“One of the greatest tools we’ve got as conservatives and as Americans is the work of the Media Research Center.”

REP. JOE WALSH (R-IL)

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www.mrc.org

Thousands of grassroots conservatives including members of MRC’s Action team descended on Madison, Wisconsin in April 2011 to show their support for Governor Scott Walker who was coming under withering attack by the liberal media and anti-taxpayer public sector unions.
No presidential candidate in the television era has received the rapturous acclaim that greeted Barack Obama in the Hope and Change election cycle of 2008. But the utter failure of Obama’s policies and his resulting unpopularity have brought that whole syrupy symphony to a screeching halt.

Our “objective” media still champion Obama and his socialist policies. They ridicule, demonize, and belittle conservatives as uneducated and mean-spirited. When the Tea Party rose in a great wave to challenge Obama, they were smeared as racists, terrorists, hostage-takers, and suicide bombers.

For Obama to win re-election, the media will have to wrest control of the 2012 agenda and goad the electorate to hate everything about the Republican nominee. It’s going to be non-stop, uncorked 24/7 ugliness.

Four years ago, the media elite were 100 percent committed to Barack Obama and his socialist agenda. In 2012, the same group will be 100 percent united in opposition to conservatives, the Tea Party, and their pro-freedom, pro-growth solutions.

It is neither the intention nor the desire of the MRC in any way to support any candidate or party. It is, however, the imperative of the organization to demand a level playing field in the coming campaign. Democracy cannot flourish without a truly free and politically independent press.

That’s why the Media Research Center — for decades now, the nation’s number-one media watchdog group — will unleash the largest grassroots effort ever to demand our news media “Tell the Truth!” We are arrayed against a billion-dollar media industry that thrives on crude misinformation and smear tactics from a nest of left-wing special interest groups and think tanks, funded by wealthy anti-American socialists like George Soros. While they pound away at conservatives about gaffes and scandals, they bury damaging scoops that threaten Obama’s chances for another four years of running the country into the ground.

But we have a sophisticated and proven machine at the MRC. A staff of more than 60 dedicated people operate in eight separate divisions that document, expose, and neutralize liberal media bias. We are the “go-to” group for Fox News and conservative commentators and leaders from Limbaugh to Levin. I am blessed to appear Thursday nights on Sean Hannity’s “Media Mash” and enjoy a morning chat on Fox & Friends. Other MRC experts also share our facts and journalist quotes on major TV and radio shows.

You can find the MRC everywhere. Our websites average six million visitors each month. Two million Americans view our videos online each month. We have 506,000 grassroots activist supporters. We have 315,000 e-mail newsletter subscribers. Our Facebook page has 435,000 fans. Our followers on Twitter surpassed 60,000. All told, the MRC reaches and educates roughly 134 million Americans with the truth each week. These are the weapons that we bring to bear on the distortions, omissions and lies of the entrenched Left.

It’s why Rush Limbaugh calls us a “precious commodity” and leftist trash-talkers like Ed Schulz denounce us as “conservative psychopaths.” We don’t let them get away with their hate speech. We’ve called them on the carpet, and made their unglued moments a national issue.

With your support and grassroots action, I am confident that we will continue to accomplish great things. Together we can replace the media in their vaunted task of writing “the first draft of history.”

Sincerely,

L. Brent Bozell III
Founder and President

“For Obama to win re-election, the media will have to wrest control of the 2012 agenda and goad the electorate to hate everything about the Republican nominee. It’s going to be non-stop, uncorked 24/7 ugliness.” — L. Brent Bozell III
The oldest and most influential branch of the MRC is the News Analysis Division (NAD), which leads the MRC’s broad weekly outreach effort to 134 million Americans. With an archive of 432,000 hours dating back to the MRC’s debut in 1987 and a taping system that captures 650 hours of broadcast and cable news each week, NAD has the most sophisticated media monitoring operation on the planet. That archive was used extensively by the Fox News Channel to produce a prime-time Sean Hannity special in April titled Behind the Bias: A History of the Liberal Media. Fox producers used more than 20 vintage clips from the MRC archive and extensive commentary from MRC president Brent Bozell.

The National Geographic Channel used clips from the MRC archive for its special on 9/11 and George W. Bush. Those clips were first requested by the Bush Presidential Library in Dallas. PBS also requested the infamous Bill and Hillary Clinton 60 Minutes interview from 1992 for a four-hour Clinton documentary in its “American Experience” series.

Around the clock, MRC’s expert analysts are energetically churning out transcripts and critiques of biased journalism on ABC, CBS, NBC, CNN, MSNBC, and NPR within hours of their spin hitting the airwaves. In addition to its flurry of quick punches at thinly disguised propaganda, the News Analysis Division packs a wallop with scientific studies that collapse the idea that fairness and balance are our national media elite’s most precious ideals.

Some of the efforts include:

• In a long and thorough study of campaign coverage titled “Still Thrilled by Obama,” analysts reviewed the network morning shows in the first ten months of GOP presidential campaign coverage in 2011, compared to the same period for the Democrats in 2007. MRC analysts found the networks pounded the Republican candidates overwhelmingly with questions from a left-wing agenda in 2011. In 2007, they mostly asked Democrats questions from the same left-wing agenda. In both election cycles, the networks seemed almost physically incapable of describing Barack Obama even as a “liberal.”

• In the battle over an increase in the national debt limit, the networks clearly suggested Republicans were a huge problem. Analysts looked at 202 television news stories on the congressional debt-ceiling negotiations during July 1-22, looking for statements that assigned blame for the failure to reach a settlement. Network reporters were more than three times as likely to blame Republicans more (56 stories) than Democrats (17), a greater than three-to-one disparity. The numbers were reported by Bret
The fiscal battles in the street were also seriously mangled by the media. The “Occupy Wall Street” protests attracted a massive number of stories compared to the Tea Party in 2009, and the difference in the positive Occupy stories and negative Tea Party reports was stunning. The O’Reilly Factor brought on MRC director of media analysis Tim Graham to recite the specifics.

The News Analysis Division produces a wide range of research products, from minute-to-minute Bias Alerts to the biweekly Notable Quotables newsletter. Special Reports in 2011 also included Rewriting Ronald Reagan: How the Media Have Worked to Distort, Dismantle and Destroy His Legacy to mark the 100th anniversary of Reagan’s birth. For the tenth anniversary of 9/11, we issued Red, White, and Partisan: How the Media Furor Over Bush’s War on Terror Vanished Under Obama, which Jim Pinkerton called a “terrific study” on Fox News Watch. We also urged Congress to read our report Counting the Reasons to Defund: The 20 Most Memorable Leftist Excesses of Public Broadcasting.

MRC analysts are frequently featured on television, on radio, and in print articles. MRC president Brent Bozell appears weekly with Sean Hannity on Fox News Channel to share NAD’s constant flow of research updates and video clips. MRC’s Tim Graham appeared on ABC’s Nightline in March to react to a secret taping of anti-conservative snobbery by NPR executives.

Now in its twentieth year of syndication, Brent Bozell’s twice-weekly column on media bias and cultural outrages is nationally distributed by the Creators Syndicate and is picked up by more than 50 newspapers, including the popular national paper Investor’s Business Daily.

“The MRC is a vital national interest.”
RUSH LIMBAUGH
The MRC’s Business and Media Institute (BMI) monitors how the national media report on — and often distort — the free enterprise system. BMI analysts appeared on hundreds of radio and TV shows in 2011, defending the argument for economic liberty.

The most urgent project inside BMI is an effort to expose the supersized influence of Hungarian-American leftist billionaire George Soros on our media system. In 2006, Soros wrote that “the main obstacle to a stable and just world order is the United States.” Soros hopes to transform America into just another moribund European socialist state — including a government-funded media that churns out statist talking points.

To accomplish this transformation, BMI discovered, Soros has spent through his “Open Society Institute” at least $52 million to fund 180 liberal media outlets across America. It’s all published in a Business and Media Institute Special Report titled George Soros, Media Mogul: Lefty Businessman Spends Millions Funding Journalism. Some of the radical leftist new groups benefiting from this Soros largesse include NPR, Pacifica Radio, the Center for Public Integrity, the investigative site ProPublica, and the Columbia Journalism Review.

These groups are explicitly linked to the liberal media establishment — as advisors, or news-gathering partners — including prominent journalists like ABC anchor Christiane Amanpour, New York Times executive editor Jill Abramson, and former Washington Post executive editor Leonard Downie serve on the boards of groups that rake in Soros cash. The nationwide echo chamber they have created reaches more than 332 million people worldwide. That’s greater than the entire population of the United States.

MRC Vice President of Business and Culture Dan Gainor appeared on Fox & Friends, The O’Reilly Factor, and several times on the Fox Business Network’s Lou Dobbs Tonight to discuss these findings.

Fox News grew interested in MRC research because it was discovered that nearly 30 Soros-funded media operations are part of a left-wing “war on Fox.”

The exposed media outlets tried to say nothing about being exposed. “Journalists are supposed to avoid conflicts of interest,” Gainor told Lou Dobbs. “Real or perceived. It’s not just what they think. It’s whether you and I think it’s a conflict of interest. But they don’t seem to acknowledge it.” Dobbs called the BMI report “terrific work.”
P
olls show a majority of
Americans are seriously
unsatisfied with the country’s
moral climate. The MRC’s Culture
and Media Institute (CMI) exposes
how both America’s news and
entertainment media promote causes
that weaken the country’s moral fiber
and assail traditional values like faith,
marriage, and children’s innocence.

One obvious occasion for identi-
fying the media’s moral tone arrived
when Good Friday and Earth Day
both came on April 22. The network
morning shows shunted aside Good
Friday with brief items about Christian
celebrations in Jerusalem, but each
network devoted interview segments to
celebrating Earth Day and “news” sto-
ries promoting how kids were “saving
the Earth, one juice box at a time.”

CMI was also on the case in June
when NBC edited the words “under
God” out of the Pledge of Allegiance
during their U.S. Open golf coverage.
Under our pressure, NBC was forced
to apologize.

CMI caused a major cultural
ruckus in April from a promotional
e-mail by the fashion retailer J. Crew. It
contained a photo illustrating how their
designer Jenna Lyons liked painting her
son Beckett’s toenails: “Lucky for me, I
ended up with a boy whose favorite col-
or is pink,” she wrote. CMI’s electronic
scoop spurred stories on ABC, CBS,
NBC, and CNN, as NBC confessed
surprise that public opinion was critical
on their Facebook page: “It seemed like
more thought it was not a good idea
than thought it was.”

In June, MRC Vice
President for Business
and Culture Dan Gainor
appeared on Fox &
Friends to discuss how
an open microphone
found reporters and
photographers expressing
hatred for Sarah Palin
during a speech at a
California university.
He said “Some of these
journalists hate her so
bad if she cured cancer,
they’d complain how
many doctors she put out
of work.”

In September, Gainor
appeared on ABC’s
Nightline as the voice
of protest against ABC’s
Dancing With The Stars
casting “transgender”
activist Chastity “Chaz”
Bono and pairing her
with a female dancer.
Gainor declared “ABC is certainly
normalizing what is clearly abnormal
behavior.”

In December, CMI released
a special report Baptism by Fire
which exposed liberal media’s slanted
coverage of and attacks against the
religious beliefs of Republicans
while praising the faith of left-wing
Democrats. The report set the stage
for CMI’s push into 2012, holding the
media accountable about how they use
religion to boost their liberal agenda.

“MRC is one of the most important organizations in the country.”
BILL BENNETT
MCRC's weblog NewsBusters is one of the top ten political blogs in America, and one of the top five conservative blogs. It publishes over 9,000 articles a year and regularly draws more than 110,000 daily visits. More than 439,000 fans “like” NewsBusters on Facebook, and another 28,000 follow the blog highlights on Twitter.

A New York Times survey published a ranking of the most quoted websites, and NewsBusters ranked number 10 among online-only news outlets, beating out established liberal websites like Slate, Salon, and the Daily Beast.

NewsBusters proved its impact in May, when it reported how Ed Schultz sneered on his national radio show that conservative radio talker Laura Ingraham was a “right-wing slut” and a “talk slut.” Schultz was suspended for two weeks by MSNBC and was forced to apologize.

The MRC blog also drew Drudge Report and Fox News attention by putting an obscure left-wing talk radio host named Mike Malloy on the map. In the aftermath of the Osama bin Laden killing, Malloy asked when Navy SEALs would assassinate George W. Bush.

On Halloween, a Brent Bozell statement was quoted from NewsBusters by the Associated Press and appeared in newspapers across America. Bozell denounced the first anonymously sourced stories alleging Herman Cain committed sexual harassment. “In the eyes of the liberal media, Herman Cain is just another uppity black American who has had the audacity to leave the liberal plantation,” Bozell said.

Rush Limbaugh often reads from the blog, touting the latest nugget from “Our buddies at NewsBusters.” Even the Washington Post noticed the “feisty blog” run by “the best-known and best-funded conservative watchdog.”

NewsBusted is the MRC's highly acclaimed, twice-weekly video comedy show which stars comedian Jodi Miller anchoring a Saturday Night Live-style newscast. NewsBusted episodes were viewed more than 3.9 million times in 2011. Surveys of media usage show that left-wing comedy shows like The Daily Show and The Colbert Report on Comedy Central skew heavily to voters in the prized 18-to-49 demographic, and that young people even use them to keep up with the latest headlines.

Why should liberals get to monopolize the mockery of arrogant politicians and news anchors? NewsBusted is the only show of its kind, presenting humor for the conservative movement in a popular online format.
The CNSNews.com website was completely redesigned in 2011, incorporating more photos, more video, and a new section for conservative opinion and commentary. Also added were a broader range of news topics, including sports, health, entertainment, and business news.

CNSNews.com is America's leading news website for breaking stories the liberal media would rather ignore.

The new CNSNews.com opinion blog called, “The Right Views, Right Now,” scored a major viral Internet hit almost as soon as it debuted with a satire of the old Lucky Starr country song “I’ve Been Everywhere.” The song, put together by conservative talk show host Lars Larson, mocked Obama’s finger-pointing at everyone else for the state of the country: “I Blame Everyone, Man.”

CNSNews.com had a big impact on November 15, 2011. With four concurrent links of its articles on the Drudge Report, the site received more than 1.2 million unique visitors on a single day. CNSNews.com has become a Drudge Report regular, achieving more than 150 links in 2011.

The million-viewer day came as editor Terry Jeffrey shook the Supreme Court Building by reporting that when she was Solicitor General for President Obama, Justice Elena Kagan e-mailed liberal Harvard law professor Laurence Tribe to celebrate the passage of Obamacare: “I hear they have the votes, Larry!! Simply amazing.” According to federal law on judicial disqualification, Supreme Court justices must recuse themselves from “any proceeding in which his impartiality might reasonably be questioned.”

The law also says a justice must recuse any time he has “expressed an opinion concerning the merits of the particular case in controversy” while he “served in governmental employment.” The networks typically ignored this damaging scoop, but others did not. The cast of The Five on Fox...
News thought it strongly demonstrated Kagan’s need to recuse. Senate Republicans sent the e-mails CNSNews.com highlighted to Attorney General Eric Holder.

All through 2011, CNSNews.com was breaking news and making things happen at the highest levels of Washington:

• In January, Sean Hannity of Fox News invited former Sen. Rick Santorum and Al Sharpton to discuss a CNSNews.com interview: “Rick Santorum is getting mixed reaction from people on the right and left over comments that he made in a recent interview with Terry Jeffrey from CNSNews.com.” Santorum brought up race as he condemned Obama’s failure to find an unborn child is a person: “I find it almost remarkable for a black man to say that we are going to decide who are people and who are not people.”

• In March, CNSNews.com was the first to point out how the national debt jumped by $72 billion even as the Republican-led U.S. House of Representatives passed a continuing resolution to fund the government for just three weeks to cut $6 billion from government spending. As noted by CNSNews.com, if Congress were to cut $6 billion every three weeks for the next 36 weeks, it would only manage to save as much money as the Treasury added to the nation’s net debt during just the business hours of Tuesday, March 15. That report went viral across the Internet and was discussed on many talk radio shows.

• In June, CNSNews.com was the first to reveal that the Treasury Department reported communist China had dumped 97 percent of their short-term U.S. debt in Treasury bills, while also beginning to draw down their holdings in long-term U.S. debt. Caught napping, the Associated Press and other media outlets picked up the CNSNews.com story.

• In July, CNSNews.com reporter Fred Lucas interviewed Rep. Darrell Issa, the chairman of the House Oversight and Government Reform Committee, on the “Fast and Furious” scandal inside the Obama Justice Department. Issa told Lucas he did not believe Attorney General Eric Holder’s testimony in May was accurate. After the Lucas story broke, Issa moved to subpoena the Attorney General and the House Judiciary Committee called for a special counsel to evaluate if Holder misled Congress. In November, CNSNews.com was there again, when Holder was forced to admit that his previous testimony was inaccurate.

• In August, Fred Lucas was the first correspondent to report that President Obama’s planned three-day bus tour campaigning in Midwestern swing states (copycatting Sarah Palin’s bus trips) would be funded by the taxpayers, not by the Democratic National Committee or the Obama re-election campaign. The media herd soon followed as conservative talkers and Republicans picked up the charge.

• In August, CNSNews.com reporter Matt Cover pushed Obama’s Department of Health and Human Services to reveal that healthcare centers for “migrants” funded under Obamacare would not check their immigration status. This wasn’t widely
reported because it would deeply embarrass the media for shaming Rep. Joe Wilson of South Carolina for yelling “You lie!” at President Obama in the House chamber when he claimed his health plan would not cover illegal aliens.

During a CNSNews.com interview that went viral online, the accuracy of Attorney General Eric Holder’s testimony was questioned by Rep. Darrell Issa, the chairman of the House Oversight and Government Reform Committee. In a later hearing, Holder admitted his previous testimony was inaccurate.

“One of the news organizations I trust most is CNSNews.com.”

MARK LEVIN
In 2011, as part of a broader initiative to promote the MRC brand, Eyeblast was rebranded as MRC TV. Since the site was relaunched in July, 10 million MRCTV videos have been viewed around the globe. MRCTV is reaching a new audience of younger people through their format of choice — video.

MRCTV is an online platform for users to upload, view, and share content and bring a video component to grassroots advocacy. The redesigned site added a new high-definition video player and increased integration with social networks — like Facebook and Twitter — that make video clips go viral. Thanks to MRCTV, millions now discover firsthand visual evidence of liberal media bias and stunning content the “objective” media won’t allow on the air.

MRCTV has encouraged other conservative video makers to create their own channels on our site. Having Breitbart TV and The Right Scoop select MRCTV as their exclusive video platform has boosted the site’s visibility and reach. The addition of high-definition cameras and players has made MRCTV videos appealing to websites like Drudge Report, Fox Nation, and Glenn Beck’s The Blaze, as well as TV programs like Hannity and The O’Reilly Factor.

The Occupy Wall Street movement, which began in September, gave the MRCTV team an opportunity to put their skills and tools to work. A channel was created on MRCTV to document the side of the movement that wasn’t being shown on the evening news shows.

MRC videographers also documented several incidents of vulgar anti-Semitism spewed by Occupy Wall Street radicals in New York. One activist railed “The Jews commit more white-collar crime than any other ethnic group on the earth! And they go unprosecuted because they can buy their way out of it!” The video was viewed over 87,000 times.

MRCTV's Dan Joseph posed questions to numerous OWS protestors in Washington, D.C. and Rush Limbaugh discussed each outrageous video and played them on his show.

MRC president Brent Bozell also boosted MRCTV by interviewing several members of Congress for the site, including Rep. Allen West (R-Fla.) and Rep. Joe Walsh (R-III). The Walsh interview became a sensation online, beginning with the Daily Caller website.

In just a few short months, MRCTV has become a valuable tool for fighting liberal media bias and exposing the truth in a way only video can.
The MRC Action team has become one of the most active, dedicated, and reliable grass-roots organizations in the conservative movement. With over half a million members, MRC Action is a force to be reckoned with in the fight to expose and neutralize liberal media bias.

All the petitions, e-mails, letters, and faxes delivered by MRC Action members amounted to more than eight million citizen actions in 2011. It all began in January, when the signatures of over 245,000 Action team members were delivered to ABC, CBS, and NBC expressing disgust with the media’s coverage of Obamacare. From bizarre statements that a massive new entitlement would shrink the annual deficit to smears that opponents were “extreme,” the networks distorted the truth and covered up the risks associated with the massive healthcare plan.

In the summer, at the beginning of NBC’s coverage of the final round of the U.S. Open golf tournament, a video montage included schoolchildren reciting the Pledge of Allegiance. But somebody at NBC couldn’t hide their liberal stripes and edited out the words “under God” — not once, but twice. MRC Action team members flooded the corporate offices of NBC with tens of thousands of messages and forced NBC to apologize.

Tens of thousands of Action team members stood up in the summer debt-ceiling debate as the networks ignored their own polls. CBS’s poll showed that 49 percent of the public opposed raising the debt ceiling, and NBC’s poll showed 43 percent. But both networks spiked the findings. ABC neither asked this question nor reported on the other results.

By the fall, MRC Action members stood up to expose the national media’s vicious attacks on each conservative Republican presidential candidate that rose to the top of the polls, from Michele Bachmann to Rick Perry to Herman Cain to Newt Gingrich. They manufactured lame “scoops” out of everything from Bachmann’s family farm-subsidy payments to Perry’s handling of a racist rock that was painted over to the scandal of Cain’s campaign manager blowing cigarette smoke in an ad.

Within hours of its launch, tens of thousands of activists across America signed our petition calling for balanced election coverage in 2012 and pledging “I will do everything in my power to expose and confront any liberal news outlet that substitutes bias, opinion, propaganda, or advocacy for balanced, truthful reporting.” The MRC Action team is committed to holding the media accountable as they work overtime to try and re-elect President Obama in 2012.
The MRC’s “Tell the Truth!” message to the media elite reaches up to 134 million Americans every week with the truth about the “news” networks’ efforts to promote the Left’s agenda. The late Charlton Heston once called the Media Research Center “the conveyor belt of truth” for the conservative movement, because the MRC’s research and analysis works its way into a vast network of alternative media outlets. Almost instantaneously, our research is spread online and on syndicated radio shows — not just in one city, but a massive nationwide audience — playing audio and video clips and exposing ridiculous liberalism up and down the dial. In addition to live appearances, our research is routinely mentioned on numerous TV and radio shows across the country. Many TV and radio shows are also simulcast on the Internet and portions of the scripts are often transcribed online. The sheer volume of MRC research and articles printed and cited online is nearly impossible to track and calculate. Here is just a sampling.

**Television**

**Partial Listing**

- ABC
  - ABC News
- CBN
  - Brody File
  - Newswatch
  - The 700 Club
- CNN
  - The Kudlow Report
- C-SPAN
  - Washington Journal
- Fox Business Network (FBN)
  - Bulls & Bears
  - Cavuto
  - Fox Business Live
  - Freedom Watch
  - Varney & Co.
- Fox News Channel
  - America Live
  - America’s Newsroom
  - Follow the Money
  - Fox & Friends
  - Fox News Watch
  - Fox Report
  - Hannity
  - On the Record
  - O’Reilly Factor
  - Red Eye
  - Special Report with Bret Baier
  - Strategy Room
  - Your World w/ Neil Cavuto
- MSNBC
  - Hardball
  - Morning Joe
- NBC
  - NBC Nightly News
- SNN
  - Sun News Network Canada

**Radio**

**National & Syndicated**

**Partial Listing**

- America’s Morning News
- American Family Radio
- Bill Bennett Show
- Blog Talk Radio
- Business Talk Radio Network
- Cable Radio Network
- CBN Newswatch
- Chris Plante Show
- Christian Radio Network
- Coral Ridge Ministries Radio
- EIB Radio Network
- EWTN Catholic Radio
- Focus on the Family
- Fox News Radio
- G. Gordon Liddy
- Glenn Beck: On Air
- IRN/USA Network
- Jim Bohannon Show
- Lars Larson Show
- Lou Dobbs Daily
- Mancow Morning Madhouse
- Mark Levin Show
- Martha Zoller Show
- Michael Savage Show
- Neal Boortz Show
- NRA News
- Phil Valentine Show
- Pro-Life Radio
- Roger Hedgecock Show
- Rush Limbaugh Show
- Salem Radio Network
- Sean Hannity Show
- Sirius XM – Political Talk
- KABC: Los Angeles, CA
- KFYI: Phoenix, AZ
- KTRH: Houston, TX
- WABC: New York, NY
- WDRC: Hartford, CT
- WHO: Des Moines, IA

Prominent talk radio hosts like Rush Limbaugh rely on the MRC’s research and analysis for show content and spread the truth to their national audiences.
A Fox News Regular

In addition to the frequent appearance of MRC spokesmen on various Fox News programs in 2011, Brent Bozell continued his weekly “Media Mash” segment on FNC’s Hannity. Each week, Brent shares some of the most egregious examples of bias uncovered every day by the MRC. Brent also was a regular guest on Fox & Friends.

Print

PARTIAL LISTING
Agence France Press
Air Force Times
American Conservative
American Journalism Review
American Spectator
Arkansas Democrat-Gazette
Associated Press
Boston Globe
Canada Free Press
Canberra Times (Australia)
Christian Post
Dallas Morning News
Federal News Service
Finance Wire
Guardian
Human Events
International Wire
Investor’s Business Daily
Irish Examiner
Japan Times
Los Angeles Times
National Journal
New York Post
New York Times

Internet

PARTIAL LISTING
ABCNews.com
Barrons.com
BBC News
BigGovernment.com
Bloomberg.com
Breitbart.com
Businessweek.com
Canada Free Press
CBN.com
CBSSports.com
ChristianNewsToday
CNBC.com
CNN.com
DailyCaller.com
DailyPaul.com
Dallas Morning News
Examiner.com
Financial Times
Forbes.com
FoxBusiness.com
FoxNews.com
FreeRepublic.com
Gawker.com
Google News
Guardian.co.uk
Hannity.com
HotAir.com

The audience for MRC’s research and CNSNews.com reports are greatly expanded via the Internet and websites like the Drudge Report, which often tops 900 million users per month. In 2011, the news aggregator featured CNSNews.com stories related to debt, taxes, budget, Obamacare, and unemployment rates 190 times. The stories were often above the fold or at the top of the column.

Associated Press

The Wall Street Journal

The votes are in!

Associated Press

Washington Post
Washington Times
Weekly Standard

USA Today

HuffingtonPost.com
HumanEvents.com
Investors.com
Lucianne.com
MarketWatch.com
Mediabistro.com
Morningstar.com
MSN Money
MSNBC.com
National Public Radio
Newsmag.com
OneNewsNow.com
PajamasMedia.com
Politico.com
PoliticsDaily.com
RealClearPolitics
RedState.com
Reuters.com
RushLimbaugh.com
Salon.com
Sky News
SmartMoney.com
TheDailyBeast.com
The Daily Telegraph
TheHill.com
SydneyMorningHerald
Time.com
townHall.com
USA Today.com
Wired.com
WorldNetDaily.com
Yahoo! News
In 2011, the MRC communicated its message in many different forms to the public, from glossy printed special reports and newsletters to blogs and videos to electronic mail. But the biggest growth is in social media sites, which now play an important role in disseminating political news and views.

Facebook membership hit 800 million worldwide in 2011 and is projected to reach a billion by the end of 2012. In America, Facebook has about 150 million users, or about half the population, with 50 percent of those users logging onto Facebook in any given day.

Second only to Facebook is Twitter, which is just five years old. With its brief snippets of information of 140 characters or less in each “tweet,” Twitter was credited with helping launch the so-called “Arab Spring” in the Middle East as well as domestic protests. It now claims over 106 million users worldwide and over 200 million “tweets” are sent each day.

In 2011, MRC solidified its place as a leading conservative voice in social media. Our fan base on Facebook grew in size from 139,000 to nearly a million, and our followers on Twitter grew to over 60,000, including influential people such as Sarah Palin, Sean Hannity, and Laura Ingraham.

MRC supporters communicate constantly with each other on Facebook and Twitter about the latest media outrage uncovered by our news analysts. Facebook posts and Twitter tweets and “re-tweets” are used to inform MRC fans when Brent Bozell or other MRC experts on appearing on national TV or radio shows, and Brent often makes news with comments he makes on social sites.

As the Internet continues to grow in outlets and volume, readers can be easily overwhelmed by what’s available. In a world of online information overload, the MRC offers a tightly organized overview of the day’s media-bias updates that have been posted throughout the news cycle.

MRC offers six electronic newsletters to subscribers. CyberAlert is the MRC’s daily electronic summary of reports from the News Analysis team. Notable Quotables is a bi-weekly compilation of the most outrageous and sometimes hilarious quotes from the liberal media. The Balance Sheet, from the Business and Media Institute, assesses the media from a free-market perspective — offering coverage of business and economic news. Culture Links, from the Culture and Media Institute, investigates the media’s relentless assault on traditional morals. Times Watch Tracker from the Times Watch Division reveals the daily menu of mistakes and misinformation from America’s “paper of record.” CNSNews.com’s E-Brief unfurls the latest scoops that liberal reporters would rather keep a secret. Together, these newsletters are distributed to over 300,000 subscribers worldwide.
For more than twenty years, the MRC’s Youth Education and Intern Program has offered the nation’s most promising conservative journalists an intensive on-the-job education in news analysis, reporting, marketing, and fundraising.

In the three intern semesters in 2011, the MRC provided more than 30 internships, with opportunities in every division of the organization. Students who succeed in a competitive selection process are quickly pressed into the fast lane of MRC’s daily drive through the news cycle. They research and write articles and blog posts, contribute data to Special Reports, help develop surveys or ad campaigns, or join reporters on Capitol Hill, the National Press Club, and other D.C. venues to dig up the latest scoop. Students must create portfolios of all their work that they can use in the future to apply for jobs or get admitted to graduate degree programs.

Example: Alex Fitzsimmons worked in the News Analysis Division where he posted more than 100 items on the NewsBusters blog. Alex assisted in several major reports, including a Times Watch report on the coverage of Supreme Court justices and another one analyzing the political ideology of CNN’s prime-time guest roster.

Example: CMI intern Paul Wilson caused a sensation during football season by reporting how the stars of Showtime’s Inside the NFL expressed disgust over how Denver Broncos quarterback Tim Tebow was slammed for his Christian faith and missionary work.

Example: CNSNews.com intern Patrick Ryan drew a Drudge Report link with his article “HHS Official Tells Youth Summit: We’re Recruiting LGBTs to Adopt Kids.” David Hansell, head of the department’s Administration for Children and Families, told the Department of Education’s LGBT Youth Summit that he was actively recruiting gay adoptive parents.

The intern program provides an opportunity to identify candidates for full-time employment. Several staffers — including NewsBusters managing editor Ken Shepherd, CNSNews.com reporter Matt Cover, and CMI’s writer and Joe and Betty Anderlik Fellow, Erin Brown — began as interns.

“The chance to work with professionals dedicated to telling the truth is a wonderful gift.”

PAUL WILSON, FALL 2011 INTERN
The MRC Gala and DisHonors Awards

“This is the one fun dinner in Washington all year.”

ANN COULTER

The MRC’s 2011 Gala and DisHonors Awards was held at the historic National Building Museum on May 7. Attended by more than 1,000 people, the event was marked by wit and side-splitting humor, as befitting an MRC gala. Winners for the five DisHonors Awards were selected by a panel of 14 leading media observers, including Neal Boortz, Monica Crowley, Sean Hannity, Mark Levin, Rush Limbaugh, Cal Thomas and Walter Williams to name a few.

MRC Founder and President Brent Bozell served as Master of Ceremonies. Talk radio’s Neal Boortz presented the “Obamagasm Award” and “The Tea Party from Hell Award.” He was followed by international best-selling author Andrew Klavan who presented the “I’m Not a Political Genius, But I Play One on TV Award” to Rob Reiner. Ann Coulter presented the final two hilarious awards for “Ode to Olbermann” and “Damn Those Conservatives.” The accepters on behalf of the lampooned liberal media personalities included, Virginia Attorney General Ken Cuccinelli, Iowa Congressman Steve King, RedState’s Managing Editor Erick Erickson, the Tea Party Patriots co-founders Jenny Beth Martin and Mark Meckler, and President of Americans for Prosperity, Tim Phillips. The evening ended with a musical bang and a memorable performance by The Outlaws.
MRC HONORS CAL THOMAS

Sixth Annual William F. Buckley Jr. Excellence in Media Award

At the annual Gala, the MRC honored author, TV commentator, and widely syndicated columnist Cal Thomas with the 2011 William F. Buckley Jr. Excellence in Media Award.

Cal recounted how he got started as a syndicated columnist and said the relationship which helped him more than any other was with God. “In March of 1983, I asked God to do a greater miracle than Moses parting the Red Sea. I asked Him to part the liberal mind. And if He did, I said I’d seek to honor Him with the platform He had given me. And so, while I’m most appreciative to the Media Research Center and to Brent Bozell for this honor tonight, I must give credit where the real credit is due, to the one who gave me the gift of writing. I recall what God told Samuel: ‘He who honors Me, I will honor.’ So, thanks to my wife Rae for standing with me for 46 years and thanks to the God who I serve and who I hope is pleased with His servant. Thank you very much.”
MRC Leadership

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President, Valhi, Inc.

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Chairman of the Board of Trustees

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Founder and President

Michael Keiser
President,
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Rebekah Mercer
Wall Street Trader, Retired

Abby Moffat
Vice President and Chief Operating Officer - Diana Davis Spencer Foundation

The Honorable Curtin Winsor, Jr.
Former Ambassador to Costa Rica

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Chairman: Harold Simmons
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The MRC Trustees are an exclusive and distinguished group of some of the best-known and most influential conservative leaders in America. While the Trustees have no fiduciary responsibilities (that rests with the MRC’s governing Board of Directors), MRC Trustees provide guidance and counsel in the role the MRC plays in moving the conservative agenda forward. Every major initiative undertaken by the MRC must first be approved by the Board of Trustees before being presented to the Board of Directors for final approval. Many MRC programs were undertaken at the suggestion of our Trustees. The Board of Trustees helps make it possible for the MRC to continue its vital mission: Creating a Media Culture in America Where Truth and Liberty Flourish.

Jessica Liimatta — Secretary, MRC Board of Trustees
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Pioneer Gasket Company, Inc.
The Edgar and Elsa Prince Foundation
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Ralph & Lois Hendricks Family Charitable Fund
Register & Company, P.A.
Richard & Mary Ellen Reuling Charitable Fund
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Stuart Family Foundation
Sumter & Ielyn Lowry Charitable Foundation
Sunbelt Management
Symbolic Systems, Inc.
Thank Heaven Foundation
The John Templeton Foundation
Thompson Realty Company
Three Rivers Group, Inc.
TKBW Foundation Trust
Triad Energy Corporation
Trizm Services, Inc.
The True Foundation
The Trzezinski Foundation
Tsang Family Foundation
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Vals Associates
Vanberg Family Foundation
Virginia H. Deane Trust
Vulkan Corporation
W.R. Burgess Foundation
Webco Industries, Inc.
Weekley Properties
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everything the Media Research Center accomplishes is a direct result of the support we receive from our friends. This is doubly true of the support we receive from our Trustees who, in addition to their financial support, provide us with valuable advice and guidance. In truth, they’re more like family than friends. This year, we lost ten. These ten people provided more than $4,400,000 in support and counsel to the MRC over the course of their lifetimes. We are forever in their debt. Please keep these committed conservatives, their friends, and their families in your thoughts and prayers. They will be greatly missed.

**Harold Bovay, Jr.**
Harry had a successful career as a civil engineer and, after retiring, founded Mid-South Telecommunications, a holding company for rural telephone and cable companies. He was involved with Scouting for more than 84 years and volunteered at every level from Troop leader to National Committees. He joined the Board of Trustees in 1999.

**B.V. Brooks**
During WWII, B.V. Brooks spent three years at Kings Point Maritime Academy and served as a junior officer on merchant marine ships in the North Atlantic. After the war B.V. graduated from the Tuck School of Business at Dartmouth. He worked as an investment banker and a real estate developer. For more than three decades, B.V., along with his family, published a chain of award-winning Connecticut newspapers. He began supporting the MRC in 1987, and joined our Board of Trustees in June of 2001.

**Peter Cook**
Born into a poor, but hardworking, family in Grand Rapids, Peter rose to become Chairman of Mazda Great Lakes. He transformed western Michigan with his philanthropy, donating millions to hospitals, universities, and hundreds of other organizations. He had been a Trustee since 1987.

**William Garwood, Jr.**
Ronald Reagan appointed William to the 5th Circuit Court of Appeals in 1981. Judge Garwood was notable for his rulings reaffirming our Second Amendment rights. He joined the Board of Trustees in 1995.

**Carl Lindner**
Beginning at the age of 14, Carl helped transform his family’s small Ohio dairy into a large chain of convenience stores, and himself into one of the world’s wealthiest men. Carl joined the Board of Trustees in 1996.

**Roger Milliken**
A captain of the textile and chemical industries, Roger built Milliken & Company into one of the world’s largest privately owned companies. One of America’s leading philanthropists, Roger was particularly known for his generous support of conservative causes since the movement’s beginnings – making him one of its godfathers. Roger had been a Trustee since the MRC was founded in 1987.

**Fran Newell**
Fran and her husband Nick ran an avocado farm in California. She was a member of the Red Hat Society, which is dedicated to supporting and encouraging women in their pursuit of fun, freedom, friendship, fitness, and fulfillment. She had been a Trustee since 1987.

**William Rusher**
Bill was a lion of the conservative movement. He was a publisher of *National Review*, a co-founder of Young Americans for Freedom, the Conservative Party of New York State, and the American Conservative Union. Bill served as Chairman of the MRC Board of Directors from 1991-2009. Without his leadership and guidance, the MRC would not be what it is today.

**Leon Weil**
Lee was a trusted financial advisor who spent more than 60 years on Wall Street. A lifelong conservative and fitness enthusiast, Lee was appointed by President Reagan to the President’s Council on Physical Fitness and Sports in 1981. He also served as Ambassador to Nepal 1984-1987. Lee had served on the MRC Board of Directors since 1991.

**Charles Wyly**
Charles rose from humble beginnings: his family’s shack in rural Louisiana lacked electricity and running water. Charles, along with his brother Sam, amassed a fortune building and trading companies. He joined the Board of Trustees in 1998.
The MRC’s Legacy Society is made up of individuals who understand that the fight against the liberal media agenda will — and must — go on long after they’re gone. These dedicated conservatives have the foresight to ensure that the MRC will have the resources it needs to continue the fight for decades to come by including the MRC in their estate plans. Legacy Society Members have included the MRC in their estate plans by naming it as a beneficiary of their will, by setting up a Charitable Gift Annuity, a Charitable Remainder Trust, or through a variety of other planned giving vehicles.

In December of 2010, retired small business owner Joe Wilkens was named the first Chairman of the MRC’s Legacy Society.

For more information on how to join the MRC’s new Legacy Society, please call MRC Associate James Nolan at 1-800-672-1423.

**Charitable Gift Annuity**

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- James Bruton
- Mr. and Mrs. John M. Cassella
- J. Doreen Chadbourne
- Margaret Davenport
- Harold Dorough
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- Walter R. Fraser
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- Margaret Thornton
- Melva B. Wallace
- June Weston
- Joseph H. Wilkens

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- Eugene Allen
- Margaret Brosmer
- Jim and Melissa Emery
- Steve and Raffaella Feinstein
- Mrs. Dorothy Griffin
- Mrs. W. Gibbs Herbruck

**Other**

- Caroline Hansen
- Steven P. J. Wood

*Anonymous members not listed.*
We made our first donation to the Media Research Center, a whopping $25, in 1996. Back then, there was only the News Analysis Division. There was no MRC website, no Cybercast News Service, no Business & Media Institute, no Culture and Media Institute — just Brent Bozell, Brent Baker and some guys who must have enjoyed staying up all night watching TV news. And all they had to watch were the three networks and CNN.

We first donated because we were conservatives and we didn’t like what we heard and saw on the nightly news. We had heard Brent Bozell speak and were drawn to his passion and amazed by the depth of his knowledge. We were avid fans of Rush Limbaugh, and discovered that a lot of his information came from the MRC. That was enough of an endorsement for us.

We’ve been gratified to see the growth of the MRC over the years, and to meet so many of the fine people who help support the organization. We’ve been impressed by their determination to keep up with the changes in technology and communications outlets, and their ability to field new ventures in new outlets.

We are still supporters, and we have added a bequest to the MRC in our wills. This simple procedure gives the MRC and us both the security of knowing that they will be able to carry on the fight as the first wave of soldiers leaves the battleground. This fight is not one that will be won soon or easily. Despite all the wonderful work the folks at MRC have already done, more unbalanced, unhinged newscasters seem to pop up every year. The bias leading to Obama’s election wasn’t even covert. On any given day, we expected to see Katie Couric in a cheerleader’s outfit with a big “O” on the front, doing a perky little cheer for her hero.

We love this country. We want to preserve its greatness for future generations. We know of no other organization that works harder, is more devoted, or that states the conservative point of view more eloquently than the MRC. Every year at the Dis Honors Awards and the attendant Board of Trustees meeting, we are inspired once again to try to help Brent and the professional, dedicated team he has assembled to carry on the fight. This is an on-going struggle, and it is important to us that the ability to carry on the fight outlives us.

Please join us by including the MRC in your estate planning.
### STATEMENT OF ACTIVITIES*
For the Year Ended December 31, 2011

#### REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Total 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$10,487,176</td>
</tr>
<tr>
<td>Advertising income</td>
<td>$119,273</td>
</tr>
<tr>
<td>Interest/Investment</td>
<td>$(40,872)</td>
</tr>
<tr>
<td>Rental and Other</td>
<td>$186,640</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$10,752,217</strong></td>
</tr>
</tbody>
</table>

#### PROGRAM SERVICES EXPENSES

- News Analysis Division (Includes *TimesWatch* and *NewsBusters*): $3,283,937
- CNSNews.com: $2,643,701
- Business and Media Institute: $937,167
- Culture and Media Institute: $551,634
- Grassroots: $660,255
- MRCTV: $484,416
- Youth Education & Intern Program: $150,464

**Total Program Services**: $8,711,574

#### SUPPORT SERVICES

- Resource Development: $2,020,845
- General and Administrative: $595,918

**Total Support Services**: $2,616,763

**Total Expenses**: $11,328,337

**Change in Net Assets**: $(576,120)

**Net Assets – Beginning Jan. 1, 2011**: $11,271,007

**Net Assets – Ending Dec. 31, 2011**: $10,694,887

### STATEMENT OF FINANCIAL POSITION*
December 31, 2011

#### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Total 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$208,884</td>
</tr>
<tr>
<td>Contributions Receivable</td>
<td>$66,435</td>
</tr>
<tr>
<td>Prepaid and Other</td>
<td>$193,495</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>$468,814</td>
</tr>
<tr>
<td>Investments</td>
<td>7,384,408</td>
</tr>
<tr>
<td>Investment – Deferred Compensation</td>
<td>310,869</td>
</tr>
<tr>
<td>Property and Equipment (Net of Accumulated Depreciation and Amortization):</td>
<td>3,470,762</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$11,634,853</strong></td>
</tr>
</tbody>
</table>

#### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Total 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>312,446</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>45,496</td>
</tr>
<tr>
<td>Deferred Compensation Liability</td>
<td>227,772</td>
</tr>
<tr>
<td>Annuity Payment Liability</td>
<td>354,252</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td><strong>$939,966</strong></td>
</tr>
<tr>
<td>Net Assets Unrestricted</td>
<td>$10,694,887</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$11,634,853</strong></td>
</tr>
</tbody>
</table>

*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
325 South Patrick Street, Alexandria, VA 22314 • Tel: (703) 683-9733
THE MRC TEAM

EXECUTIVE
Founder and President: L. Brent Bozell III
Executive Vice President: David Martin
Director of Financial Operations: Cheryl Michener
Executive Assistant to the President: Melissa Lopez

NEWS ANALYSIS DIVISION
Vice President of Research & Publications: Brent Baker
(Steven P.J. Wood Sr. Fellow)
Director of Media Analysis: Tim Graham
Deputy Research Director: Geoff Dickens
TimesWatch Director: Clay Waters
Sr. News Media Analyst: Scott Whitlock
News Media Analysts: Brad Wilmouth, Kyle Drennen, Matthew Balan and Matt Hadro
NewsBusters Executive Editor: Matthew Sheffield
NewsBusters Managing Editor: Ken Shepherd
Research Associate: Michelle Humphrey

CNSNEWS.COM
Editor-in-Chief: Terry Jeffrey
Managing Editor: Michael Chapman
Communications Director: Craig Bannister
Senior Editor: Susan Jones
Deputy Managing Editor: Melanie Hunter
International Editor: Patrick Goodenough
Senior Writer/Editor: Pete Winn
Senior Staff Writer: Penny Starr
White House Correspondent/Investigative Reporter: Fred Lucas
Staff Writer: Matt Cover
Staff Writer: Edwin Mora
Senior Video Producer: Eric Scheiner
Video Producer: Jonathan Schulte

BUSINESS AND MEDIA INSTITUTE
Vice President of Business and Culture: Dan Gainor
Managing Editor: Matt Philbin
Assistant Editor: Julia Seymour
Staff Writer: Erin Brown
( Joe and Betty Anderlik Fellow)

CULTURE AND MEDIA INSTITUTE
Vice President of Business and Culture: Dan Gainor
Managing Editor: Matt Philbin
Staff Writer: Erin Brown
( Joe and Betty Anderlik Fellow)

MRCTV
MRCTV Content Editor: Stephen Gutowski
MRCTV Content Specialist: Joe Schoffstall
MRCTV Content Specialist: Dan Joseph

MARKETING
Chief Marketing Officer: Ed Molchany
Senior Video Producer: Bob Parks
Grassroots Coordinator: Bill Toye
Online Marketing Coordinator: Scooter Schaefer
Graphic Designer: Daniel DeGuzman
Video Graphics Specialist: Corwin Parks

DEVELOPMENT
Vice President for Development: Thom Golab
Director of Development Operations: Jessica Liimatta
Director of Development for Major Gifts: David Bozell
Director of Annual Gifts: Lawrence Gourlay
Membership Manager: Kirk Henderson
Development Associate/Planned Giving Manager: James Nolan
Development Associate: Michael Ganoe
Development Coordinator: Jamie Sullivan
Development Assistant/Receptionist: Rhiana Wilks
Development Assistant: Lauren Merz

INFORMATION SYSTEMS
Chief Technology Officer: Eric Pairel
System Administrator: Christy Reccord
System Administrator: Josh Cabana

2011 INTERNS
Paul Wilson (Leon Weil Scholarship Awardee), Sean Rainey, Patrick Ryan, James Zilenziger, Eric Ames, Anna Sugg, Katie Bell, Samantha Schneider, Tierney Smith, Jerad McHenry, Andrew Herzog, Elizabeth Harrington, Christopher Goins, Lucas Zellers, Grant Dahl, Lambert Mbom, Erick Hamme, Jerome Vorus, Katie Yoder, Christopher Neefus and Alex Fitzsimmons

“I want to thank the MRC and Mr. Bozell for what you are doing to stop the media from taking America down a very perilous road.”

REP. ALLEN WEST (R-FL)
The mission of the Media Research Center is to bring balance to the news media. The MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible for income tax purposes. The Media Research Center participates in the Combined Federal Campaign (CFC). MRC’s CFC number is 12489.

Media Research Center
325 South Patrick Street
Alexandria, Virginia  22314
(703) 683-9733

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www.MRCTV.org

Creating a Media Culture in America Where Truth and Liberty Flourish