



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

**2019 ANNUAL REPORT**



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

*“We’ll never stop fighting because the American people deserve to be told the truth.”*

**L. BRENT BOZELL III**

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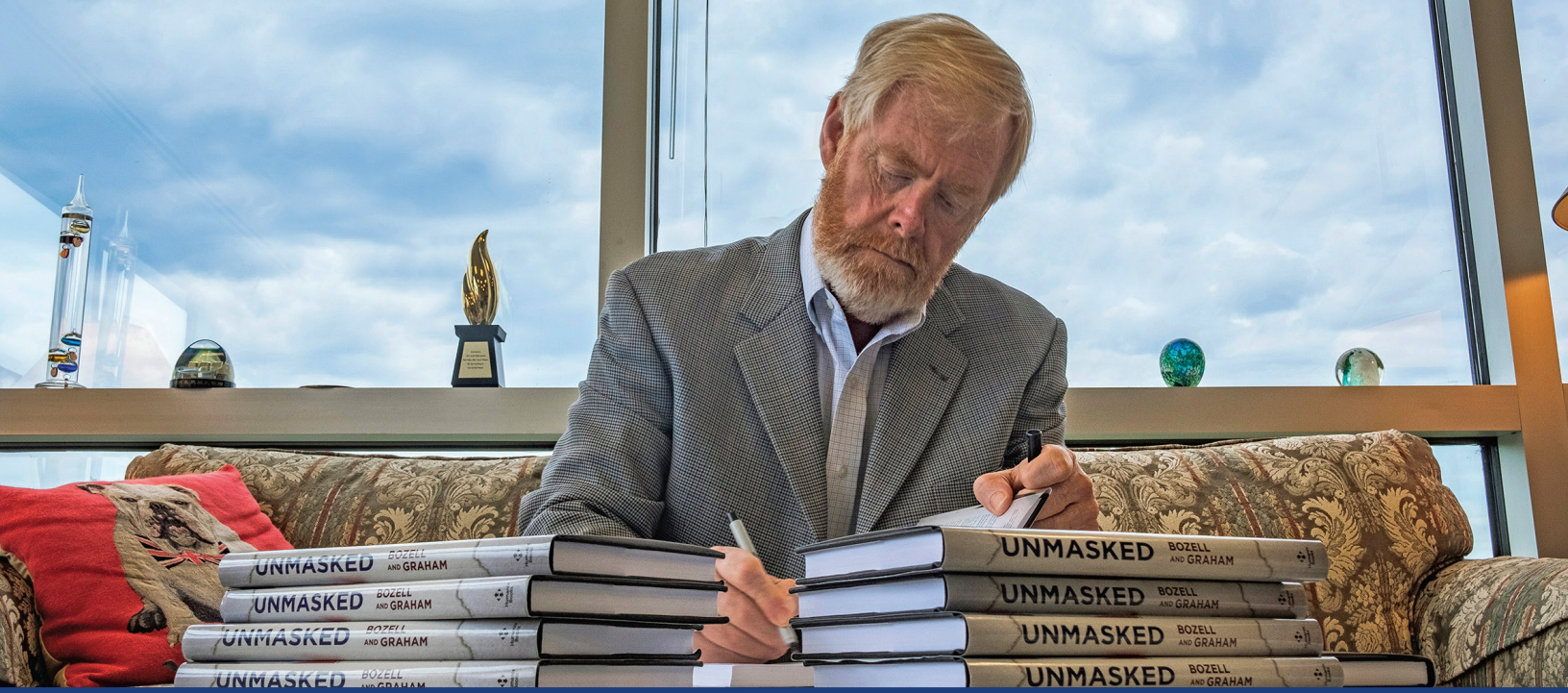
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Dear Friends of the MRC,

Over the past year, the American people have watched in horror as the liberal media have revealed their true colors. They are not simply reporters with a liberal bent. They are the arrogant voice of the radical Left, and they're no longer afraid to show it.

Gone are the days of Tom Brokaw and Peter Jennings, liberals to be sure, but ones who believed in the basic tenets of journalism. We could deal with them easily enough. The Media Research Center was always happy to take them on in an honest debate.

This is no longer the case. The world has changed. There is no common ground. The leftist media have dropped any pretense of journalistic integrity and have embraced a ruthless, authoritarian agenda that, if allowed to flourish, will fundamentally affect our freedoms. Democracy is threatened when presidents are impeached simply because the Left disagrees with them.

This has now expanded to the new world of social media — the future of communications worldwide.

We're witnessing the rise of media-driven American fascism. Anyone who expresses dissent from the Left's approved set of talking points is attacked, shamed, or censored. There is no room in their world for conservative thought, free expression, or honest journalism.

This is now an existential struggle, and the conservative movement is looking to us to take the lead. As a result, in 2019, we launched the Free Speech Alliance and brought more than 60 leading conservative organizations together to make leftist censorship on social media a national issue, just as we did with the traditional liberal news media in 1987. The social media giants can be defeated — but only if there is a national outcry against censorship.

The extremists in the leftist media are intent on remaking America to fit their toxic ideology. We are the only conservative organization dedicated entirely to exposing and neutralizing this threat. We understand how powerful they are. We understand how ruthless they are.

So be it.

Extremists in the media are the ones that declared war on American exceptionalism. But, with your help, we're going to be the ones who will end it.

Sincerely,

L. Brent Bozell III  
Founder and President

# News Analysis Division

The News Analysis Division (NAD) stands at the epicenter of the Media Research Center and most clearly embodies its mission to document and expose liberal media bias in order to neutralize its dangerous influence. In 2019, NAD rose to meet the serious threat posed by a hostile press that was unconstrained by any semblance of journalistic ethics and determined to push an extremist vision for America.

Throughout the year, the MRC made liberal media bias a major focus of the national conversation, and NAD provided the necessary data to elevate the issue through timely and detailed studies, utilizing its invaluable video archive and its widely read NewsBusters blog to create an impressive media footprint. NAD studies were featured 375 times on national television and radio shows and 974 times in major print and web outlets.

Additionally, NAD staff made 398 appearances on national radio programs and 43 on television shows throughout the year. The NewsBusters website attracted nearly 14 million unique visitors in 2019, and its *NB Daily* e-mail newsletter was sent to tens of thousands of subscribers each weekday.

NAD studies were featured regularly across the gamut of popular conservative media outlets, including Fox News Channel, Fox Business Network, *Drudge Report*, *Washington Examiner*, *Washington Times*, *Daily Wire*, the *Rush Limbaugh Show*, the *Sean Hannity Show*, the *Mark Levin Show*, and many others.

In 2019, the critical importance of NAD's unique work was reflected across the conservative movement as influential commentators regularly utilized its research and analysis. Its work was never more essential than after the Democrats — cheered along by the national

media — launched their partisan effort to impeach President Trump and overturn the results of the 2016 election.

The thoroughly biased nature of the press coverage was documented by the MRC in an analysis of the network evening news' reporting of the impeachment inquiry between September 24 and November 5. The report, by Research Director Rich Noyes, showed that the coverage was 96% negative! Only four percent of the evaluative comments by ABC, CBS, and NBC were positive about President Trump.

The liberal media's obsession with impeachment crowded out nearly all the other coverage of the administration. For instance, the networks buried the ongoing positive news about the economy. They gave the president's handling



President Trump shared an MRC study showing 96% negative coverage with his 25 million Facebook fans.



On the January 6, 2019 edition of Fox News Channel's *Life, Liberty & Levin*, MRC President Brent Bozell discussed media attacks on President Trump and the threat posed by social media censorship.

of the economy a little more than four minutes of airtime over six weeks. That was less than one percent of all Trump administration news during the period.

Following the November release of this shocking report, radio host Mark Levin praised NAD's reporting on-air, stating, "Media Research Center, now that's a solid organization come hell or high water, pressure or no pressure, because Brent Bozell is a patriot, as are the people who work with him and for him. And they stay on it. They will not be deterred."

And President Trump himself shared the same 96% study on Facebook and, in February, cited the results of an earlier NAD study at a rally in El Paso, Texas: "Ninety-three percent of the stories are negative. No matter what we do, they figure out a way to make it negative."

During the year, our work was also shared repeatedly by many other conservatives with big audiences or huge social media followings, including Donald Trump, Jr. and Sean Hannity.

In 2019, the News Analysis Division

*(Continued on page 6)*

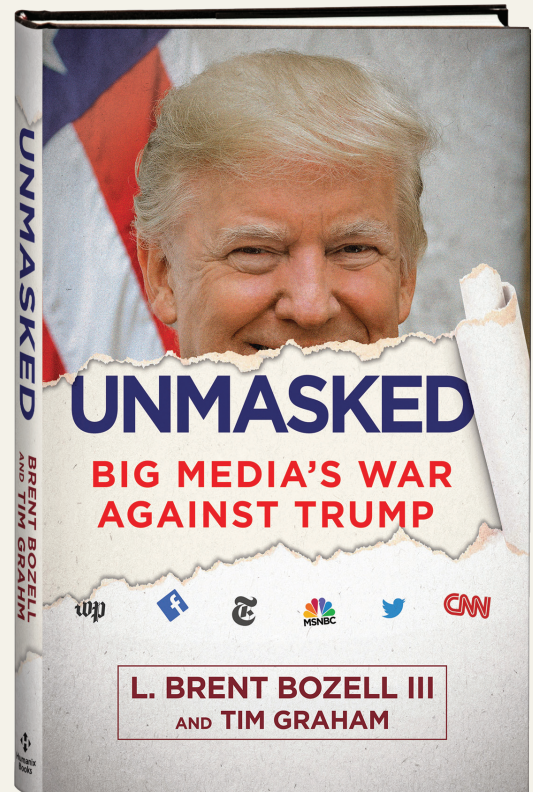


In October, a NewsBusters video showing how the media parroted the exact language used by pro-impeachment liberal politicians was viewed over one million times.

# NEW RELEASE

## *Unmasked: Big Media's War Against Trump*

In June 2019, MRC President Brent Bozell and NewsBusters Executive Editor Tim Graham released a new book, *Unmasked: Big Media's War Against Trump*. Using research from the MRC's News Analysis Division and its massive video archives, the book documents and exposes the leftist media's war against President Donald Trump, a scorched-earth campaign that started when he announced his candidacy in June 2015. The book, which condemns the press with its own words, proves that the liberal media are not objective, fair, or balanced. They are aggressive and they are a threat to democracy.



**“This is the story of a media that set out to destroy a president and his administration, but destroyed themselves instead.”**

— BRENT BOZELL —



On June 7, MRC President Brent Bozell's new book was featured on FNC's *Fox & Friends*.

# PRAISE FOR *UNMASKED*

“Objective journalism is dead. Today’s leftist ‘news’ media are activist hacks working relentlessly to destroy conservatism, to literally eliminate it — and the people who live and believe in it. Everywhere they can, they want to bury it and us. Think that’s too harsh? You better read *Unmasked*.”



**RUSH LIMBAUGH**

Radio host

“Brent Bozell and I have fought together in the trenches for many, many years. He’s an indispensable warrior in the cause of liberty and against the arrogant elites in the press.”



**MARK LEVIN**

Radio and TV host

“The ‘objective’ press is constantly tilting the field of politics, engaging in all kinds of unsportsmanlike conduct. What makes *Unmasked* so devastating is that the evidence it provides is irrefutable. Conservatives must read this book.”



**THE HONORABLE MIKE LEE (R-UT)**

U.S. Senator

“Brent Bozell alerts and enlightens us on the agenda of an ideological liberal progressive media machine. Benjamin Franklin challenged us, ‘a Republic if you can keep it.’ Bozell’s book enables us to meet that challenge to preserve the last great hope for mankind, these United States of America.”



**LTC ALLEN B. WEST, RET.**

MRC Senior Fellow and former Congressman

“*Unmasked* is a vitally important and timely book that exposes the massive propaganda attack designed to undermine and even topple a duly elected president and his administration.”



**THE HONORABLE EDWIN MEESE**

Former Attorney General under Ronald Reagan

“Bozell and his staff of media watchers compile quotes, outrages, and studies that devastate the idea that the news media are referees of our political debates. It’s even worse than you think. *Unmasked* will prove it.”



**THE HONORABLE JIM DEMINT**

Chairman of Conservative Partnership Institute and former U.S. Senator

“Thoroughly documents the establishment media’s dishonest and hypocritical anti-Trump activism. As *Unmasked* highlights, Americans deserve an honest media that will tell the truth about the Swamp.”



**TOM FITTON**

President of Judicial Watch

“The liberal media will fear *Unmasked*. But to the rest of America, this book is a much needed tonic of truth and facts the left so fears in Brent Bozell and his years of exposing the lies of the liberal media.”



**CRAIG SHIRLEY**

*New York Times* bestselling author

“Fake news is real! Brent Bozell and Tim Graham unmask the news media, clearly revealing that they have become the opposition party to constitutional governance.”



**THE HONORABLE TONY PERKINS**

President of Family Research Council

“*Unmasked* exposes just how close to the brink America has come.”



**CHARLIE DANIELS**

Singer, songwriter, and nationally syndicated columnist



## The Media's Obsession with Impeachment

In September, MRC produced a video compilation with clips from CNN, ABC, CBS, NBC, and MSNBC demonstrating how the liberal press had been advocating for the impeachment of President Trump since November 10, 2016 — just two days after he was elected. Below are just a few of the quotes.

- Nov. 2016: **"That could be seen as an impeachable offense."**  
— ABC's George Stephanopoulos
- Feb. 2017: **"I don't see how that wouldn't be an impeachable offense."**  
— CNN's Kirsten Powers
- Mar. 2017: **"That tweet fits the Republican definition of an impeachable offense."**  
— MSNBC's Lawrence O'Donnell
- May 2017: **"Grounds for impeachment."**  
— CNN's Chris Cuomo
- May 2018: **"It is grounds for the impeachment."**  
— MSNBC's Jonathan Alter
- Apr. 2019: **"If that's not impeachable, I don't know what is."**  
— MSNBC's Chris Matthews
- May 2019: **"The president shall be removed on impeachment."**  
— CNN's Anderson Cooper
- July 2019: **"Very substantial evidence that the president is guilty of high crimes and misdemeanors."**  
— MSNBC's Joy Reid

(News Analysis Division — continued from page 3)

expanded its use of video as a storytelling tool, producing dozens of video compilations highlighting the most brazen examples of media bias. In October, more than a million social media users viewed a NewsBusters video showing how the media parroted the exact language used by pro-impeachment liberal politicians.

NewsBusters also created a powerful video showing clips from CNN, ABC, CBS, NBC, and MSNBC demonstrating that the liberal media have talked about impeaching the president each and every month for 35 straight months, beginning just two days after President Trump was elected (November 2016 - September 2019).

Nearly every major liberal newscaster is shown either advocating for impeachment or raising the question. The video was widely circulated on Twitter and Facebook and was shown twice on two different episodes of *Hannity*, the highest rated cable news show in primetime (with 3.2 million viewers). It was also shown on *Fox & Friends*, and posted by many other conservative outlets, such as *Newsmax*, *RedState*, and *The Daily Wire*.

Additionally, in October, the White House sent out an email highlighting a NAD study which found that the liberal media overwhelmingly relied on anonymous deep-state leaks for their wall-to-wall impeachment coverage.

The MRC's news analysts tapped into vast audiences eager for the truth that the liberal media were determined to deny them. As the media tried to cover their tracks during the Jussie Smollett fake hate-crime saga, NewsBusters published "Seven Ugly Lessons About the Media From Jussie Smollett Debacle," which was viewed 200,000 times. NAD exposed biased reporting by the most well-known news outlets in the country. The article "Chuck Todd Blasts Trump's SOTU as 'Theater of Absurd'" was read 213,000 times.



# MRC Latino

As the Spanish-language media bombarded Latino audiences with far-left propaganda throughout 2019, MRC Latino stepped up its efforts to expose them. The team provided hard-hitting analysis and original journalism in both English and Spanish to counter the leftist narrative.

In August, MRC Latino produced a comprehensive study which analyzed political bias within the Spanish-speaking media over the course of the past five years. The initial MRC Latino study, published in 2014, examined every nightly news story on Univision and Telemundo over a four-month period and found significant liberal bias across a variety of topics. The 2019 study reviewed broadcasts over an identical period and found that the bias had become far more extreme. The 2014 study found that 45% of stories on these networks tilted to the left, while the 2019 study found an astounding 70% of stories had a liberal bias.

MRC Latino also received attention for its consistent and compelling coverage of the historic economic gains Hispanics made nationwide during the Trump administration and the Spanish-language media's continued reluctance to acknowledge them. Articles such as "Univision, Telemundo Quiet as Hispanic Unemployment Hits Third Record Low Under Trump" and "Record-Breaking Unemployment Rate Swept Under Rug at Latino Nets" generated significant attention in the media as well as on social media.

In June, MRC Latino exposed Univision's unethical activism in the courtroom as a party in the Supreme Court challenge to including a U.S. citizenship question in the 2020 census. The post, "Univision Jumps Into Court Battle Against Citizenship Question," generated broad coverage on conservative websites and multiple radio interviews for MRC Latino spokesmen.

2019 also brought the debut of *MRC Latino Spotlight*, a new feature wherein each month, MRC Latino selects and profiles a Spanish-speaking conservative leader who is partnering with the MRC Latino program to articulate conservative points of view on critical issues. The first *Spotlight* featured Pastor Ramiro Peña, founder of Christ the King Baptist Church in Waco, Texas.



MRC Latino exposed Univision's unethical activism after the network filed an amicus brief before the Supreme Court opposing a U.S. citizenship question in the 2020 census.



Pastor Ramiro Peña appears in the first episode of MRC Latino's new *Spotlight* series highlighting conservative points of view on critical issues.

# MRC Business

MRC Business' mission is to defend free enterprise while exposing biased media coverage of business and the economy. In 2019, MRC Business intently focused on combating the media's pro-big government, anti-business bias in the fields of economics, energy, environmentalism, regulation, and labor.

The research infrastructure built for the MRC's *Soros Project* was used to expand beyond George Soros to expose other leftist billionaires and foundations trying to control the media and politics. Articles resonated strongly with MRC Business' audience, including "12 Comcast/NBC Execs Funded Harris Campaign Before Debate," which was featured on *Drudge Report* and generated over 51,000 page views and over 14,000 shares on social media.

MRC Business also documented companies and business leaders that were attacked for being pro-America. "Camping World CEO: U.S. Flag 'Not Coming Down'" was shared 20,000 times on major social media platforms.

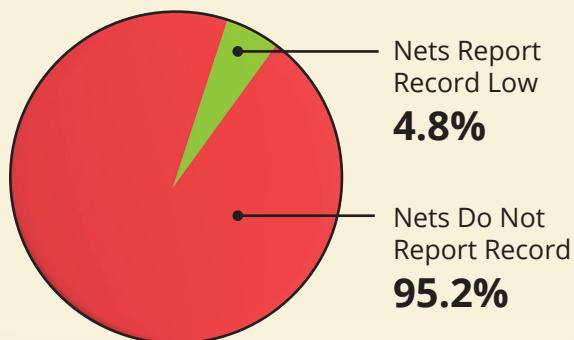
Additionally, the division exposed the media's failure to report on the historically strong U.S. economy and job growth as well as their support for confiscatory tax policy. Top MRC Business posts included "Minority Report: Networks Hide Unemployment Lows for Blacks, Hispanics" and "Media Claim Warren's 'Popular,' 'Mainstream' Wealth Tax Could 'Save America'," which earned over 5,700 social media shares.

As a result of quality analysis and reporting, MRC Business' work was cited in dozens of publications and websites, including *The Wall Street Journal*, *FoxNews.com*, *The Washington Times*, and *The Washington Post*. MRC Business' Dan Gainor published a weekly column on *FoxNews.com* highlighting the worst media abuses of the week. These original opinion pieces were even featured at the top of the front page on *FoxNews.com*, generating massive viewership.

MRC Business staff made 150 radio and 12 television appearances in 2019, and reporting by MRC Business staff was shared frequently by social media influencers, such as President Donald Trump, Donald Trump, Jr., Fox Business Network anchor Charles Payne, and others.

## Evening Newscasts Hide Record Low Minority Unemployment Rates

Out of 21 ABC, CBS and NBC broadcasts on nights of record lows, only one broadcast mentioned a record in its jobs reporting.



Network broadcasts from seven nights the BLS released monthly jobs data that indicated record low unemployment for Black, Hispanic, or Asian minorities (12/8/17-2/1/19)



In March, MRC Business exposed how major news outlets failed to report historically low unemployment among minority groups.

# MRC Culture

MRC Culture’s mission is to defend and restore America’s traditional culture and values against the relentless assault by the liberal media elite in entertainment and sports. Through the lens of faith, family, and patriotism, MRC Culture monitors movies, TV, sports, music, books, social media, and news to identify and expose attempts to smear conservatives and their beliefs.

MRC Culture had a significant impact in 2019. Its stories were regularly picked up in print and web outlets, including FoxNews.com, *USA Today*, *Washington Post*, *Daily Caller*, *Washington Times*, and *Newsweek*. MRC Culture staff also made over 170 radio and 92 television appearances, including a weekly appearance on OANN and regular radio interviews on SiriusXM’s *Breitbart Radio*.

MRC Culture continued to monitor one of the most aggressive and well-funded syndicates in the world — Hollywood. Celebrities and entertainment news continued to denigrate President Trump and push transgenderism, illegal immigration, abortion, and race-baiting. MRC Culture’s “Video Venom” report found that at least 33 entertainment television shows in January attacked President Trump while promoting a hardcore progressive agenda.

Audience metrics showed great audience interest in MRC Culture blogs exposing members of the Hollywood elite for disparaging people of faith. “Top 10 Worst TV Shows for Christians” generated nearly 20,000 page views, and “*Madam Secretary* Lectures Christians: ‘Hard to Claim You Love the Creator, If You’re Ignoring Global Warming’” earned nearly 64,000 page views.

MRC Culture also covered the biggest stories at the intersection of sports and culture. Staff reported on the establishment media’s demands that the NFL bring back anti-American quarterback Colin Kaepernick, their worship of left-wing activists on the U.S. Women’s Soccer Team, and their support for transgenders invading women’s sports.

Thanks to such reporting, MRC Culture’s audience continued to grow — garnering over 5.2 million page views in 2019 and being shared by top social influencers, including Donald Trump, Jr., Ricky Gervais, and Senator Ted Cruz.



Television dramas like *Madam Secretary* routinely denigrate Christianity while championing such liberal articles of faith as climate change.



Trevor Noah, host of *The Daily Show*, mocks Vice President Mike Pence’s Christianity.



MRC TechWatch brought the issue of anti-conservative bias in tech and social media to the forefront of the national conversation, including to the White House, where MRC staff took part in a groundbreaking social media summit hosted by President Trump in July.

## MRC TechWatch

Online censorship has become the new battleground for bias, and it's a global battle that threatens the very existence of the conservative movement.

In 2019, MRC re-committed itself to leading a project of unparalleled ambition and vital importance: the fight to stop tech giants like Google, Facebook, Twitter, and YouTube from silencing conservative speech across the internet. In response to this growing threat (the White House reported that at least 15,000 people have experienced online political censorship), the MRC expanded its TechWatch program in 2019 to tackle the problem head-on.

The MRC TechWatch team is dedicated to addressing this full-scale assault on free speech by Big Tech and its leftist allies. They defend conservatives online and expose efforts by top tech companies to silence conservative voices with Orwellian speech controls.

While some initially dismissed the risk of online censorship, the MRC recognized early the very real threat posed by these tech giants. Social scientist Dr. Robert Epstein has estimated that Google, through manipulation of its search engine algorithms, cost President Trump 2-3 million votes in 2016 and could influence

up to 15 million votes in 2020 using similar tactics. The fight against social media censorship is one of the most important and difficult battles facing conservatives today and MRC's TechWatch is leading the charge.

The influence of major tech companies cannot be underestimated. Facebook alone has 2.7 billion active monthly users, including 68 percent of American adults. Google is the world's most popular search engine with 93 percent of all search traffic. YouTube is the number one video site with five billion videos viewed daily. Twitter has 330 million monthly users that include the most influential entertainers, journalists, businessmen, and politicians in the world. According to Pew Research, roughly 68 percent of Americans get at least some of their news from social media.

For conservatives to be silenced on these platforms would be catastrophic for the conservative movement and for free speech in America.

Twitter has shown itself to be the most biased against the right. While Facebook and, to a lesser extent, Google have demonstrated a willingness to work with the conservative movement to protect free speech on their platforms, Twitter has remained unapologetic for its pointed attacks on conservatives and its promotion of far-left causes. In November, Twitter went so far as to ban political advertising — classifying many issues important to conservatives as 'political' while allowing ads for liberal 'causes' — in an effort to further silence conservative speech.

In 2019, MRC TechWatch exposed the double standards major tech companies use to silence conservatives online. Facebook suspended Act for America founder Brigitte Gabriel for exposing a Muslim terrorist training children to attack schools, but took no action against comedian Kathy Griffin for displaying a bloody head representing the President of the United States. Facebook also suspended Yair Netanyahu, the son of Israel's prime minister, for denouncing the terrorist murderers of two Israeli soldiers, while allowing Imam Ali Khamenei, the Iranian leader who has called for the annihilation of Israel, to remain.

MRC TechWatch refused to allow these attacks against conservatives to go unanswered. TechWatch made a tremendous impact, forcing the issue of leftist bias in tech and social media to the forefront of the national conversation and bringing the issue as far as the White House, where MRC staff shared their research and took part in a groundbreaking social media summit in July.



Throughout 2019, MRC Vice President of TechWatch, Business and Culture Dan Gainor conducted numerous interviews to highlight the MRC's efforts to expose big tech's censorship of conservatives.

In May, TechWatch exposed the attempt by Poynter, a major journalism institute, to promote a serious smear against conservative groups online. The institute, which is funded in part by prominent liberal billionaires George Soros and Pierre Omidyar, released a report (authored by an employee of the notoriously anti-conservative Southern Poverty Law Center) that claimed at least 29 conservative news outlets and organizations were “unreliable news websites.”

Unsurprisingly, many of the outlets were conservative-leaning and included the MRC and CNSNews as well as other prominent conservative platforms, such as the *Daily Signal*, *Daily Wire*, *Drudge Report*, *Free Beacon*, *Judicial Watch*, *LifeNews*, *LiveAction News*, *Project Veritas*, and the *Washington Examiner*.

Additionally, Poynter encouraged advertisers to stop sponsoring these sites, which could result in a significant loss in revenue or even closure for some of them.

The TechWatch article exposing Poynter — “Journalism Institute Poynter Tries to ‘Blacklist’ 29 Conservative Outlets as ‘UnNews’” — was viewed more than 100,000 times and shared thousands of times on social media. The resulting public outrage compelled Poynter to pull the “study” and issue an apology, stating, “We are removing this unreliable sites list until we are able to provide our audience a more consistent and rigorous set of criteria.”

MRC TechWatch also highlighted positive developments in the online space. In June, the division broke the news that “Jordan Peterson Announces Free Speech Platform Thinkspot.” The piece drew attention to a new online social media platform (founded by Jordan B. Peterson, noted psychiatrist and frequent target of the Left) intended to provide a space for free speech and supply users with all the best features of other social media, but without the censorship. The article was read nearly 140,000 times.

In the face of the threat posed by the online censorship of conservatives, the MRC has made an effort to confront the problem at every level.

In 2019, MRC and TechWatch leadership met with high-level executives from all of the major tech companies to impress upon them the importance of free speech.



## Defending Conservatives Censored on Social Media

MRC exposed how YouTube, Facebook and Pinterest restricted, blocked, or banned the pro-life organization Live Action and its founder, Lila Rose (left). Facebook also suspended ACT for America founder Brigitte Gabriel (right) for exposing a Muslim terrorist training children to attack schools.



## Exposing Facebook’s Enabling of Antifa Violence

While censoring conservatives, Facebook allows radical left-wing groups like Antifa to communicate and organize on its platform.

# Growing Distrust of Big Tech

Percentage of conservatives who do not trust social media platforms “to treat all of its users equally, regardless of their political beliefs.”

<b>Facebook</b> .....	<b>76%</b>
<b>Twitter</b> .....	<b>63%</b>
<b>Google</b> .....	<b>62%</b>
<b>YouTube</b> .....	<b>60%</b>

(63% of all the people polled, not just people on the right, do not trust Facebook “to treat all of its users equally.”)

Poll of 1,000 likely voters • June 2019 • Margin of error +/- 3 percent

*Conducted by MRC / McLaughlin and Associates*



MRC also invested in building a coalition of prominent conservative leaders and organizations to spread the word about online censorship and stand united against the attempts by tech giants to silence conservative voices. The Free Speech Alliance (FSA) grew in 2019 to include more than 60 member groups including the American Family Association, Family Research Council, FreedomWorks, Live Action, and Intercollegiate Studies Institute, as well as conservative media outlets such as PragerU and the Christian Broadcasting Network.

As tech giants continue to censor, silence, and de-platform conservatives, it is more important than ever for conservatives to work together in the fight to protect free speech online. MRC TechWatch will continue to lead the way, exposing liberal bias and protecting conservative speech.



MRC established itself as the leading voice in the battle to expose censorship of conservatives online.

# CNSNews

Throughout 2019, CNSNews continued to drive and inform the national debate. By accurately covering the stories that the liberal media chose to misreport, distort, or ignore, CNSNews educated the public on a variety of critical issues.

CNSNews' influence was bolstered by its ability to reach leaders and influencers via its vast social media network that includes 2.3 million Facebook fans and 120,000 Twitter followers. President Trump shared multiple CNSNews stories with his nearly 70 million Twitter followers in 2019. In March, the president sent out a tweet highlighting the CNSNews article "155,215,000: Record Number of Americans Employed," which revealed that the number of employed Americans had continued to break records since President Trump took office. In July, he tweeted an update to that story "Record 157,005,000 Employed; 19th Record of Trump Era," which was "liked" more than 141,000 times.

The White House also recognized CNSNews as an important journalistic resource, particularly in regard to its economic reporting and coverage of employment statistics. CNSNews was included multiple times in the White House's *Resolute Reads* email, which features stories important to the national agenda.

Additionally, White House Press Secretary Stephanie Grisham tweeted a CNSNews article on the record low unemployment rates for black Americans, writing, "Another



Getty Images, Alex Wong, contributor

CNSNews closely covered the impeachment hearings, providing details ignored or misreported by the national media.



incredible jobs report. Under President Trump, the economy has defied the doubters who failed to see the incredible impact pro-growth policies would have.”

Due to the strength of its hard-hitting and investigative reporting, CNSNews articles were frequently featured on major news outlets, including *Drudge Report* (19+ million readers) and *Yahoo! News* (36+ million readers). National radio hosts, including Rush Limbaugh, Mark Levin, and Sean Hannity, regularly called attention to CNSNews content, introducing it to their millions of listeners across the country.

CNSNews also made a tremendous impact through its coverage of social and cultural issues. In October, CNSNews published the story “Scalfari: Pope Francis Told Me That Jesus Incarnate Was a ‘Man ... Not at All a God,’” which was read more than 359,700 times. “Texas Rancher Offers Land for Border Wall, Tells Pelosi: ‘Ma’am, I Don’t Know Where You Get Your Facts’” was another of CNSNews’ top stories in 2019; it was read nearly 360,000 times. The CNSNews blog also remained incredibly popular. In November, the blog post “Billy Graham’s Daughter: Trump’s Actions Could Set Up ‘The Last of The Last Days’” was read more than 688,000 times.

In 2019, CNSNews set the standard for conservative commentary, providing readers with the very best in conservative opinion and analysis. Conservative luminaries, including Allen West, Charlie Daniels, and Hans von Spakovsky, offered their unique perspectives on a wide range of important topics each week. CNSNews Editor-in-Chief Terence Jeffrey penned the most widely read opinion piece in 2019: “1 Federal Department Now Spending \$100 Billion Per Month,” which was viewed more than 180,000 times.

CNSNews’ sterling reputation for accuracy and journalistic integrity helped it continue to train young conservative journalists who have gone on to work at influential news outlets. Moving forward, the CNSNews team will remain dedicated to covering the stories the liberal media distort or refuse to report.



CNSNews Editor-in-Chief Terence Jeffrey appeared on *Cavuto Coast to Coast* throughout the year to discuss issues including the government shutdown, the national debt, and the future of Social Security.



On July 5, President Trump tweeted a CNSNews story about record employment levels to his 62 million followers.



CNSNews’ Terence Jeffrey interviews MRC Senior Fellow Allen West on the 75th anniversary of D-Day for a Facebook Live broadcast.

# MRCTV

MRCTV is the multimedia division of the Media Research Center, producing original content and aggregated videos of the news, people, and events that conservatives care about. By serving up commentary on contemporary issues with candor and humor, MRCTV continued to grow its audience in 2019, generating an average of over 5.3 million video views each week.

One of the key areas of growth in 2019 came from the MRCTV YouTube channel, where subscriptions increased by nearly 40% to over 90,000. Available data indicate that subscribers preferred long-form videos that provided more “why this matters” content to complement the “what happened” content in the news cycle. Eighteen percent of MRCTV’s YouTube viewers are under the age of 34, a demographic group that tends to skew liberal and has proven elusive for most conservative organizations.

In late 2019, YouTube approved MRCTV’s request to offer enhanced membership benefits to paid subscribers, opening a new source of MRC advocates and supporters. Membership benefits include exclusive access to videos, mentions in MRCTV-produced content, and MRC Store discounts. These benefits are expected to drive further subscriber growth.

In addition to its in-house production studio, the MRCTV crew traveled to off-site locations for interviews and special events. In November, MRC president Brent Bozell interviewed Donald Trump, Jr., about his new book, *Triggered* and the media’s coverage of the president.



MRCTV's in-house studio enabled staff to appear on live television on short notice and played a key role in the production of hundreds of original videos. The studio was used over 400 times in 2019, averaging almost twice per weekday.

Creative and witty content developed by MRCTV did not go unnoticed by social media influencers. Notable people mentioning MRCTV on Twitter included Donald Trump, Jr., Ben Shapiro, Dan Bongino, Charlie Kirk, LTC Allen West, Dana Loesch, Gov. Mike Huckabee, Rep. Matt Gaetz, Rep. Alexandria Ocasio-Cortez, Piers Morgan, Kathy Griffin, Sebastian Gorka, and many others.

For example, in August, Alexandria Ocasio-Cortez (AOC) said Republicans "underestimate my intelligence" as she mistook an MRCTV spoof video for a "GOP attack ad." The video was part of a series called "Shallow Thoughts With AOC" — a spoof of popular skits from *Saturday Night Live* in the 1980s. It featured AOC sharing her thoughts on climate change and garnered nearly 1.2 million video views. MRCTV's original tweet and AOC's response combined generated over 60,000 likes, over 22,000 comments, and nearly 11,000 retweets.

MRCTV's Facebook audience grew to over 3.4 million fans in 2019. Thanks to fans and influencers re-sharing its videos and blog posts, MRCTV helped the MRC reach several million people on Facebook each week in 2019. MRCTV's daily email newsletter grew to nearly 60,000 subscribers in 2019, and its website generated over 17 million page views.

In order to keep this large audience engaged and returning each week, MRCTV kept pace with digital trends on social media and continuously sought out creative ideas for content. For example, MRCTV began producing animated short videos that poked fun at journalists and politicians.

MRCTV will continue to innovate and experiment with new ways to reach a broader audience with entertaining content carrying conservative messages. It will continue to build on its core strength of video production and expand its presence on YouTube, Facebook, and other social media platforms.



In 2019, MRCTV grew its YouTube audience to more than 92,000 subscribers



Now viewed more than two million times, this MRCTV video exposes the liberal media's attempts over the years to influence the public with global climate doomsday predictions.



An MRCTV video mocking the socialist ideas of Rep. Alexandria Ocasio-Cortez caused her to publicly address the video which was viewed over 1.1 million times.



Video evidence of politicians previously supporting border security was routinely ignored by the media and routinely highlighted by MRCTV. This video was viewed more than 1.4 million times.

# MRC External Affairs

MRC External Affairs has a critical objective: to make media bias a leading issue across the conservative movement by leveraging strategic relationships.

By engaging with opinion leaders, overseeing the MRC's public relations strategy, and coordinating campaigns with other leading conservative figures, External Affairs ensures that the MRC's work continues to have a broad impact on a national level.



The MRC-led Free Speech Alliance (FSA) expanded to more than 60 member groups in 2019. The alliance is fighting censorship of conservatives by Google, Facebook, Twitter, YouTube, and other big tech companies.



MRC's External Affairs team worked closely with PragerU to produce a video entitled, "Big Tech is Big Brother" featuring MRC's Brent Bozell.

In 2019, the External Affairs division used its influence to expand the Free Speech Alliance (FSA) to include over 60 member organizations. These organizations, under the MRC's leadership, united to fight against the nefarious efforts by big tech companies to silence conservative voices online.

In February, the FSA released an open letter to Attorney General William Barr, just days after he was confirmed, recommending he investigate Google, Facebook, and Twitter for their bias, censorship, and lack of transparency. In June, the Department of Justice heeded that call and launched an antitrust investigation into Google.

Throughout the year, External Affairs organized multiple strategic working dinners with conservative leaders for the purpose of discussing possible ways of working together to more effectively combat the censorship of conservative voices on social media. These dinners included leading legal, political, and religious leaders, as well as top conservative publishers.

The External Affairs team also worked closely with Senior Fellow LTC Allen West to expand the MRC's reach by sharing his astute commentaries on its websites and social media accounts.

In 2019, MRC President Brent Bozell spoke at prominent venues across the country, including the Western Conservative Summit, Turning Point USA's Student Action Summit, and American Freedom's Alliance Long March Conference. External Affairs also coordinated one-on-one meetings and speaking engagements with prominent conservative political leaders, including Senator Josh Hawley, and a speaking appearance in front of the House Freedom Caucus, both aimed at discussing the censorship of conservative voices on social media.



In July, MRC President Bozell spoke at the Western Conservative Summit, the largest gathering of conservatives outside of Washington, D.C.



The External Affairs department coordinated several Facebook Live interviews between MRC President Brent Bozell and leading conservative figures to discuss important issues of the day. Each interview was seen by hundreds of thousands of conservatives. Pictured above with Brent Bozell are (top to bottom) Sen. Mike Lee (R-UT), Sen. Ted Cruz (R-TX), Rep. Matt Gaetz (R-FL), and Lila Rose, Live Action president.



MRC Senior Fellow LTC Allen West supported MRC's mission by writing op-eds, producing videos, representing MRC in media appearances and speaking engagements, and participating in the MRC's Mediterranean cruise in September.



In December, MRC President Brent Bozell spoke in front of more than 5,000 students at Turning Point USA's annual *Student Action Summit*.

# MRC Action

In 2019, MRC Action once again showcased the tremendous strengths of the MRC grassroots army, a movement of hundreds of thousands of hardworking, patriotic Americans determined to fight back against the liberal media and their socialist agenda.

In January, the liberal media attacked the students of Kentucky's Covington Catholic High School, accusing them of bigotry, exposing them to death threats, and seriously compromising their futures. The Action team jumped to defend these innocent young people against the activist press.

MRC Action launched a campaign, encouraging grassroots members to counter the leftist media spin and sign a petition to stop the media mob determined to take down the Covington students. In just a few days, more than 16,400 grassroots members signed, putting much-needed public pressure onto the media and exposing their dishonest attacks on these children.



MRC Action led a campaign in support of Kentucky's Covington Catholic High School students after they were unfairly attacked by several major media outlets.

In March, MRC Action took a stand against the Corporation for Public Broadcasting (CPB), which receives a shocking \$465 million annually from American taxpayers and had the nerve to ask for an additional \$50 million from the federal budget. For decades, the MRC has called on the federal government to strip this bloated entity of its federal funding and get the government out of the socialist propaganda business.

MRC Action launched a petition calling for House Majority Leader Nancy Pelosi to support President Trump's budget proposal, which

called for an end to federal funding for the CPB. Within three days, the petition brought in approximately 12,000 signers, sending a clear message that the American people are tired of funding such bias.

Beyond grassroots campaigns, the MRC Action team played a pivotal role in the launch and execution of the MRC War Room in the lead up to the 2020 election. The team designed and built the War Room website so grassroots members could easily access the latest NewsBusters and CNSNews content during debates and other election-related events.



MRC Action led a months-long campaign against the media's attempts to misinform the public and sway opinions about the efforts to impeach President Trump.

In response to the liberal media-led crusade to impeach President Trump, the MRC Action team launched an education campaign to counter the media's narrative. MRC Action sent multiple emails to grassroots supporters to keep them informed and developed a web page which received over 20,000 visitors.

It has become increasingly evident that the leftist media are intent on pushing their socialist agenda at any price, attacking the values at the very heart of American democracy. However, MRC Action remains prepared to take on the media in their push to undo the last election while trying to steal the next one.



MRC Action launched a campaign against taxpayer funding for the Corporation for Public Broadcasting (CPB).



MRC's War Room was up and running for key campaign events in 2019, including presidential debates and important congressional hearings.

## ***Tell The Truth! 2020 Campaign***

*Tell the Truth! 2020* is the MRC's campaign committed to exposing the media's radical agenda and arming the American people with the truth so they can make up their own minds on who to vote for in the upcoming elections.

The campaign kicked off in mid-2019 with a petition, signed by thousands of supporters, demanding that the media tell the truth during the 2020 campaign cycle and calling on social media tech giants like Facebook, Google, and Twitter, to protect free speech on their platforms and stop censoring conservatives.

When the presidential primary debates began in June, MRC launched its "War Room" where representatives from the News Analysis Division, CNSNews, MRCTV, and marketing gathered to monitor and report on the media's coverage of key campaign events in real-time.

Continuous, rapid-fire reporting and posting of videos to social media exposed a massive audience to the media's slanted coverage. The MRC War Room will continue to be a key weapon in battling media bias throughout the campaign.

In order to ensure media bias remains a central issue in 2020, MRC offered rally gear — signs, stickers, and buttons carrying its signature "Don't Believe the Liberal Media!" message — to supporters attending campaign rallies. The items have been very popular, with requests already fulfilled for over 25,000 items.





MRC opened a new online store in 2019 for conservative-themed merchandise.



Thousands of grassroots activists have requested MRC signs to highlight the issue of media bias.



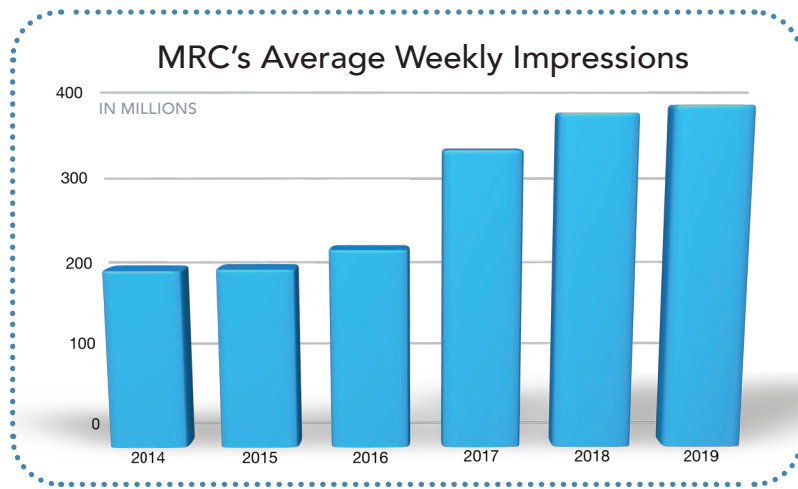
MRC fulfilled requests for tens of thousands of bumper stickers, buttons, and signs in 2019.



To highlight historically biased news coverage of the national conventions every four years, the MRC reserved billboards in both 2020 host cities and will announce detailed plans as the conventions approach. Pictured above is a billboard from one of the 2016 conventions.

# By the Numbers 2019

The MRC, once again, set a new record in terms of the number of people reached by its work each week. MRC studies, blogs, newsletters, videos, and social media posts on average generated over 385 million weekly impressions in 2019, educating the public about media bias and mobilizing supporters to voice their opinions. Appearances on major television and radio outlets by MRC experts as well as the re-sharing of MRC content by social media influencers greatly contributed to the broad reach of the MRC.



**385.4 MILLION**  
weekly impressions

... including visits to MRC websites; coverage and appearances on TV, radio, and in print; mentions on other websites; Facebook reach; Twitter impressions; and email and grassroots messaging.

**624,064**

unique  
email  
subscribers



**275 Million** video views

**10.7 Million**

average monthly website page views



**293,912** average daily website visits



**mrcNewsBusters™**



**cnsnews.com™**



**mrcTV™**

**facebook®**

**12.2 Million**

Facebook fans

**6.6 Million**

weekly reach

**twitter**

**2.6 Million**

weekly impressions

**621,959**

Twitter followers



**Over 10 Million**

citizen actions

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



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# MELISSA EMERY

CHAIRMAN, MRC TRUSTEE CIRCLE

Dear Friends of the MRC,

At the beginning of 2019, MRC Founder and President Brent Bozell reminded us of the importance of focusing our vision on the long-haul, and that the fight to preserve and take back the values we conservatives hold dear is, at its very core, a cultural one. Last year around this time, “woke” social justice warriors were gaining the upper hand, with the media in their corner championing plans to make the America in which we grew up essentially unrecognizable.

Brent was absolutely right — we must keep our eyes on the long-haul to protect and preserve the America we know and love. But we must also be vigilant day by day, and the MRC is our everyday media watchdog, exposing, countering, and neutralizing the leftist media who distort and hide the truth. Whether it be the world of politics, business, or culture, they create false narratives shaped to advance their ideological agendas that are contrary to safeguarding fundamental freedoms, truth, and liberty. As you will see in this Annual Report, the MRC had an especially effective year getting the job done. A few examples included in this report: MRC put a spotlight on the media intent on impeaching President Trump and showcased their radical bias, with impeachment coverage negative toward the president 96% of the time. Without the MRC, Americans would not know that record numbers of individuals are employed and that the economy is booming. Fortunately for us and for all Americans, MRC did not miss a beat — even President Trump himself has mentioned the MRC’s work more than once! This is getting the job done. This is real impact, and you have had a critical role in making it happen.

Your support, friendship, attendance at meetings, and introductions enabled all of the MRC’s divisions to battle hard. As a Trustee Circle, we are a team strengthening the MRC. There is still a long way to go, and many battles to fight, but Americans want and deserve the truth. They’re tired of being lectured by know-nothing celebrities. They’re tired of being bullied by self-righteous so-called social justice warriors. And I think we’re starting to see the crack in the dam.

MRC is there for us every day. They will keep the pressure up. And to help, let’s widen the circle — the Trustee Circle, that is — and get more of our friends and our family involved with the MRC. The staff at MRC and I look forward to working with you this year to do just that.

Sincerely,



Melissa Emery  
Chairman, MRC Trustee Circle



Melissa Emery



# MRC Legacy Society

The MRC Legacy Society is a special community of individuals whose dedication to truth, liberty, and traditional American values inspired them to support the Media Research Center through gift planning. Their meaningful gifts, which take many forms, including bequests and charitable gift annuities, ensure the MRC has the resources it needs — now and in the future — to fight against the leftist media’s distortions and propaganda and tell the American people the truth.

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# Planning For The Future

Dr. Kirsten Wagner and her husband Dr. Rick Rounsavelle recognize there is a common denominator in the most critical problems facing America: the left-wing media. Whether it's border security, illegal immigration, health care, education, or the rising violence of the Left, the liberal media insert themselves in every issue, promoting false narratives, omitting key facts, and undermining traditional American values. "We have to do everything we can to control media bias, and the MRC does that," said Kirsten.

It's why she and Rick are such strong supporters of the Media Research Center. They have been since 2016, when they first heard about the inaugural MRC cruise\* on talk radio. She and Rick were intrigued, so they signed up and took the trip. "It was run so well, and we were very impressed with the organization."

Kirsten also felt the MRC put her back in touch with her roots. Her father was a stalwart conservative. He subscribed to *National Review*, and names like William F. Buckley, Jr., and L. Brent Bozell, Jr. (the father of the MRC founder) were quite familiar to her from the time she was a child.

After attending the first MRC cruise, the couple, who are both semi-retired dentists, attended the MRC's 30-year Anniversary Gala in 2017, and every subsequent cruise. "We became more involved. We became Trustees. And now we've included the MRC in our estate plans," said Kirsten.

The couple did so because they believe it is important to preserve the country for future generations. That's why the MRC is one of the key nonprofits they support. "We want to keep America great for the future," she said, "and see the country flourish."

Like Kirsten and Rick, many donors find a bequest through their will or living trust a great way to support a favorite charity. Bequests can be changed at any time and provide an unlimited estate tax deduction to your heirs.

If you have designated the MRC as a beneficiary of your estate or financial plans, or would like to do so, please contact Amy Coppe at [acoppe@mrc.org](mailto:acoppe@mrc.org) or (571) 267-3500.



Dr. Wagner and Dr. Rounsavelle on the MRC's 2019 Mediterranean cruise.



MRC Board of Directors Chairman Karl Ottosen with his wife Judi with Trustees Dr. Kirsten Wagner and Dr. Richard Rounsavelle at MRC's 2017 Founder's Night dinner.

\* For more information about upcoming MRC cruises, visit [www.mrccruise.com](http://www.mrccruise.com).



During the summer of 2019, the MRC trained 21 young conservatives from across the United States and abroad. (Front - L to R) Kayla LaFroth, Jorge Plaza, Aiden Jackson, Emma Fantuzzo, Jonah Lackey, Megan Marzzacco, and Alaina Lopez, (Middle - L to R) Jacob Ferguson, Alexander Dolhun, Joseph Valle, Mark Jennings, John Romero, Jarred Cutlip, and Cody Leach, (Back - L to R) Alexander Reyes, Joseph Chalfant, Ilona Schumicky, Liam Sigler, Andreas Aderiye, Gregory Price, and Eric Shaffer.

## MRC Internship Program

MRC's Internship Program prepares young conservatives with on-the-job training in order to advance their careers in the conservative movement. All MRC divisions participate in hosting interns including editorial, digital, marketing, and fundraising teams.

MRC interns work on projects that further the organization's mission under the mentorship of their assigned supervisors. Interns also participate in various extracurricular educational and networking opportunities, such as lectures with MRC staff and outside speakers and visits to Capitol Hill and the White House. In 2019, the MRC trained 28 young conservatives, shaping their early careers with the necessary experience and training to expose media bias and report the news accurately.

Unlike many other intern programs in the Washington, D.C. area, MRC offers paid internships. MRC also provides interns with the opportunity to reach a national audience with their published work. Upon completion of their internships, many MRC interns emphasize that they truly helped advance the organization's mission.

Below are some highlights from this year's interns.

- FoxNews.com's Brian Flood cited NewsBusters intern Alex Christy: "NewsBusters contributing writer Alex Christy blasted the far-left morning show for the segment that 'outrageously' claimed President Trump could start a civil war to remain in power."
- CNSNews Intern Dimitri Simes' piece, "Trump: Russian Actions in Ukraine Pose 'Extraordinary Threat' to U.S. National Security," was featured in top newsletters for Russia experts, including *Johnson's Russia List*.

- NewsBusters intern Aiden Jackson’s piece, “Donald Trump, Jr. Slams Media ‘Disdain and Hate’ for President’s Supporters,” was re-tweeted by Donald Trump, Jr. Aiden also published 100+ articles regarding late-night shows and cultural issues, generating tens of thousands of website page views.
- NewsBusters intern Joseph Chalfant was cited on MarkLevinShow.com for his piece “CNN’s New Day: ‘Unpatriotic’ Trump Could Have Been ‘Fast Friends’ With Pol Pot.”
- Former Governor Mike Huckabee tweeted NewsBusters intern Alex Christy’s piece “Brennan Tries to Rewrite History, Says He’s Not Surprised by Lack of Collusion,” generating nearly 13,000 page views.
- MRC Latino intern Alex Reyes contributed several popular blogs such as “Big League Boosterism for Julián Castro on Telemundo” and “‘Climate Emergency’ Now Official Party Line at Telemundo.”
- Marketing intern Will Clemency created dozens of graphics designed to engage and educate social media audiences. He also created digital ads to promote the MRC’s online store and the upcoming 2021 MRC Cruise, as well as various grassroots campaigns and fundraising appeals.



Summer interns spent the last day of their internship visiting the White House.



Fall interns met at the Capitol Hill Club with MRC Senior Fellow LTC Allen West. (Front Row) Intern Coordinator Julie Mitchell, Aiden Jackson, and Kharen Martinez, (Back Row) Gus Little, and LTC Allen West

*“The MRC has given me the incredible opportunity to shed light on the media’s tacit deceit — a deceit that dismantles our constitutional principles. As soon as you walk through the MRC door, you become an integral part of the organization’s mission.”*

**JORGE PLAZA**

Summer 2019, MRC Culture

*“Being granted the opportunity to be a crusader for the truth and play a small role in debunking the liberal powerhouse that is the mainstream media has been the honor of a lifetime. The MRC will go down in history as being the peoples’ publication.”*

**AIDEN JACKSON**

Summer and Fall 2019, NewsBusters

# The MRC Team

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) Bill D'Agostino, Kyle Drennen, Nick Fondacaro, Brent Baker, Kathleen Krumhansl, Tim Graham, Curtis Houck, Scott Whitlock, Geoffrey Dickens, and Rich Noyes (not pictured: Jorge Bonilla).



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



**MRC Business / Culture / TechWatch** — (L to R) Alex Hall, Michael Morris, Dan Gainor, Joseph Vazquez, Matt Philbin, and Gabriel Hays (not pictured: Corinne Weaver).



**Development** — (L to R) Michael Catell, Paul Olivett, Nick Norman, Bethany Whitlock, Lawrence Gourlay, Kirk Henderson, Rachel O'Rourke, Amy Coppe, Illona Dejesus, Martha Waddell, and Robert Croft.



**Marketing and Digital Communications** — (L to R) Stephen Yeager, Anthony Christopher, April Deibert, Ed Molchany, Iris Miller, Harry Gagnon, Gabriella Castro-Vidal, and Zach Montanaro.



**MRCTV** — (L to R) Corwin Parks, Nick Kangadis, Eric Scheiner, and Ben Graham (not pictured: Brittany Hughes).



**Administration and Tech** — (L to R) Rhiana Wilks, Josh Jones, Eric Pairel, Christian Robey, David Martin, Cheryl Michener, Earl Kaufman, Miguel Leal, Thomas Ali, Julie Mitchell, and Melissa Lopez.

# MRC 2019 Financial Report

## STATEMENT OF ACTIVITIES \*

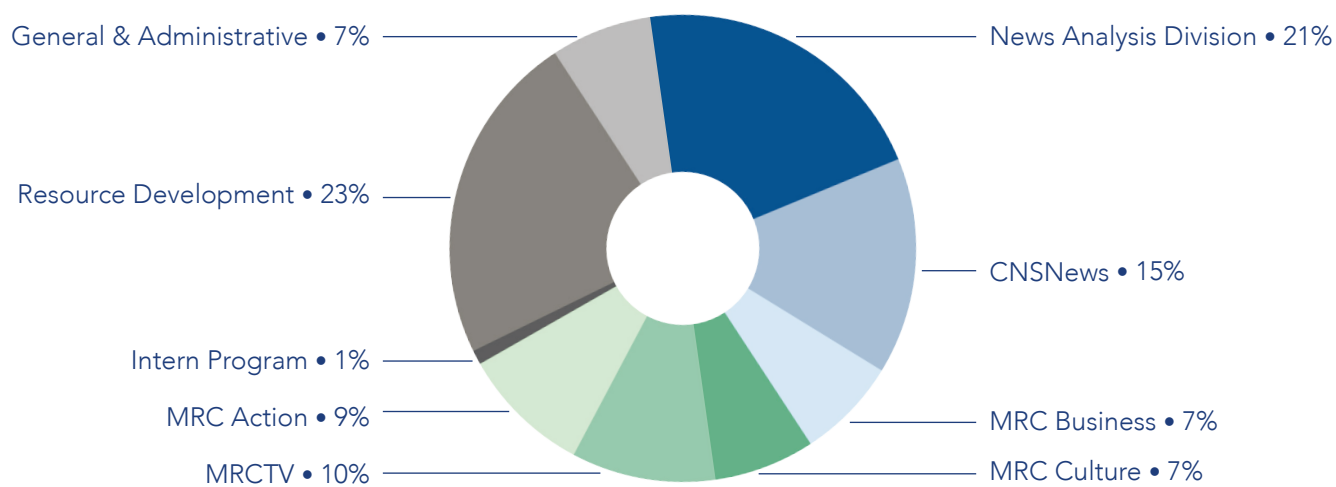
For the Year Ended December 31, 2019

REVENUE AND SUPPORT	Total 2019
Contributions	\$ 10,141,604
Advertising Income	445,434
Other Revenue	161,856
Interest/Investment	3,033,313
<b>Total Revenue and Support</b>	<b>\$ 13,782,207</b>
<b>PROGRAM SERVICES EXPENSES</b>	
News Analysis Division	3,028,122
CNSNews	2,204,660
MRC Business	943,136
MRC Culture	1,046,172
MRCTV	1,393,275
MRC Action/Digital Communication	1,263,495
Youth Education & Intern Program	187,129
<b>Total Program Services</b>	<b>\$ 10,065,989</b>
<b>SUPPORT SERVICES</b>	
Resource Development	3,240,622
General and Administrative	1,023,263
<b>Total Support Services</b>	<b>\$ 4,263,885</b>
<b>Total Expenses</b>	<b>\$ 14,329,874</b>
<b>Change in Net Assets</b>	<b>\$ (547,667)</b>
<b>Net Assets – Beginning 01/01/19</b>	<b>\$ 12,945,145</b>
<b>Net Assets – Ending 12/31/19</b>	<b>\$ 12,397,478</b>

## STATEMENT OF FINANCIAL POSITION \*

December 31, 2019

ASSETS	Total 2019
Cash and Cash Equivalents	\$ 325,379
Contributions Receivable	411,912
Prepaid Expense/Other	195,313
<b>Total Current Assets</b>	<b>\$ 932,604</b>
Investments	14,034,057
Investment – Deferred Compensation	1,348,815
Property and Equipment – Net	172,841
<b>Total Assets</b>	<b>\$ 16,488,317</b>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts Payable	352,640
Accrued Expenses	189,008
Line of Credit	2,000,000
Office Improvement Loan	51,153
Deferred Rent Liability	328,971
Deferred Compensation Liability	1,024,255
Annuity Payment Liability	144,812
<b>Total Liabilities</b>	<b>\$ 4,090,839</b>
<b>Net Assets Unrestricted</b>	<b>\$ 12,397,478</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 16,488,317</b>



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



**1900 Campus Commons Drive, Suite 600  
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(800) 672-1423 • (571) 267-3500**

**MRC.org  
NewsBusters.org  
CNSNews.com  
MRCTV.org**

The mission of the Media Research Center is to create a media culture in America where truth and liberty flourish. The MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible. The Media Research Center participates in the Combined Federal Campaign (CFC). The MRC's CFC code is 42353.