

The Center for Media and Democracy strengthens participatory democracy by investigating and exposing public relations spin and propaganda, and by promoting media literacy and citizen journalism. CMD provides in-depth reporting on PRWatch.org about corporate spin, government propaganda and the role of PR firms in polluting our information environment. On our SourceWatch.org site, we provide a platform for collaborative research and reporting on the individuals, organizations, and issues shaping the public agenda. Following are highlights from recent months.

## A Letter from the Executive Director

December 8, 2008

Dear Reader,

2008 was CMD's 15th year of exposing corporate spin and government propaganda, and our most successful. No other public interest organization so doggedly and effectively investigates the ways in which powerful interests use hidden propaganda to manage and manipulate news, information, opinion, politics and public policies. We've grown since 1993 from a two-person operation to a talented ten-person professional staff with offices in Wisconsin, Colorado, Washington DC, and Australia.

Five years ago I realized that CMD needed to grow, and grow we have from a budget of about \$150,000 annually to one now approaching a million dollars a year. Key to our growth was our launch of SourceWatch ([www.SourceWatch.org](http://www.SourceWatch.org)), our powerful, high traffic, collaborative website that is a dynamic encyclopedia of the people, organizations and issues shaping the public agenda. It has become a highly successful experiment in citizen journalism and online collaboration among academics, activists, researchers and citizens at large.

The "wiki" software that powers SourceWatch allows anyone, anywhere, to work with us by adding and editing information, collaborating with our professional and volunteer editors to create and improve nearly 40,000 articles based on fair, accurate and documented reporting. More than a million people a month read SourceWatch articles, and our traffic is growing exponentially. Go to [www.SourceWatch.org](http://www.SourceWatch.org) and you'll see some of our exciting collaborative projects with Consumers Union, the University of California Berkeley, major foundations such as Sunlight, V. Kann Rasmussen and American Legacy Foundation, and grassroots networks of citizen activists such as [www.CoalSwarm.org](http://www.CoalSwarm.org).

Both of our websites — PRWatch.org and SourceWatch.org — work together to increase corporate and governmental accountability, transparency and the power of people to understand and change our world for the better. Now as the world sinks into worsening economic recession and ecological danger, our work exposing propaganda and empowering citizen democracy is more important, and more effective than ever, as this Annual Report documents.

Sincerely,



John Stauber, Founder and Executive Director



## CMD in the News

Following is a partial list of media outlets where CMD staff members were interviewed or quoted, or where our work was reproduced.

Adweek  
Air America, Sam Seder program  
Air America, Thom Hartmann program  
Al Jazeera  
AlterNet  
BlackNews.com  
Broadcasting & Cable  
BuzzFlash  
Capital Times, Madison, WI  
CNN  
Columbia Journalism Review  
CommonDreams  
CounterPunch  
Crooks and Liars.com  
DailyKos  
Democracy Now!  
Der Spiegel  
Digg.com  
Earth Beat Radio  
FAIR - Counterspin  
Feminist Peace Network  
Frugal Yankee  
GNN: Guerrilla News Network  
GoozNews  
Grist  
Inter Press Service  
Ithaca Journal  
KPFA 94.1 FM, Berkeley, CA  
KPFK 90.7 FM, Los Angeles, CA  
KQED 88.5 FM, Northern CA  
Left Jab  
Media Mouse  
Media Transparency  
New Internationalist  
New Scientist  
Nieman Watchdog  
O'Dwyer PR  
Open Left  
PBS NewsHour  
PR Week  
Progressive Radio  
Radio Islam  
Radio Nation with Laura Flanders  
San Francisco Bay Guardian  
San Francisco Chronicle  
Sunday Edition, Canadian Broadcasting Company

## Center for Media and Democracy Program Highlights

### *Fake News*

CMD has been investigating and reporting on fake news since 1993. The issue has gained wide national attention in recent years, as government PR spending has skyrocketed and PR firms have inserted promotional messages into U.S. radio and television news and Iraqi newspapers. In early 2005, CMD and its colleagues at Free Press launched a collaborative effort to investigate and analyze the practice as used by both government and corporate entities, and to push for regulation and monitoring of the practice. Since then, CMD has devoted significant staff time and other resources to this project.

CMD Senior Researcher Diane Farsetta, with assistance from media consultant Daniel Price, headed up CMD's work on fake news. After months of painstaking research and analysis, CMD produced two groundbreaking, multimedia reports on the use – and abuse – of undisclosed video news releases (VNRs) used in broadcast news: “Fake TV News: Widespread and Undisclosed” (April 2006) and “Still Not the News” (November 2006)

CMD staff were able to track 36 VNRs during the ten-month period covered by “Fake TV News: Widespread and Undisclosed.” These VNRs were used by 77 different stations, some of which were repeat offenders. CMD tracked 98 separate instances of undisclosed usage of VNRs.

As a result of the April report, the Federal Communications Commission (FCC), led by Commissioners Copps and Adelstein, launched an investigation in August 2006 into the unattributed use of VNRs. The 77 stations that were named in the April CMD report were sent formal letters of inquiry.



The broadcast industry responded to CMD's reporting by promising to better regulate itself, claiming that self-regulation is sufficient. However, television stations have not stopped airing fake news segments without attribution. During the six months following the release of “Fake TV News: Widespread and Undisclosed,” CMD documented 46 stations in 22 states airing at least one VNR in their newscasts. Of the 54 total VNR broadcasts described in the report, 48 provided no disclosure of the nature or source of the sponsored video. In the six other cases, disclosure was fleeting and often ambiguous. Ten of the TV stations named in our follow-up study in November had previously been cited in our original Fake TV News report for undisclosed VNR broadcasts. These findings confirmed that station and industry codes of conduct and even an ongoing investigation by the Federal Communications Commission are insufficient to ensure the public's right to know who seeks to persuade them via television news, the most widely used information source in the United States.

A little over a year after the FCC letters of inquiry were sent to stations, The FCC announced on September 21, 2007, that it was fining Comcast Corp. \$4,000 for a VNR broadcast without disclosure by its cable channel CN8. The Comcast fine was the first-ever sanction for airing a VNR. The fine was a direct result of CMD

investigations, and of a joint complaint filed with the FCC by CMD and Free Press. Contacts within the FCC tell CMD that more fines will be handed down in the future as the FCC worked through all the stations we documented in our reports and complaints.

To maintain the momentum of the first-ever fines, CMD released a “mini-report” in October 2007, “Know Fake News.” This report showed that despite the FCC’s attention to the topic, stations were still airing undisclosed fake news. As an example, the mini-report focused on WGTU-TV 29 in Traverse City, MI, which was caught airing three VNRs in just six weeks.

### **Weekly Spin and Weekly Radio Spin**

CMD works to reach out to people in order to make the material we produce easily accessible. One method is our Weekly Spin free email digest, which bundles all the previous week’s postings at PRWatch.org and is sent to over 25,000 subscribers.



In September 2007, Senior Researcher Diane Farsetta and Associate Director Judith Siers-Poisson began writing, voicing, and producing the Weekly Radio Spin – a five minute audio segment available free to radio stations and podcasters. Each week WRS listeners hear a sampling of items related to spin, propaganda, and the pollution of our information environment. Regular features include “Six Degrees of Spin and Fakin,” our look at the interconnections between media manipulators, and “Win Against Spin,” when spinners are stopped in their tracks. The WRS is currently broadcast on sixteen radio stations and downloaded as a podcast by hundreds of listeners.

### **Defend the Press Coalition**

In January 2007, the case of Sarah Olson came to our attention when she asked for our help. Sarah is an independent journalist who, because of her excellent reporting, became enmeshed in the court martial of Lt. Ehren Watada, who refused to deploy to Iraq, publicly questioning the legality of the war. Because she had interviewed Lt. Watada a month before he took his courageous stance, she was subpoenaed by President Bush to testify for the prosecution. Thanks to a rapidly formed coalition organized by CMD that included the Society for Professional Journalists, the National Press Club, and individuals like Barbara Ehrenreich, Phil Donahue, Noam Chomsky, Laura Flanders, Howard Zinn and others, the subpoena was dropped six days after the Coalition was publicly launched.

### **SourceWatch**

CMD’s SourceWatch site, an encyclopedia of people issues, and organizations shaping the public agenda, has emerged as the cornerstone for much of our work. The advantages of using wiki software for the project are numerous: ideal platform for collaborative work, complete transparency of edits, instantaneous updating, high search engine results, the ability to interlink articles, and many more. Begun nearly six years ago with less than 1,000 articles, SourceWatch is now the premier wiki site devoted to the public interest. It has nearly 40,000 articles on topics such as PR firms, think tanks, foundations, pharmaceuticals, propaganda, media, war and peace, and a host of others.

## **in the News, *continued***

The Agenda with Steve Paikin,  
Ontario Public TV  
The Guardian (UK)  
The Huffington Post  
The Huntington News  
The Nation  
The New York Times  
The Progressive  
The Sydney Morning Herald  
The Topeka Capital-Journal  
The Village Voice  
Toronto Star  
Wall Street Journal  
WBAI 99.5 FM, New York, NY  
Wired  
Wisconsin Public Radio  
Wisconsin State Journal  
Women In Media and News:  
WIMN’s Voices  
WRJN 1400 AM, Racine WI

### **Radio Stations Airing CMD’s Weekly Radio Spin**

CFMU Radio 93.3 FM, Hamilton,  
Ontario  
KQRP Radio 106.1 FM, Salida, CA  
KRFP 92.5 FM, Moscow, ID  
WNRB-LP 93.3 FM, Wausau, WI  
WPPP 100.7 FM, Athens, Georgia  
KVMR 89.5 & 105.1 FM,  
Nevada City, CA  
WORT 89.9 FM, Madison, WI  
KDX - internet radio, Affton, MO  
WSCA 106.1 FM, Portsmouth, NH  
4ZzZ 102.1FM, Brisbane Australia  
KKFI 90.1 FM, Kansas City, MO  
WOMR 92.1 FM,  
Provincetown, MA  
GroundZero Radio 87.9 FM,  
Canto, GA  
WRFA-LP 107.9 FM,  
Jamestown, NY  
KPOV 106.7 LPFM, Bend, OR  
Pittsburgh Indymedia WRCT 88.3  
FM, Pittsburgh, PA  
WWUH 91.3 FM,  
West Hartford, CT  
WDJW 89.7 FM, Somers, CT  
WWEB 89.9 FM, Wallingford, CT

## CMD Staff and Board of Directors

### CMD Staff

Patricia Barden, IT Director  
Bob Burton,  
SourceWatch Editor  
Diane Farsetta,  
Senior Researcher  
Blake Hall,  
Senior Web Developer  
Conor Kenny, Congresspedia  
Managing Editor  
Anne Landman,  
TobaccoWiki Editor  
Sheldon Rampton,  
Research Director  
Judith Siers-Poisson,  
Associate Director  
John Stauber,  
Executive Director  
Sari Williams, Office and  
Outreach Manager

### Work Study Students

Page Metcalf  
Vanessa Wishart

### CMD Board of Directors

Ellen Braune  
Anna Lappé  
Joe Mendelson  
David Merritt,  
President/Treasurer  
Jan Miyasaki  
John Stauber, Vice-President/  
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Inger Stole



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### *TobaccoWiki*

In October 2007, CMD launched TobaccoWiki – a project within SourceWatch that would focus on Big Tobacco. Supported by the American Legacy Foundation, TobaccoWiki serves students, tobacco control researchers, and the general public. Much of the content comes from the millions of pages of previously-secret, internal tobacco industry documents that were made available as a result of the attorneys-general lawsuits against Big Tobacco. Through its nearly 12,000 articles, TobaccoWiki makes information about tobacco industry behavior much more accessible and complements the documents with additional information already in SourceWatch. TobaccoWiki Editor Anne Landman is one of the foremost experts on the tobacco document collection and has guided the project from conception to realization and beyond.

### *Congresspedia*

In April 2006, CMD launched Congresspedia, a joint project with the Sunlight Foundation. While SourceWatch has always included information on some individual members of Congress and on certain pieces of legislation, the Congresspedia project has allowed us to systematically build articles on every member of the House and Senate, on key pieces of legislation as they are introduced, and on the larger workings of the legislative branch. Congresspedia Editor Conor Kenny has worked tirelessly with volunteer editors, interns, and professional researchers in other organizations to ensure that Congresspedia is the best portal to information on Congress.

Recent special projects hosted on Congresspedia include Wiki the Vote 2008, the Superdelegate Transparency Project and the Election Protection Wiki. Each has harnessed citizen journalism and open collaboration to make the 2008 congressional and presidential elections as transparent as possible. Wiki the Vote created articles on each candidate for Congress in 2008, regardless of party affiliation. The Superdelegate Transparency Project was the most complete and accurate ongoing tally of each Democratic superdelegate and for whom they had pledged to vote. The Election Protection Wiki is a citizen journalist-powered clearinghouse for election irregularities and voter suppression. The project was noted by the *New York Times* as an example of citizen journalism in the 2008 elections.

### *CoalSwarm, the Nuclear Portal and the Climate Change Portal*



Environmental research and reporting has always been key to CMD's work. In early 2008, activist Ted Nace teamed up with CMD to create the CoalSwarm section on SourceWatch. This clearinghouse of information consists of nearly a thousand articles on coal lobbying, proposed, active and cancelled plants, the myth of "clean coal," and many other topics pertinent to the resurgence of coal as an acceptable energy option. CoalSwarm is a national network of grassroots activists working locally against continued dependence on coal, and SourceWatch provides a centralized place to gather their information.

One of the advantages of a wiki like SourceWatch is that while it can be a huge site, it can also be customized and "localized" through the use of portals. Portal pages can serve as a focal point around a certain topic, and can provide an easy access point to specific information. One such portal, started in 2008, focuses on nuclear

energy, and particularly on the spin that nuclear energy is clean, green, and affordable. The nuclear portal is a joint project with SpinWatch in the UK.

CMD has also begun a climate change portal, with particular emphasis on COP15. If that term isn't familiar to you, it will be soon. COP15 is the climate change protocol meeting that will take place in Denmark in December 2009 and will be where the climate change agreement to succeed the Kyoto Protocols will be hammered out. The PR industry already has COP15 on its radar screen. In October 2008 an employee of the Edelman PR firm called it "the biggest global opportunity for carbon messaging of the next four years . . . COP15 is a major opportunity for all my U.S. clients to go well beyond their European counterparts in the 'green image wars.'" CMD will be monitoring and reporting the buildup to the meeting and the spin surrounding it.

### **Full Frontal Scrutiny**

Working with partners at Consumer Reports WebWatch, CMD created Full Frontal Scrutiny, a portal within SourceWatch and a standalone website reporting on front groups, particularly those that affect consumers.

Why front groups? The shadowy way front groups operate often makes it difficult to know whether a seemingly independent organization is actually representing some other entity, often corporate and industry interests. The resources in Full Frontal Scrutiny make it easier to "follow the money" and identify the hidden sponsor who lurks behind a front group.

### **Pentagon Pundits**

In early 2002, the Pentagon began cultivating retired military officers who frequently serve as media commentators, so that they



would help make the case for invading Iraq. The pundit program continued — promoting the Bush administration's stance on the Guantanamo Bay detention center, warrantless wiretapping and other hot-button issues — until the *New York Times* exposed its existence in April 2008. The *Times* obtained 8,000 pages of documents through a Freedom of Information Act request.

Shortly after the *Times* story ran, the Pentagon made the documents available on its website, but formatted the documents in a way that did not support full-text searches. This made systematic analysis of the documents nearly impossible. CMD worked to make this information fully accessible to anyone with Internet access — a huge undertaking, but critical for real transparency.

CMD staffers including Senior Researcher Diane Farsetta, Research Director Sheldon Rampton and intern Daniel Haack all wrote articles about the program, analyzing different aspects of the document collection. Executive Director John Stauber also appeared on one of the few mainstream media stories covering the issue. He debated former ABC Pentagon correspondent Robert Zelnick on PBS's NewsHour.



CMD staff (from left to right): Bob Burton (SourceWatch Editor), Anne Landman (Tobaccowiki Editor), Sari Williams (Office and Outreach Manager), Diane Farsetta (Senior Researcher), John Stauber (Founder and Executive Director), Judith Siers-Poisson (Associate Director), Sheldon Rampton (Research Director), Patricia Barden (IT Director), and Blake Hall (Senior Web Developer). Not Pictured, Conor Kenny (Congresspedia Editor).

# Original Reporting by CMD Staff

CMD's program staff is Bob Burton, Diane Farsetta, Conor Kenny, Anne Landman, Sheldon Rampton, Judith Siers-Poisson and John Stauber. They have written on a variety of topics in 2007 and 2008, from pharmaceuticals to nuclear energy, from war and peace to food safety, from tobacco to government propaganda, from climate change to political spin. Here is a list of original articles written by CMD staff with the initials of the author, in reverse chronological order.

Our Country Deserves Better: The Russo Marsh Crowd Bashes Obama from Coast to Coast (DF)  
Spin, Hype, and a Hoax Involving "Joe the Plumber" (SR)  
The Beginning of the End of Cigarettes for Sale in Pharmacies? (AL)  
Winter Soldier: Eyewitness Accounts of the Wars in Iraq and Afghanistan (JS)  
Stealth Marketers Gone Wild: Will the FCC Act? (DF)  
The Gardasil HPV Vaccine: Not the Shot in the Arm Merck Hoped for (JSP)  
Absolving Your Sins and CYA: Corporations Embrace Voluntary Codes of Conduct (AL)  
Jed Babbin: The Pentagon's Most Prolific Pundit (intern Daniel Haack)  
Cracking the Pentagon Pundit Code (DF)  
The Anthrax Cover-up (SR)  
Edelman Likes It Hot (BB)  
Netroots Nation Convenes in Austin, True Blue and On Message (JS)  
Stauber Interviews Sirota: The War, Dems, MoveOn and The Uprising (JS)  
A Flood of Evidence (SR)  
Who Really Benefits from Voluntary Corporate Codes of Conduct? (AL)  
Meet the Nuclear Power Lobby (DL)  
Pinkwashing: Can Shopping Cure Breast Cancer? (AL)  
Pentagon Pundits, Media Reform and Talking Back to Bill O'Reilly (DF)  
McClellan and the Ethics of Spin (SR)  
Corporate-Sponsored "Slacktivism": Bigger & More Dangerous than the Urban Dictionary Realizes (AL)  
Congress Orders Investigation into Pentagon Pundit Scandal (JS/SR)  
Product Placements vs. VNRs (SR)  
When Recycling Isn't: Lessons from a Nuclear Industry Conference (DF)

Pentagon's Propaganda Documents Go Online, but Will the TV Networks Ever Report this Scandal? (JS)  
Fighting Junk Mail via 'Do Not Mail' Lists: Devilish Details and Front Groups (AL)  
Deja Vu: NYT, US Propaganda and War with Iran (JS)  
What the Pentagon Pundits Were Selling on the Side: Propaganda Meets Corporate Lobbying (DF)  
Pentagon Pundit Scandal Broke the Law (DF/SR)  
Pentagon, TV Networks Fear Debating Iraq Propaganda Scandal - Stauber vs. Zelnick on NewsHour (JS)  
Embedding Military Propagandists into the News Media (JS)  
This Earth Day, Let's Scrape off the Greenwash (SR)  
A Bad Week for Corporate Spies (DF)  
Colombia's Three Amigos Rustle Up Support for Free Trade Deal (BB)  
The Pro-Junk Mail Lobby: Fighting to Sustain the Unsustainable? (AL)  
Lawsuits, Light Cigarettes and Fear-Based Marketing Strategies (AL)  
The Legion of Lobbyists Behind a "Consumer" Group (BB)  
Hillary Stands By Her Man, But Colombia Dumps Mark Penn (JS)  
War? What War? (SR)  
Indian Point on the Potomac: Entergy's New Safety Panel and PR Firm (DF)  
Jousting with the Lancet: More Data, More Debate over Iraqi Deaths (DF)  
Without Academic Partnerships, the Tobacco Industry Loses Power (AL)  
James Glassman: The Journalist Turned Journalist's Bid to Be PR Czar (DF)  
When Flacks Attack, We Bite Back (JSP)  
Why Don't We Talk About Smoking and Celebrity Deaths? (AL)  
Adults Still Don't "Get It" on Youth Smoking (AL)  
The Fakest Time of the Year: The 2007 Falsies Awards (DF)  
It's Our Web (If We Can Keep It) (SR)  
Cool Citizen Journalism: User "Artificial Intelligence" Digs into Obama's Money Train (CK)  
A Preview of "Stop-Loss": A Film by Kimberly Peirce (JSP)  
The Failure of Oregon's Cigarette Tax: a Postmortem (AL)  
Broadcasters' Coalition of the Shilling Objects to Fake News Fines (DF)

AT&T's Wisconsin Network Finds Broad Support for Video "Choice" (DF)

Time To Pay for Payola Pundit Armstrong Williams (DF)

Shared Values Revisited (SR)

An Ethical Look at Fake News (DF)

Working to Make A Difference (In Their Favor): The Arts Dollars of Philip Morris (AL)

Four More Fines for Fake News: FCC Says VNRs Are "Valuable Consideration" (DF)

Follow the Money, Eh? Canadian Reporters' Glowing Failure (BB)

A First for the FCC: Fining Fake News! (DF)

Debating Gardasil in Canada (JSP)

It's a Tobacco Thing, You Wouldn't Understand: Virginia Commonwealth University and the Tobacco Industry (AL)

Did Marlboro Man Edit Wikipedia? (BB)

A Visit to OhmyNews (JSP)

We Know What You Did Online Last Summer (DF)

The Other Half of the Nuclear Industry's Power Couple: Christine Todd Whitman (DF)

YouTube Wars - Freedom's Watch vs. IVAW. Which is Real Grassroots, Which is a Front Group? (JS)

The Pro-War Lobby's Latest Addition is Freedom's Watch (JS)

Hill & Knowlton's 50 Year Fudge (BB)

Iraq: The "Gift" That Keeps On Bleeding (JS)

The Untold Story of How & Why Philip Morris is Pushing for FDA Regulation (AL)

SourceWatch Tracks the Pro-War Lobby and Vets for Freedom (JS)

People Have the Power: Patti Smith Rocks Madison, CMD! (IT Director Tricia Barden)

"Coffee with the Troops" at Yearly Kos Fuels Debate About the Netroots and the War (JS)

Pro-War PR Front, Move America Forward, Caravanning to DC (JS)

Profit Knows No Borders, Selling Gardasil to the Rest of the World: Part Four of the Politics and PR of Cervical Cancer (JSP)

Bush's Pro-War Front Group, 'Vets for Freedom', Rallies with Republican Senators (JS)

A Black Day for Yellow Journalism (SR)

Women in Government, Merck's Trojan Horse: Part Three in a Series on the Politics and PR of Cervical Cancer (JSP)

Channeling Fox through the Wall Street Journal? (AL)

Mark Penn, Hillary Clinton and Big Tobacco (BB)

Research, Develop, and Sell, Sell, Sell: Part Two in a Series on the Politics and PR of Cervical Cancer (JSP)

More on "Strange Culture" (SR)

Setting the Stage: Part One in a Series on the Politics and PR of Cervical Cancer (JSP)

Strange Culture (SR)

Big Tobacco's Racial Profiling Challenged in Court (AL)

Nigeria Strikes Back at British American Tobacco (AL)

Democratic Spin Won't End the War in Iraq (JS)

Has the Internet Changed the Propaganda Model? (SR)

Herr Stauber In Der Spiegel (JSP)

War vs. Democracy: Untold Stories from the Lynch / Tillman Hearing (DF)

Onward, Free Market Soldiers: Privatizing Public Diplomacy (DF)

Statement of Josh Wolf, Journalist, on his Freedom from Jail (JS)

Deja Vu All Over Again: Bush Admin Interference in Judicial Matters (AL)

The FCC and Armstrong Williams' Continuing Legacy (DF)

Shaping the Message, Distorting the Science (SR)

The Appearance of an Independent Judiciary Goes Up in Smoke (AL)

96% of MoveOn Members Did Not Show Support for the Pelosi Bill (JS)

The Corporate Art of Creating a Crisis (BB)

What Philip Morris Seeks in FDA Regulation: Preservation of the Status Quo (AL)

Iraq: Why Won't MoveOn Move Forward? (SR/JS)

Moore Spin: Or, How Reporters Learned to Stop Worrying and Love Nuclear Front Groups (DF)

Appetite for Profit: An Interview with Michele Simon (JSP)

University of Virginia Gets an "F" in Tobacco Industry Studies (AL)

Let's Put the "Off the Record Club" On the Record (SR)

Is Philip Morris Driving the FDA Regulation Train? (AL)

Beware The Tobacco Company That Begg for FDA Regulation (AL)

A Victory for Press Freedom in the Ehren Watada Court Martial (JS)

A Look at Sarah Olson and Other Journalists Under Fire (JS)

An Army of Thousands More: How PR Firms and Major Media Help Military Recruiters (DF)

As Nicotine Dose Increases, So Must Awareness of the Pitfalls of FDA Regulation (AL)

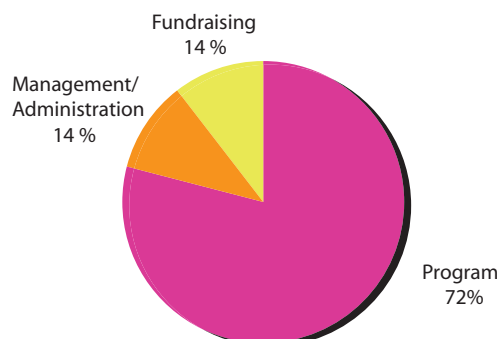
Attacking the Messenger: PR Executive Reveals "Radical" CMD Agenda (DF)

Lieberman, Bush and the Generals: The PR Campaign Around the Troop "Surge" in Iraq (CK)

# The Center for Media and Democracy Financials

<b>Support and Other Revenue</b>	<b>2007</b>	<b>2006</b>
Contributions – foundations	\$315,000	\$585,746
Contributions – individuals	203,432	140,781
Fee for service	40,000	0
Book royalties and sales	17,812	55,705
Speaker fees and articles	5,267	5,096
Advertising	9,880	8,023
Interest	8,596	9,425
Other	975	0
Net assets released from restrictions	245,542	0
<b>Total unrestricted support and other revenue</b>	<b>\$846,504</b>	<b>\$804,776</b>
<b>Expenses</b>		
Personnel	\$598,664	\$498,095
Professional fees	76,493	122,037
Books	1,617	6,882
Advertising	2,112	26,128
Printing	9,005	14,308
Research and reference	11,922	24,166
Postage and delivery	4,113	4,178
Office supplies	1,648	7,160
Occupancy	31,000	16,680
Telephone and online services	3,241	12,426
Insurance	3,175	2,924
Equipment and server rental	20,212	14,014
Travel	32,524	44,039
Meetings and conferences	10,413	8,545
Income taxes	1,835	0
Depreciation	7,113	0
Other	1,590	6,315
<b>Total expenses</b>	<b>\$816,677</b>	<b>\$807,897</b>
Change in unrestricted net assets	29,827	N/A
Change in Cash	N/A	(3,121)

CMD Functional Expenses 2007



CMD Functional Expenses 2006

