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From: Morning Media
Sent: Fri 8/18/2017 9:46:06 AM
Subject: Morning Media: A Murdoch takes on Trump — A tale of three magazine covers — About that 'pivot to video'

By Alex Weprin | 08/18/2017 05:44 AM EDT

With Cristiano Lima

A MURDOCH TAKES ON TRUMP: James Murdoch, the CEO of 21st Century Fox and son of media mogul Rupert Murdoch, sent a note to friends and colleagues Thursday criticizing President Donald Trump's response to the attack and protests in Charlottesville, Va. "[W]hat we watched this last week in Charlottesville and the reaction to it by the President of the United States concern all of us as Americans and free people," Murdoch said in the email, according to Yahoo Finance. "I can't even believe I have to write this: standing up to Nazis is essential; there are no good Nazis. Or Klansmen, or terrorists. Democrats, Republicans, and others must all agree on this, and it compromises nothing for them to do so," he added, pledging \$1 million to the Anti-Defamation League.

- **Murdoch is the CEO of Fox News Channel's parent company**, with the cable news channel's prime-time lineup being among the most friendly media outlets to Trump, even in the wake of his news conference earlier this week. James' father, Rupert, is known to be close to Trump, talking to him on a regular basis. Will James' note change that relationship, or the coverage? We'll have to see.

DESPITE TRUMP'S TOUGH TALK, AT&T-TIME WARNER MOVES ALONG: During the campaign, President Trump called it "a deal we will not approve in my administration because it's too much concentration of power in the hands of too few." Last month, The New York Times reported that administration officials were thinking of using the merger as a "point of leverage" over its cable news nemesis CNN. And yet, as The Wall Street Journal reports, the AT&T-Time Warner deal has reached a milestone that suggests it is in an advanced stage of the regulatory process, and is close to being approved. "The deal's regulatory review has hit a point where AT&T lawyers are discussing merger conditions with the Justice Department, people close to the situation said, a significant milestone that indicates the odds of approval have markedly improved."

Good morning and welcome to Morning Media! I want to make Morning Media better and more useful to you, so please send me tips, ideas and feedback! I'm on Twitter @alexweprin and on email at alexweprin@gmail.com. Morning Media is produced with help from **Cristiano Lima** (clima@politico.com / @ludacristiano). Archives. Subscribe.

CABLE NEWS WATCH: The terror attack in Spain resulted in the cable news channels' turning their attention away from President Trump, if for a few hours. Extra live hours of news coverage were added to prime-time and post-prime-time periods, while broadcast networks like NBC broke into regular programming with special reports.

- **Something else to keep an eye on:** On Wednesday, MSNBC was the most-watched channel in all of cable TV among total viewers in total day. That was the first time in its history that happened. Fox News and CNN also saw strong ratings as people tuned in to make sense of the aftermath of Trump's Tuesday presser.

A TALE OF THREE MAGAZINE COVERS: Three major magazines - you know, the kind that are printed on paper - released covers this week addressing Trump's response to the Charlottesville attack and protests. The magazines - The Economist, The New Yorker and Time - share an obvious theme. Take a look at the covers [here](#) . They demonstrate the awesome power that the medium still has, with a single image able to conjure emotions ranging from anger and shock to surprise and humor (although there was nothing humorous about the three Trump covers released yesterday). No digital news format has quite the same impact or cultural cachet.

NPR's DAVID FOLKENFLIK DID A DEEP DIVE INTO THE SETH RICH CONSPIRACY, and the man behind the scenes of a controversial and since-discredited Fox News story on the former DNC staffer's murder. Ed Butowsky, an unnamed "third party" in a Fox News digital story dubiously linking Rich's death to DNC email exchanges with WikiLeaks, gave a [lengthy two-and-a-half hour interview](#) to the outlet in which he vigorously denied charges he faces in a lawsuit contending that he pushed Rich conspiracies at Fox as part of a plot to help President Trump. Butowsky rejected notions he's some sort of political operative, and claimed that when he reached out to Rich's family to discuss the case, he was "actually helping a family learn something." Read the [full profile here](#).

- **The Washington Post's Paul Farhi, meanwhile**, did a [deep dive of his own](#) into CNN's retracted story about Anthony Scaramucci and Russia. That story saw three respected CNN reporters and editors, including a Pulitzer Prize winner, resign.

MIC THE LATEST PUBLISHER TO 'PIVOT TO VIDEO': Mic, the millennial-targeting digital news startup, is the latest news outlet to lay off journalists as it seeks to reinvest resources into video. [According to](#) Mic's Kelsey Sutton, 25 staffers received pink slips Thursday. The company will instead beef up its ranks of on-air correspondents, producers and other visual journalists.

- **Recode's Peter Kafka has a good rundown on the "why" part of that decision**, but here's something else to chew on: The numbers are not as encouraging as they look on the surface. As Kafka notes, many of these news startups cite the \$70 billion TV ad market as a reason for the pivot. A tiny slice of that would be a game changer. The thing is, the overwhelming majority of that advertising pie is taken up by entertainment and sports.

- **According to Pew's 2017 [State of the News Media report](#)**, advertising revenue for CNN, Fox News, MSNBC, CNBC, Fox Business and Bloomberg totaled approximately \$2.3 billion. The network morning and evening newscasts added another \$1.2 billion to that pot. Throw in a few hundred million more for other TV news programs and the ad market these news sites are trying to steal revenue from is closer to \$4 billion, not \$70 billion.

- **Many of these digital players, like BuzzFeed and Vice**, are trying to expand their market

share with pure entertainment programming, including, yes, TV shows created for TV channels, but most of the sites "pivoting to video" will have a rough go of it unless they rethink their expectations, or their business models.

BUBBLE TEA IS THE NEW PEAS IN GUACAMOLE: The New York Times has done it again. Food lovers around the world raised their eyebrows at another article about food (we all remember what happened when the Times put peas in guacamole). This time, The Times discovered boba, or as the news outlet originally described it, "the blobs on your tea." The article gave the impression that the tapioca balls in tea were a new fad (in fact, just last year The Times called bubble tea "so 2002"). It also used language calling the tea "exotic" and "embraced in the Far East." "In retrospect, we wish we had approached the topic differently (if at all)," Times business editor Ellen Pollock wrote. "There may be a story in the expansion of bubble tea businesses in the United States, but there is no denying the drink has been around for quite a while. And we regret the impression left by some of the original language in the article, which we have revised in light of the concerns."

REVOLVING DOOR:

- A bunch of hires at The New York Times' T Magazine: Thessaly La Force joins as features director, Kurt Soller joins as articles editor, Isabel Wilkinson was promoted to digital director, Malina Joseph Gilchrist was promoted to women's style director, while Alexa Brazilian was promoted to fashion features director.

- Time Inc. named Lori Leibovich of Health. She succeeds Clare McHugh, who has been named senior director for edit operations. Leibovich will also oversee "Time Health," which the company describes as "a new company-wide initiative that draws on the full portfolio of Time Inc.'s brands."

- A revolving-door item from earlier this week had the wrong titles for two people at Elle magazine. Sally Holmes has been promoted to executive editor of Elle.com, while Gena Kaufman has been promoted to director of social media and special projects for Elle.com.

SOUNDBITE: "It hurts me that people from my neck of the woods, the Midwest, don't trust me ... I don't think it's just the Trump supporters, I think that trust in media has been eroding for a long time ... It pains me and to blame it all on Trump shows a distinct lack of courage on the part of journalists. It's partially our fault." HLN anchor Carol Costello, in an interview with The Wrap.

EXTRAS:

- Splinter News does a good job explaining why ABC's "pink slime" settlement could have a chilling effect on journalism, as subjects of stories use the court system to attempt to silence journalists. [Splinter News]

- The Poynter Institute updated its code of ethics. [Poynter]

- Hearst is launching an incubator for women-led startups. So far the company has invested \$5 million in 11 companies. [[WSJ](#)]
- What leaks won't WikiLeaks chase down? Apparently negative intel on the Kremlin. [[Foreign Policy](#)]
- Sinclair has struck a deal to bring its local stations and Tennis Channel to YouTube TV, YouTube's streaming service. [[Sinclair](#)]
- Thanks to the Sinclair deal, YouTube TV is now available to 50 percent of U.S. households. [[TechCrunch](#)]
- Facebook is cracking down on clickbait video posts on your timeline. [[The Verge](#)]
- R.I.P to legendary New York photographer Michael Schwartz, who died at 73. [[New York Daily News](#)]

To view online:

<http://www.politico.com/media/tipsheets/morning-media/2017/08/18/a-murdoch-takes-on-trump-a-tale-of-three-magazine-covers-about-that-pivot-to-video-001335>

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