

2009 Annual Report

Celebrating our 40th year as America's original media watchdog

A Message from the Chairman



AIM Chairman Don Irvine, right, with U.S. Congressman Lamar Smith (R-Texas) at Accuracy in Media's 40th anniversary conference

In 2009, Accuracy in Media commemorated its 40th anniversary. We've come a long way since my father, Reed Irvine, founded the organization in 1969.

We celebrated this milestone with an all-day conference in Washington, DC. Rep. Lamar Smith, Tony Blankley, Andrew C. McCarthy, Jonah Goldberg, Lord Christopher Monckton, John Fund and Trevor Loudon were among the speakers. C-SPAN aired the full conference live on TV and radio.

After 40 years of publicizing and exposing the misreporting by the mainstream press, AIM's pioneering efforts not only launched a nationwide media watchdog movement but helped to educate millions of Americans to be critical consumers of what they see, read and hear in the media.

Public trust in the media hit new lows this year, with over 60% of Americans saying news organizations are politically biased. Increasing numbers of those—liberals and conservatives—are describing the press as liberally biased.

I think this reflects a healthy skepticism on the part of smart news consumers. I am proud of the role AIM has played in turning the American public into an army of well-informed media watchdogs.

Here's to the next 40 years!

Don Irvine

Accomplishments in 2009

- Through the **American Journalism Center (AJC)**, our internship program, AIM provided 16 aspiring conservative journalists with the training they will need to compete in the media marketplace.
- AIM honored independent journalists with our annual **Reed Irvine Accuracy in Media Awards**. M. Stanton Evans received the award for Investigative Journalism, and Karl Denninger received the award for Grassroots Journalism.
- Our new book, ***Voodoo Anyone? How to Understand Economics Without Really Trying***, makes basic free-market economic principles accessible to reporters. With our sister organization, Accuracy in Academia, we are working to provide copies to journalism schools to be used as a textbook.
- We published ***I Can't Believe You Said That! Hundreds of Liberals Speak Their Minds***, a book that highlights a media double standard that lets liberals regularly get a free pass from the press for outrageous comments.
- AIM sponsored the first-ever **Conservative Leadership Summit to Confront Media Bias** on May 8, 2009. The invitation-only meeting attracted more than 40 conservative leaders to discuss media issues and develop a concerted response.
- AIM started a new weekly internet radio show called "**Take AIM,**" which has featured interviews with Michelle Malkin, Jerome Corsi, Ron Kessler, Andrew McCarthy, Bill Gertz, Rep. Mike Rogers (R-MI), Rep. Bob Goodlatte (R-VA) and Rep. Ted Poe (R-TX).
- We launched a **Broadcast Journalism Project** that has already produced video interviews with Rep. Mike Pence (R-IN), Rep. Jack Kingston (R-GA), Rep. Lamar Smith (R-TX) and Sen. James Inhofe (R-OK).
- AIM editor Cliff Kincaid's reporting on FOX News Channel contributor **Marc Lamont Hill's** support of cop-killers led to News Corporation chairman Rupert Murdoch publicly announcing at a shareholder meeting that Hill had been fired.

AMERICAN JOURNALISM CENTER

The American Journalism Center (AJC), AIM's internship program, continues to expand on its goal of providing conservative student journalists a chance to build their portfolios and gain inside knowledge from some of the nation's top media analysts.

Among the interns' tasks during their 12-week sessions are writing articles on important new stories; conducting research for AIM staff members; helping oversee AIM's outreach, which includes radio commentary, videos, and podcasts to the media, general public, activists, and lawmakers; writing and researching for the AIM Report; working with AIM's public relations team to highlight national stories of liberal bias to news outlets including talk radio, television, and print; attending events around Washington, D.C. and reporting on what is happening in the conservative movement. They are also actively increasing AIM's involvement with social networking sites.



American Journalism Center interns at the Newseum with AIM chairman Don Irvine



AJC intern Rachel Paulk (left) interviews Rep. Michele Bachmann (R-MN)

In addition to covering and reporting on a variety of public policy events, our interns' stories are picked up by high-profile conservative outlets including Townhall.com and WorldNetDaily.com. This year we launched a broadcast journalism project that has already resulted in video interviews, including Rep. Mike Pence (R-IN); Rep. Michele Bachmann (R-MN), Rep. Jack Kingston (R-GA); Rep. Lamar Smith (R-TX); and Sen. James Inhofe (R-OK) being posted on the AIM website under the heading of Conservative Profiles.

Despite conservative gains in the media, there is no doubt that the liberal mindset still dominates in print and on the airwaves. We believe that encouraging talented young conservatives to pursue careers in journalism is ultimately a key to the ongoing media struggle. That's why our interns value their AJC training so much.

REED IRVINE ACCURACY IN MEDIA AWARD

AIM held its fourth annual Reed Irvine Accuracy in Media Awards at the 2009 Conservative Political Action Conference (CPAC). The award was established in 2005 to honor those who have made outstanding contributions to the practice of journalism in the tradition of Reed Irvine by independently covering and reporting on news that was misrepresented or ignored by the mainstream press.

M. Stanton Evans received the 2009 Reed Irvine Accuracy in Media Award for Investigative Journalism, in honor of his groundbreaking research into the media's vilification of Senator Joe McCarthy. Evans, a contributing editor to *Human Events*, is the author of *Blacklisted by History: The Untold Story of Senator Joe McCarthy and His Fight Against America's Enemies*.



Reed Irvine Accuracy in Media Award recipients M. Stanton Evans (left) and Karl S. Denninger (right) with AIM chairman Don Irvine

Karl S. Denninger won the 2009 Reed Irvine Accuracy in Media Award for Grassroots Journalism, in recognition of his tireless work exposing the true cost of federal bailouts and stimulus measures. He is the founder of The Market Ticker blog (market-ticker.org) and was the inspiration behind Fed Up USA.



Michelle Malkin, Don Irvine

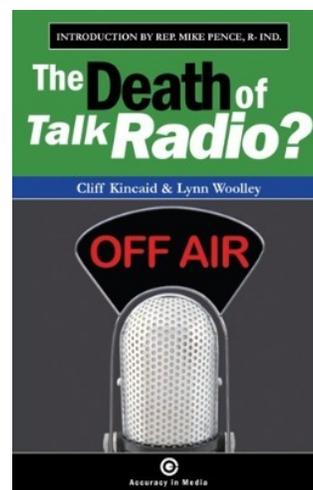
Previous recipients of the Reed Irvine Accuracy in Media Award include Michelle Malkin, for her reporting on illegal immigration; Victims of Communism Memorial Foundation chairman and Heritage Foundation fellow Dr. Lee Edwards, for his work exposing the death toll of communism; PatriotPost.us publisher Mark Alexander, for revealing the media's use of polls to influence public opinion; and FreeRepublic.com bloggers Harry MacDougald and Paul Boley, for exposing the "Rathergate" documents as forgeries, forcing an apology from CBS and Dan Rather.

FIGHTING THE (UN)FAIRNESS DOCTRINE

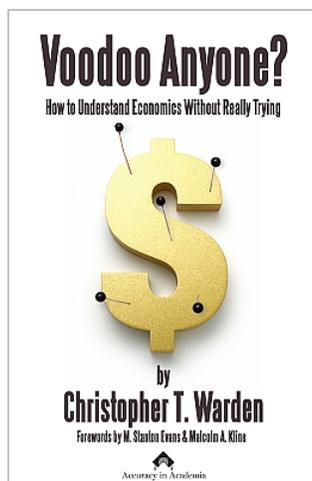
AIM is continuing its educational campaign, using a combination of direct mail, special reports, media interviews and national TV ads, in order to raise awareness about impending threats to shut down conservative talk radio.

We broke the story—back in 2007—of how the forces on the “progressive” Left were preparing to implement the so-called “Fairness Doctrine” and drive conservative media voices off the air. We published a book, *The Death of Talk Radio?*, explaining how all of this would come about. AIM editor Cliff Kincaid attended and covered leftist “media reform” conferences where they articulated their pro-censorship plans.

This year, Cliff Kincaid and AIM have again been at the forefront of those calling attention to the fact that the Left is orchestrating plans to bypass Congress and put the Fairness Doctrine into effect by energizing local communities to demand more “local news” and “diversity” in programming and ownership.



“VOODOO, ANYONE?” FREE MARKET ECONOMICS BOOK



Economics is definitely one of the most-discussed but least-understood topics in the news these days. A good deal of blame goes to America's journalists whose ignorance of the subject is furthered by their devotion to Keynesian economics that promotes the mistaken belief that big government intrusion actually generates economic growth.

To fill the need for a simple explanation of the subject, using a free market approach, AIM is publishing an introductory economics textbook called *Voodoo Anyone? How to Understand Economics Without Really Trying*. Written by Troy University journalism professor and former Investors Business Daily editorial page editor Christopher T. Warden, the book is full of information about free market economic principles that relate to everyday life experience.

It stands apart from other textbooks by explaining a subject of monumental public importance in down-to-earth language that doesn't require an Economics-to-English dictionary. What better way to introduce students to economics than to inspire them with stories rooted in the principles of individual liberty that contributed to America's greatness?

In addition to using *Voodoo Anyone?* in Troy University's journalism classes, AIM plans a wide-ranging marketing campaign to introduce the book to appropriate schools and home-schooling organizations; promote it to the print media, radio and TV talk show hosts; and distribute copies to conference and convention audiences, policy makers, and conservative groups.



Author Chris Warden, AJC intern Emily Ham, M. Stanton Evans and AIA executive director Mal Kline at the 2008 launch party for "Voodoo Anyone?"

CONSERVATIVE LEADERSHIP SUMMIT ON MEDIA BIAS

Accuracy in Media has been a watchdog of the mainstream press for the past 40 years. In fact, as America's first media watchdog, our pioneering efforts eventually inspired the formation of similar groups to undertake this important task.

This year, we took on a new challenge by organizing and sponsoring the first-ever conservative media bias summit in the history of the movement.



Conservative leaders discuss media bias

The meeting was held on May 8, 2009 at the Washington Court Hotel on Capitol Hill. The invitation-only event included many of America's top conservative leaders, including Morton Blackwell, Joseph Farah, Tony Blankley, Richard Viguerie, Linda Harvey, Rick Scarborough, Tom Fitton, Brent Baker, Tim Goeglein, Colin Hanna -- and AIM chairman Don Irvine and editor Cliff Kincaid. More than 40 movement leaders attended the six-hour event to discuss various media issues, and strategize about ways to attack the problem in a unified and effective way.

One of the highlights of the summit was the fact that Rep. Lamar Smith (R-Texas), the chairman of the Media Fairness Caucus and one of the most principled conservatives in Congress, led off the AIM-sponsored event with a rousing speech in which he wholeheartedly endorsed the objectives of our meeting, and promised to personally help us as much as he could.

This gathering not only provided a forum for substantive discussion, but provided the foundation for future meetings. Some of those who attended the conference agreed to draft a "Media Manifesto" to express a consensus of the group regarding the purpose of the coalition and what we expect from the mainstream press.

NEWS COMPANY SHAREHOLDER MEETINGS

Accuracy in Media purchases stock in some of the nation's most powerful media companies in order to attend their annual shareholder meetings and hold company executives accountable for slanted coverage and poor news judgment.

This year, AIM editor Cliff Kincaid attended the annual meeting of News Corporation, which owns FOX News Channel, on October 16 in New York City. Cliff opened up a line of questioning that had to do with the hiring by Fox News Channel of Marc Lamont Hill, a hip-hop professor who celebrates cop-killers and racists and had spoken before a communist group.

Before Cliff could end his questions, News Corporation chairman Rupert Murdoch interrupted to say that he appreciated AIM's work and that the individual in question, Marc Lamont Hill, a regular on The O'Reilly Factor, had already been fired.

This unprecedented action, taken in response to a series of columns on this matter by Cliff, was big news. And it showed how AIM has taken the fight for honesty and integrity in media to the conservative as well as the liberal media. You see, Fox News had hired Hill as a paid commentator without checking out his background. AIM did the job for them.

AIM 40TH ANNIVERSARY CONFERENCE

Accuracy in Media celebrated its 40th anniversary this year with an all-day conference at the Omni Shoreham Hotel on October 23, 2009. C-SPAN provided live coverage of the entire event, which meant that our message resonated throughout the country and reached millions.



AIM editor Cliff Kincaid speaks at Accuracy in Media's 40th Anniversary Conference

Goldberg of National Review, John Fund of The Wall Street Journal, J. Peter Freire of The Washington Examiner and New Zealand blogger Trevor Loudon, in addition to Cliff Kincaid, Don Irvine and Roger Aronoff of Accuracy in Media.



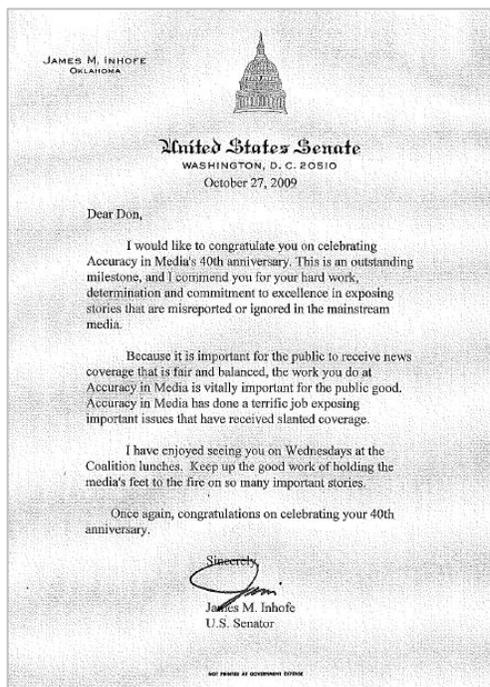
"Global Warming: Fact or Media Myth?" panelists Lord Monckton, Ann McElhinney and Marc Morano

The conference covered important topics such as "Global Warming: Fact or Media Myth?," "New Media and the Future of Journalism," "What the Media Aren't Telling You About ACORN and Elections," "The Failures of Liberal and Conservative Media" and "How a Blogger in New Zealand Broke the Van Jones Story."

Speakers included Rep. Lamar Smith (R-TX), Lord Christopher Monckton, Tony Blankley, former federal prosecutor Andrew McCarthy, Jonah



Don Irvine, Rep. Lamar Smith on C-SPAN



AUDITED FINANCIAL STATEMENTS

Statement of Financial Position

As of April 30, 2009

ASSETS

<i>Current Assets</i>	
Cash & cash equivalents	\$61,186
Receivables	\$27,325
Inventory, net	\$26,480
Prepaid Expenses	\$24,200
Total Current Assets	\$139,191

Long-Term Assets

Investments and Other Assets	\$3,720,630
Property and Equipment, Net	\$20,821
Total Long-Term Assets	\$3,741,451

Total Assets \$3,880,642

LIABILITIES AND NET ASSETS

Liabilities

Accounts Payable	\$6,696
Accrued Expenses	\$7,891
Deferred Rent, Current Portion	\$18,804
Deferred Rent, Net of Current	\$6,790
Total Liabilities	\$40,181

Net Assets

Unrestricted	\$3,602,347
Temporarily Restricted	\$138,114
Permanently Restricted	\$100,000
Total Net Assets	\$3,840,461

Total Liabilities and Net Assets \$3,880,642

Statement of Activities

Year Ended April 30, 2009

REVENUE

Contributions	\$499,370
Speakers Bureau Grant	\$37,500
Sale of Books and DVDs	\$20,086
Other	\$1,946
Total Revenue Before Investments	\$558,902
Investment Loss	(\$418,731)
Total Revenue	\$140,171

EXPENSES

<i>Program Services</i>	
AIM Report	\$521,042
Speakers Bureau	\$71,553
Books and Merchandise	\$66,738
Other Programs	\$106,150
Accuracy in Academia Support	\$8,025
Total Program Services	\$773,508

Support Services

Management	\$217,588
Fundraising	\$212,438
Total Support Services	\$430,026

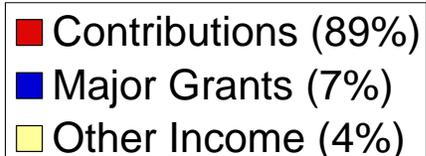
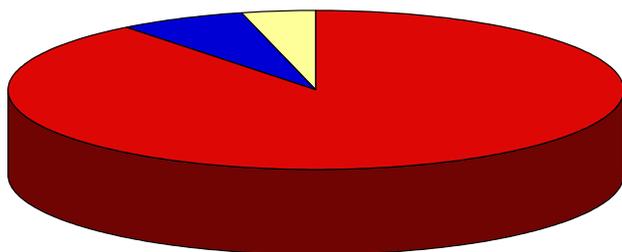
Total Expenses \$1,203,534

Change in Net Assets (\$1,025,683)

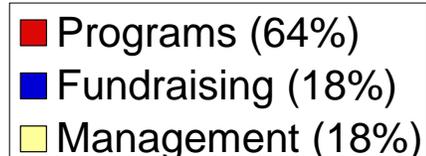
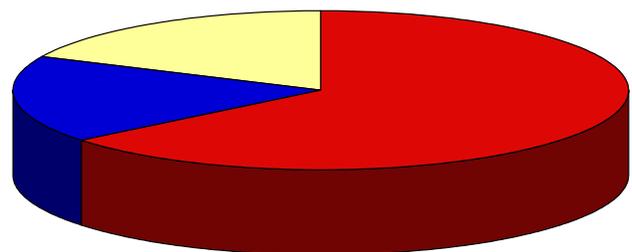
Net Assets, Beginning of Year \$4,628,030

Net Assets, End of Year \$3,602,347

Fiscal Year 2009 Revenue



Fiscal Year 2009 Expenses



HOW YOU CAN HELP

As a non-profit 501(c)(3) organization, Accuracy in Media relies entirely on the financial contributions of individuals, foundations and corporations. We accept no government funds or advertising fees. Contributions are tax-deductible to the full extent of the law

Our supporters and friends are the only reason we are able to fight for truth! We are deeply grateful to all those who give their time and resources to enable us to carry out our mission. We owe all of our success this year to you.

Donations

We gratefully accept donations large and small. You can give using check, cash, or credit card. You can even set up monthly, quarterly, or annual recurring donations through our online donation form at www.aim.org. Donations of \$25 or more include a year's subscription to the AIM Report.

Gifts of Stock

We accept gifts of stock in any amount. The easiest way to donate securities to AIM is through an electronic transfer. Please contact us for instructions.

Planned Giving

You can make sure that AIM continues to thrive for years to come by including us in your will. We accept bequests of cash, bonds, and stocks.

Combined Federal Campaign

If you are a federal or military employee, you can contribute to Accuracy in Media through the Combined Federal Campaign. Use CFC #70125.

Thank you for your support!

Our Mission

Accuracy in Media is a citizens' media watchdog organization whose mission is to promote fairness, balance, and accuracy in news reporting. Since 1969, AIM has pursued this goal by exposing politically-motivated media bias, teaching consumers to think critically about their news sources, and advocating for accountability from news organizations.

Board of Directors

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Gene C. Schaerr, President
Joan Hueter, Vice President
Roger Aronoff, Executive Secretary
Samuel Shepard Jones, Jr., Treasurer
James Davis, Director
John Esposito, Director
Fred C. Gielow, Jr., Director

“I think the most important gift that has been given to our country is the critical eye of the American public. A voting public that watches the news with a critical eye is one that cannot be easily manipulated. ... For this wonderful gift, we owe a special thanks to Reed Irvine.”

*~Senator Jeff Sessions
United States Senator, Alabama*

“The greatest contribution that we and other critics have made is that the public is more sophisticated now, that there is much more skepticism of media, a great deal less tendencies to accept what the media are saying, taking it at face value. And that’s a big step forward.”

*~Reed Irvine (1922-2004)
Founder of Accuracy in Media*

As a non-profit 501(c)(3) organization, we rely on the financial contributions of individuals, foundations and corporations. Contributions are tax-deductible to the full extent of the law. We welcome your support.



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