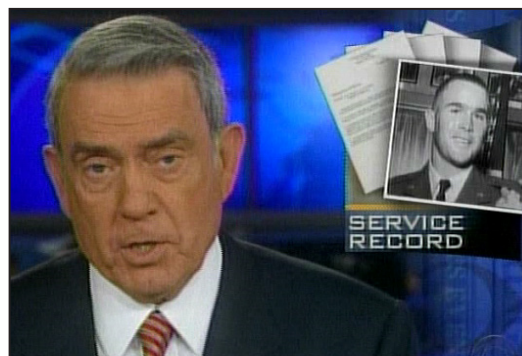
- CNSNews reports on the war from Kuwait and Iraq, providing regular reports and on-air correspondents to nationally syndicated radio programs.
- A CNSNews report on early rebuilding efforts in Iraq is used by other news outlets to question the balance of reporting on the war by other news agencies.
- When CBS announces plans to air a wildly distorted mini-series, *The Reagans*, Brent Bozell sends a letter to the nation's 100 largest advertisers, asking them to withhold advertising from the defamatory program. The letter results in a public outcry, leading CBS to pull the mini-series.
- MRC launches *Times Watch* to monitor the liberal bias of *The New York Times*.



MRCAction.org becomes hub for grassroots action against liberal media bias. — 2004

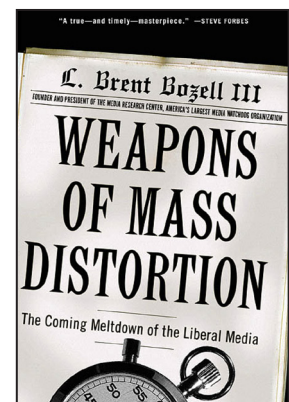


The MRC's new website to feature exclusive monitoring of *The New York Times*. — 2003



2004

- CNSNews is the first news agency to report on the Swift Boat Veterans for Truth.
- CNSNews conclusively prove that Dan Rather and CBS used phony documents in an attempt to discredit President Bush in what became known as the "Rathergate" scandal.
- 2004 marks the launch of the largest outreach campaign in MRC history, with a goal to reach 50 million Americans each week.
- MRCAction.org is created to target grassroots activists and provide them with the means to send messages to news outlets.
- Brent Bozell's book, *Weapons of Mass Distortion*, is featured in 40 major media outlets.



40 major media outlets feature Brent Bozell's new book. *People* magazine includes it in their "Top 10 Book Picks for 2004."

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

2005

- MRC launches NewsBusters.org, which is now one of the most popular conservative blogs. CNN mentions NewsBusters in a story on the influence blogs have on the establishment media.
- Rush Limbaugh raves, “NewsBusters rocks!”
- The MRC’s Free Market Project publishes multiple Special Reports, including *Tax & Spin: Five Ways the Media Distort Tax Issues*.
- CNSNews continues to report stories that the liberal media ignore, including the fracturing of the AFL-CIO alliance.
- By year end, more than 115,000 grassroots activists join the MRC Action team, volunteering to hold the liberal media accountable by writing letters and signing petitions.

2006

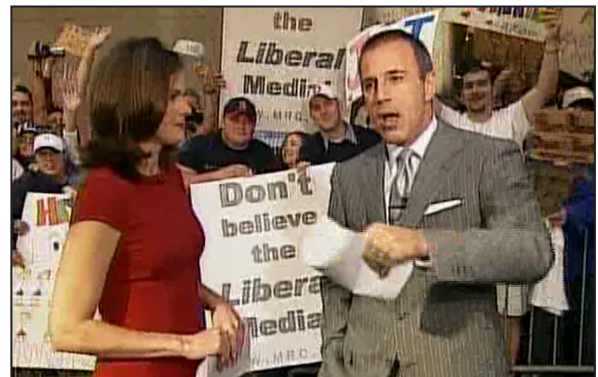
- MRC launches the Culture and Media Institute to expose the media’s leftward slant against traditional American values.
- CNN’s Lou Dobbs devotes an entire story to the MRC’s Special Report *Election in the Streets: How the Broadcast Networks Promote Illegal Immigration*.
- Sen. James Inhofe takes to the floor of the U. S. Senate to read portions of the Business and Media Institute’s Special Report examining how the media covered the topic of climate change over the past 100 years.
- MRC’s staff grows to 54 and the annual budget to \$8.8 million.

2007

- The MRC comes to the defense of conservative talk show hosts, including Rush Limbaugh, who are slandered by the radical left-wing and thoroughly dishonest Media Matters and its media allies.
- The MRC Action team sends more than 4,000 e-mails to *The New York Times’* public editor, forcing him to admit that the *Times* should not have run a disgusting ad by the George Soros-funded Moveon.org denigrating General David Petraeus as General “Betray us.”
- At MRC’s 20th Anniversary Gala, Rush Limbaugh receives the MRC’s first annual *William F. Buckley, Jr. Award for Media Excellence*, honoring conservative leaders who educate millions of Americans via alternative media.



This massive 80-foot MRC billboard sat at the southern entrance to the Dallas/Fort Worth Airport. Other MRC billboards ran in Atlanta, Boston, Philadelphia and Cleveland. — 2005



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



MRC’s blog is welcomed with wide acclaim — 2005



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



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

2008

- Using the MRC’s extensive media archive, NewsBusters exposes Hillary Clinton’s lie that she had arrived in Bosnia under “sniper fire” in 1996.
- The national news media begin a love affair with Barack Obama, openly and shamelessly promoting his candidacy, while hiding his past and shielding him from all legitimate criticism.
- When the liberal media cover up Barack Obama’s relationship with radical preacher Jeremiah Wright, CNSNews uncovers documents that show the extreme nature of Wright and his church.
- NewsBusters catches MSNBC’s Chris Matthews revealing that after hearing Barack Obama speak: “I felt this thrill going up my leg.” The now infamous line becomes the symbol of the media’s infatuation with Obama.



Exclusive CNSNews report generates extensive media attention and produces the Tea Party mantra, “Read the Bill,” which is referenced by Speaker Boehner on the House floor. — 2009

NewsBusters exposes Hillary Clinton’s lie that she arrived in Bosnia under “sniper fire” in 1996 and reveals that she had actually been met by a friendly welcoming committee. — 2008



2009

- MRC’s Special Report *Cheerleaders for the Revolution* finds that network coverage endorsed every one of President Obama’s major policies.
- In a push to promote ObamaCare, ABC airs a prime time health care “town hall” discussion with the president. The MRC gets the word out to talk radio and television hosts, who slam ABC for donating prime time broadcasting to an ObamaCare “infomercial.”
- The MRC Action team floods ABC News headquarters with phone calls demanding they tell the truth about socialized medicine, reportedly overloading the network’s switchboards.



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

2010

- As President Obama’s popularity begins to slide amidst high unemployment, the MRC exposes the media’s desperate campaign to reignite Obama’s popularity and destroy his critics.
- The MRC now reaches nearly 103 million Americans, each week and MRC Action grows its membership to 500,000.
- CNSNews breaks stories that gain national traction, including a taxpayer funded National Portrait Gallery exhibit featuring a blasphemous video of Jesus. House Minority Leader John Boehner calls for an investigation and the Smithsonian removes the offensive video.



NewsBusters’ report on Chris Matthews goes viral with the now infamous “Thrill up my leg” quote. — 2008

2011

- The Business and Media Institute publishes the first detailed report on George Soros, which finds that the anti-American, left-wing billionaire spent \$52 million to fund 180 liberal media outlets across America.
- MRCTV exposes Occupy Wall Street's fringe radicalism and the MRC exposes liberal media's nonstop support of the OWS movement.
- MRC's Culture and Media Institute releases a special report exposing the liberal media's attacks against the religious beliefs of Republicans, while praising the faith of Democrats.
- MRC Action generates over 8 million citizen actions, mobilizing citizens to fight the liberal media's dishonest reporting on major issues.



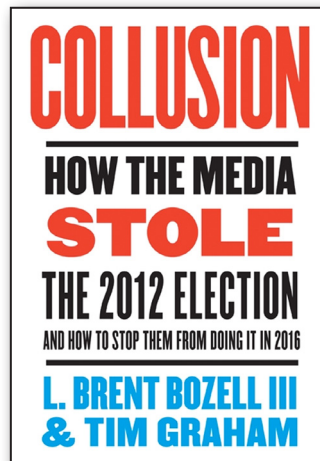
MRC billboards in the heart of Times Square. — 2012



MRC Business releases its first report on George Soros. — 2011

2012

- The MRC celebrates its 25th anniversary.
- The MRC launches the “*Tell the Truth!*” 2012 campaign, designed to make liberal media bias a national issue.
- “Don’t Believe the Liberal Media!” billboards are displayed in Times Square and a team of field operatives travel to 38 states distributing 19,750 bumper stickers, 45,000 buttons, and 39,800 signs.
- NewsBusters exposes the media’s journalistic fraud in an attempt to stoke racial unrest surrounding the Trayvon Martin case.
- CNSNews leads the charge in exposing the deadly gun running operation known as “Fast and Furious” — a story which the media desperately try to ignore.



‘Collusion’ by the MRC’s Brent Bozell and Tim Graham is named by *USA Today* as one of the “5 must-read books about the Obama-Romney race.” — 2013



MRC’s Brent Bozell begins appearing weekly on the “Media Mash” segment on Fox News’ *Hannity* to analyze the week’s most egregious examples of left-wing media bias. — 2013

2013

- The MRC launches its “Stop the Censorship” campaign to expose the deliberate suppression of the news — including stories like Benghazi, the IRS scandal, and abortionist Kermit Gosnell’s “House of Horrors.”
- MRC mobilizes its grassroots army and generates more than 10,000,000 citizen actions and 234,000 petition signatures.
- CNSNews makes waves as they report stories the media ignore – including ObamaCare’s regulatory excesses and the administration’s mishandling of the economy.
- The MRC reaches four million Facebook fans and NewsBusters becomes the first conservative blog to reach one million fans.



CNSNews leads the charge in exposing the deadly gun running operation known as “Fast and Furious.” — 2012

2014

- “Tell the Truth!” 2014 is launched to prevent the liberal media from rigging the 2014 midterm elections.
- MRC analysts release a study documenting how the networks minimized or ignored every negative development about ObamaCare, and how the media suppressed the news about the public’s disapproval of the Obama administration.
- The MRC reveals that the major networks devoted 17 times more coverage to Chris Christie’s “Bridgagate” in one day than they did to the IRS scandal in six months.
- MRC launches MRC Latino, exposing the blatant liberal bias dominating the Spanish-language networks.
- MRCTV makes huge gains and their videos continue to go viral.
- MRC Business release its “Soros Clones” report finding that five Soros allies have contributed more than \$2.7 billion to liberal causes and own more than 88 media outlets.
- CNSNews exposes that food stamp recipients now outnumber women who work full time and that Americans receiving welfare benefits outnumber full-time private sector workers.
- MRC’s reaches 27 million Americans weekly on social media — including 18 million previously outside the conservative sphere, effectively growing the movement through its reach.



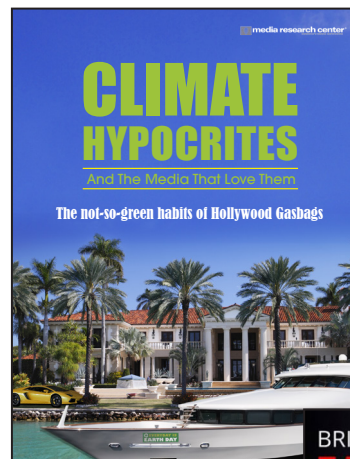
Senator Rand Paul (R-KY) and MRC president Brent Bozell discuss the importance of reaching out to Spanish-speaking Americans at a symposium launching MRC Latino. — 2014



In high demand, MRC spokesmen appear on 176 major TV news programs in 2014

2015

- The MRC launches “Bias by the Minute,” a custom-built database which allows the MRC to quickly generate quantitative proof of media bias.
- NewsBusters exposes NBC News anchor Brian Williams’ lie that he came under fire in Iraq by producing MRC archive footage of his original 2003 report. MRC’s documentation ultimately contributed to Williams’ dismissal.
- MRCTV’s hilarious memes depicting Brian Williams at historical events (including the battles of Gettysburg and Iwo Jima) go viral — appearing across the internet, on TV, and even in the *Los Angeles Times*.
- MRC Latino holds a “Summit of Conservative Communicators,” bringing together dozens of Spanish-language communicators to work to counter bias in the 2016 campaign. *The New York Times*, the *Los Angeles Times*, and *Politico* cite MRC Latino’s analysis for information about Hispanic media coverage of the presidential campaign.
- CNSNews makes an impact on the national debate by reporting on the rising threat of radical Islamic terrorism and the ongoing attacks on freedom of religion and the right to life.
- MRC grows its Facebook fan count to more than 9.4 million, reaching more than 25 million people weekly through social media.



MRC Business exposed Hollywood environmentalists for not practicing what they preach and the media for failing to report on their hypocrisy. — 2015

(Below) MRC kept the Brian Williams scandal in the news, forcing NBC to eventually fire Williams from his anchor seat. — 2015



2016

- MRC has its most successful year ever in 2016 as MRC staff and members work to ensure that the American people — not the liberal media — elect the next president.
- MRC launches its comprehensive “*Tell the Truth!*” 2016 campaign.
- MRC’s “Bias by the Minute” studies are a massive hit, especially one showing that 91% of broadcast media stories on Donald Trump following the GOP convention were hostile. Donald Trump himself references it on Fox News.
- MRC Latino launches the “Ramos Must Go!” campaign when Univision anchor Jorge Ramos openly endorses Hillary Clinton. The campaign generates 10,000 petition signers and delivers a blow to Univision’s credibility.
- MRC Business continues to dig deep on George Soros’ funding of liberal groups, highlighting \$61 million given to media groups pushing Clinton’s agenda.
- MRC Culture takes on Hollywood, exposing actress Lena Dunham’s tone deaf statement that she was sorry she had never had an abortion. The story creates a firestorm and Dunham is forced to apologize.
- CNSNews reports on Secretary of State John Kerry’s statement that he wasn’t sure if ISIS was committing genocide against Christians. The story sparks national outrage and forces Kerry to confirm the genocide.
- MRCTV continues to grow with hard-hitting exposés and popular videos. MRCTV’s own Brittany Hughes’ commentary on liberal media “snowflakes” reaches an impressive 8.7 million people.



MRC Latino launches “Ramos Must Go!” campaign to expose and discredit the biased reporting of Univision anchor Jorge Ramos.



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



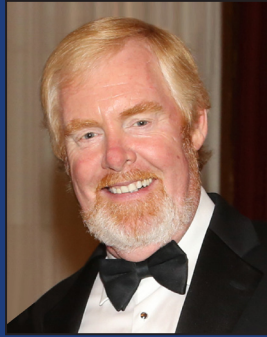
In August of 2016, the media were welcomed to the Democratic National Convention in Cleveland by traditional billboards, massive MRC wall projections (right), signs, sidewalk stickers, and TV ads in taxicabs.



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Melissa Emery
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Wall Street Trader,
Retired



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MRC'S 30TH ANNIVERSARY CELEBRATION

More than 120 members of MRC's Board of Trustees, comprised of MRC's most generous and loyal supporters, attended 30th anniversary events in Washington, D.C., including the 2017 Founders' Night Dinner at Trump International Hotel.

(See page 18-19 for Gala highlights.)



MRC Board of Directors Chairman Karl Ottosen with wife Judi and Trustees Dr. Kirsten Wagner and Dr. Richard Rounsavelle



Board of Trustees Chairman Melissa Emery greets Trustee Jacques DuBois, Jr. and Jacques DuBois III



MRC founder and president Brent Bozell with MRC Trustee Cameron Smith



Trustee Robbie Hughes and Rush Limbaugh at the MRC Gala



MRC Trustees James and Jeanne Gustafson with Jim Emery (center)

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Continued on page 38

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LTC Allen B. West Accepts A New Important Mission

The Media Research Center is proud to announce prominent conservative LTC Allen B. West, USA, Ret., has been named a Senior Fellow at the MRC to support its mission to expose and neutralize liberal media bias.

In addition to his 22 years in the United States Army, Lt. Colonel West's extensive career includes representing Florida's 22nd District in the 112th United States Congress and serving as Executive Director at the National Center for Policy Analysis in Dallas, TX.

He is a Fox News contributor and a member of the NRA's Board of Directors.



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Mrs. Luann Serafine
Ms. Patricia Serio
Dr. Lawrence Simon
Capt. & Mrs. Thomas & Mary Sisson
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Mrs. Marilyn Woodhouse
Mr. Donald Workman
Mrs. Judith A. Wright
Ms. Karen Buchwald Wright
Mr. Wirt A. Yerger Jr.
Mr. and Mrs. George Yoder

MELISSA EMERY

.....

CHAIRMAN OF THE MRC BOARD OF TRUSTEES

Dear Friends of the MRC,

For nearly two decades, my husband Jim and I have been proud supporters of the Media Research Center, the largest and most effective media watchdog in America. Never, in all that time, have we had cause to regret our firm friendship with the MRC, nor been more proud to be part of the MRC than we are right now.

For 30 years, the MRC has served as a beacon of light, driving out the darkness spread by the corrupt liberal media. In the face of seemingly insurmountable obstacles, they have emerged victorious, time and time again.

The reason for the MRC's success is the same reason Jim and I have been so proud to stand with them for so long. The MRC is an organization rooted in principle. Brent Bozell and his talented staff are deeply committed to the simple idea that our American values, our democracy, and our culture should not be corrupted by an activist media.

The MRC's commitment to this ideal and their willingness to challenge those who would distort and hide the truth is nothing short of heroic. It has rightly won the admiration of countless supporters like us, all across the country.

This past year, I was deeply impressed by the MRC's spectacular efforts. When the liberal media fought to sabotage the Trump administration and smear the American people who put the president into office, the MRC fought back.

Throughout the year, the MRC documented the media's unceasing attacks against the president and their unprecedented levels of negative bias towards him and his agenda. MRC's "Bias by the Minute" reports found the nightly networks' news coverage of the president was 90% negative the entire year.

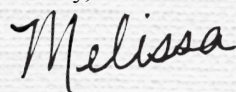
The MRC refused to let this bias go unchallenged and used its unparalleled research capabilities to expose the liberal media for what they truly are — determined leftists intent on imposing their agenda on the American people.

The MRC's work is more important now than ever. The liberal media have shown their true colors and made their position clear. They are opposed to traditional American values such as free speech, faith, and patriotism, and to those Americans who treasure these sacred things. The media will try to undermine any possible conservative efforts now and in the foreseeable future. They will support leftist candidates in the 2018 Congressional elections and beyond.

But the MRC will be there to challenge the media every step of the way. It will ensure that the liberal media will never have the last word in the national debate.

The MRC's commitment to its mission, its dedication to truth, guarantee its continued success. Please, join me in supporting the MRC and their critical work in 2018.

Sincerely,



Melissa Emery
Chairman of the MRC Board of Trustees





Steven and Raffaella
Feinstein
Co-Chairs, MRC
Legacy Society

Steven & Raffaella



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 Robert Croft, MRC Vice President of Development, at 571-267-3500 or email him at rcroft@mrc.org.

- Mrs. Maria Ancona
- Mr. Richard Ashburn
- Mr. and Mrs. James R. Barnes
- Mr. & Mrs. Richard Bartlett
- Mrs. Lita Z. Biejo
- Mrs. Edith Brandon
- Ms. Janet Camaras
- Mr. John N. Cassella
- Ms. Ramona M. Chapman
- Ms. Connie Cox
- Mr. and Mrs. Tom Culbertson
- Mr. Earl Dewey
- Mr. Mark Dieckmann
- Mr. Harold W. Dorough
- Mr. & Mrs. Jim & Melissa Emery
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- Ann Schutt
- Mr. and Mrs. Arnold Slatin
- Mrs. Margaret Standley
- Ms. Zora M. Swanson
- Mr. David Takesian
- Mr. Wade Townsend
- Mr. Joseph H. Wilkens

With gratitude the Media Research Center honors the memory of those *Legacy Society* members whose estate gifts we received in 2017:

- Mrs. Elizabeth A. Anderlik
- Mr. Elliot J. Belkin
- Mr. Harry H. Coon
- Mr. Ben Crow
- Ms. Martha Georgelos
- Mr. Henry W. Heaps
- Mr. James J. Hermanek
- Mr. Donald H. Kirkland
- Mr. Terence Murphree
- Ms. Joyce A. Smith
- Mrs. Louise B. Sperber

JOE AND LOUISE WILKENS GRACIOUSLY HELPED THE MRC TO GROW AS ITS FIRST LEGACY SOCIETY MEMBERS



Joe and Louise Wilkens

Joe Wilkens and his wife Louise Sperber — sadly, she passed away on March 30, 2017 — had had enough. As a retired small business owner, Joe saw the America he had grown up loving was under attack, and so was honesty and truthfulness in the media. He believed strongly in the need to keep the media accountable.

Joe said,

“Accuracy and honesty in the media are a valued commodity which is needed in a free society. Both Louise and I feel that today’s news is actually reported through the eyes of ‘editorialists.’ The Media Research Center highlights these problems and allows us to see a more complete story. This is a must in order to sustain our free democracy.”

Joe and Louise decided in September 2009 to greatly increase their impact, while also considering their legacy. So, Joe called the MRC and set up a Charitable Gift Annuity (CGA). A year later, he increased his annual support, and set up a second CGA.

At the same time, the MRC formally established the Legacy Society as a means of honoring our most committed supporters, those who have included the MRC in their estate plans to ensure the MRC’s mission would continue long after they themselves can no longer participate.

That December, in 2010, Brent asked Joe to become the first chairman of the Legacy Society, and Joe accepted. Since that time, more than 50 individuals have joined MRC’s Legacy Society, making the ultimate commitment to create a media culture where truth and liberty flourish.

In 2011, Louise set up a third CGA and included the Media Research Center in her will a few years later. Part of her estate was given to the MRC in the form of a generous, six-figure gift. Although Louise is no longer with us today, we are honored to carry her legacy forward.



Team MRC

The MRC produces and distributes a massive amount of content each day. From news analysis, to original reporting, to email messaging 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) Rich Noyes, Ken Oliver-Méndez, Mike Ciandella, Tim Graham, Kristine Marsh, Brent Baker, Geoffrey Dickens, Kyle Drennen, Nick Fondacaro, Scott Whitlock, and Curtis Houck (Not pictured: Kathleen Krumhansl)



MRC Business / MRC Culture — (L to R) Matt Philbin, Julia A. Seymour, Katie Yoder, Dan Gainor, Corinne Weaver, and Aly Nielsen



CNSNews — (L to R) Michael Chapman, Craig Millward, Susan Jones, Terry Jeffrey, Craig Bannister, Melanie Arter, and Michael Morris (Not pictured: Patrick Goodenough)



MRC Technology — (L to R) Rhane Colwell, April Deibert, Peter Lee, Eric Pairel, Miguel Leal, Stephen Yeager, and Nora Sullivan



MRCTV — (L to R) Ashley Rae Goldenberg, Eric Scheiner, Nick Kangadis, Ben Graham, and Corwin Parks (Not pictured: Brittany Hughes)



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



Marketing — (L to R) Gabriella Castro-Vidal, Timothy Dionisopoulos, Ed Molchany, and Anthony Christopher



Development — (L to R) Robert Croft, Bethany Whitlock, Lawrence Gourlay, Amy Coppe, Kirk Henderson, and Illona Dejesus (Not pictured: Michael Catell, Meghan Lee, and Martha Waddell)

MRC Internship Program

The Media Research Center's Internship Program is one of the premier internship programs in the Washington, DC public policy and media arena.

For over a decade, the MRC has helped more than 300 bright, hardworking, and committed young people gain the skills necessary to fight back against the media's leftist agenda, speak up for their values, be a voice for patriotic Americans everywhere, and succeed in a competitive world.

Interns benefit from on-the-job training in news analysis, journalism, marketing, and fundraising as well as a curriculum that includes lectures from senior MRC staff and prominent conservative leaders, the chance to attend prestigious D.C. events, and many exciting networking opportunities.

In 2017, MRC interns (including the largest summer intern class ever— 21 interns!) continued to make a significant impact within the organization and as an added force helping further MRC's mission to expose and neutralize the liberal media.

Below is a sample of the impressive accomplishments of some of the 2017 MRC Interns:

- CNSNews intern Zenny Phuong's story "DOJ Releases 400-Plus Pages of Lynch-Clinton Meeting Emails – After Comey's FBI Said No Records Existed" was viewed more than 200,000 times and featured on major outlets including Google News and Yahoo! News.
- NAD intern Alex Xenos' study "Consumed: CNN New Day Spends 93% of Airtime on Russia" was

picked up by *Tucker Carlson Tonight*, *Fox & Friends*, *Breitbart*, *Drudge*, and *The Daily Wire*.

- MRC Business intern James Powers' piece "Trump Tax Rate Actually Three Times Higher Than Media Reported" earned MRC Business a number of radio interviews because it was such a timely talking point.

The MRC is committed to developing the next generation of conservative leaders, writers, analysts, and young professionals and is especially proud to welcome former interns onto the team. This year, intern Corinne Weaver joined the MRC Culture staff as a writer and research analyst and has already proven to be a great asset to the MRC.



Intern Corinne Weaver's article on the Southern Poverty Law Center appeared on FoxNews.com.



2017 Summer Interns — (Back Row L to R) Taylor Kirby, John Hirschauer, Bryan Michalek, William Edward-Boyd, Joshua Willis-Jones, Harry Gagnon, Lianne Hikind, Madeleine Post; (Middle Row L to R) Kevin Baker, Gage Cohen, Maureen Collins, Michael Johns, Jr., Zenny Phuong, Theresa Smith; (Front Row L to R) Reade Kirby, Alex Xenos, Charles Dorfeuille, Rachel Cartegna, Peyton Bowen, Annabel Scott, L. Brent Bozell III (Not pictured: Corinne Weaver)



STATEMENT OF ACTIVITIES *

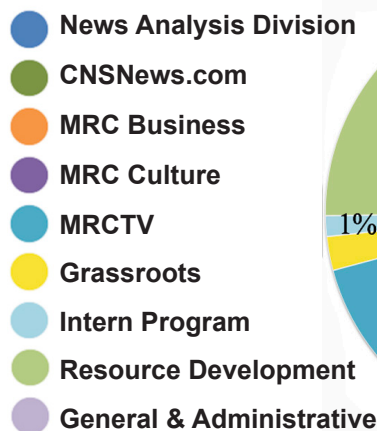
For the Year Ended December 31, 2017

| | |
|--|----------------------|
| REVENUE AND SUPPORT | Total 2017 |
| Contributions | \$ 11,563,369 |
| Advertising Income | 786,941 |
| Other Revenue | 228,912 |
| Interest/Investment | 2,257,266 |
| Total Revenue and Support | \$ 14,836,488 |
| PROGRAM SERVICES EXPENSES | |
| News Analysis Division | 3,757,263 |
| CNSNews.com | 2,304,580 |
| MRC Business | 1,076,101 |
| MRC Culture | 892,276 |
| MRCTV | 1,403,398 |
| Grassroots | 324,256 |
| Youth Education & Intern Program | 197,698 |
| Total Program Services | \$ 9,955,573 |
| SUPPORT SERVICES | |
| Resource Development | 2,447,337 |
| General and Administrative | 912,899 |
| Total Support Services | \$ 3,360,236 |
| Total Expenses | \$ 13,315,809 |
| Change in Net Assets | \$ 1,520,679 |
| Net Assets – Beginning Jan. 1, 2017 | \$ 12,928,197 |
| Net Assets – Ending Dec. 31, 2017 | \$ 14,448,876 |

STATEMENT OF FINANCIAL POSITION *

December 31, 2017

| | |
|--|----------------------|
| ASSETS | Total 2017 |
| Current Assets | |
| Cash and Cash Equivalents | \$ 617,509 |
| Contributions Receivable | 166,839 |
| Prepaid and Other | 141,311 |
| Total Current Assets | \$ 925,659 |
| Investments | 14,763,100 |
| Investment – Deferred Compensation | 1,074,822 |
| Property and Equipment (Net of Accumulated Depreciation and Amortization) | 302,135 |
| Total Assets | \$ 17,065,716 |
| LIABILITIES AND NET ASSETS | |
| Current Liabilities | |
| Accounts Payable | 153,027 |
| Accrued Expenses | 216,787 |
| Line of Credit | 900,000 |
| Office Improvement Loan | 107,523 |
| Deferred Rent Liability | 356,630 |
| Deferred Compensation Liability | 794,303 |
| Annuity Payment Liability | 88,570 |
| Total Current Liabilities | \$ 2,616,840 |
| Net Assets Unrestricted | \$ 14,448,876 |
| Total Liabilities and Net Assets | \$ 17,065,716 |



* 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
www.NewsBusters.org
www.CNSNews.com

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 42353.