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From: Morning Media
Sent: Tue 8/22/2017 10:32:17 AM
Subject: Morning Media: Addressing the nation--Will Breitbart challenge the White House?--Shakeup at the L.A. Times

By Alex Weprin | 08/22/2017 06:30 AM EDT

ADDRESSING THE NATION: President Trump took to the stage last night at Fort Myer, Virginia to discuss his strategy for Afghanistan with the American people. The president read from a TelePrompter for approximately 30 minutes, in a speech that was light on details, and generally free of the rhetoric he is known for in his speeches (save for some rhetorical pressure on Pakistan).

-For President Trump, however, the show around the address may be just as important, if not more important, than the address itself. As The New York Times' Maggie Haberman [tweeted last night](#): "POTUS is often occupied by the staging and showier aspects of the presidency, particularly his first prime time address. If people don't tune in/the ratings are not strong for his first prime time address, it will compound a sense of frustration he already has."

-It is undeniable that President Trump has a fascination with TV ratings and viewership metrics. 10 years ago, after he hosted a press conference for WWE Wrestlemania at Trump Tower, I interviewed Trump for an unremarkable story relating to "The Apprentice" and the WWE. While the story wasn't memorable, the interview stuck with me for a number of reasons, not the least of which was that Trump rattled off ratings for "The Apprentice" and its timeslot competition off the top of his head (along with some familiar "the greatest, highest-rated" hyperbole). Another time, a colleague of mine interviewed Trump for a story, and afterward received an email from his office loaded with attachments, all of them Nielsen ratings meant to back up Trump's ratings boasts from the call.

-So, how many people will tune in? When President Obama addressed the nation in primetime on Afghanistan in December 2009 averaged 40.8 million viewers, according to Nielsen. Related, my story from earlier this year: "[Trump vs. Obama: By the TV Numbers](#)"

-This morning: Keep an eye out for Vice President Mike Pence making the media rounds to talk Afghanistan. So far, he is [booked](#) on NBC and Fox News.

-Tonight: Trump follows up his scripted address to the nation with a campaign rally in Arizona. As with previous rallies, expect him to play to the crowd...

Good morning and welcome to Morning Media! Am I the only one who found the eclipse to be a communal experience? At least here in New York City, tourists and office workers were all standing slack-jawed on the sidewalk, happily sharing eclipse glasses and homemade pinhole boxes. 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](#).

WILL BREITBART CHALLENGE THE WHITE HOUSE? HuffPost's Michael Calderone tackles the question of where Breitbart under Steve Bannon goes from here, and whether it will stay with its populist mission, even if it finds itself at odds with the White House. "The reflexive boosting of Trump on shows like 'Fox & Friends,' however, may differ from the pro-Trump stance of Breitbart, provided the site lives up its promise of challenging the president when he strays from the nationalist base on issues like immigration, trade and foreign policy," he wrote.

-We may have seen a taste of what Breitbart has in store last night, with edit staff at the site comparing Trump's Afghanistan speech to Obama's speeches on U.S. plans for the country.

-"Trump reverses course, will send more troops to Afghanistan... Defends flip-flop in somber speech... 'Unlimited War'" blared the Breitbart headline last night.

-More from POLITICO's Henry C. Jackson.

-In other Breitbart news, former CNN commentator and noted trump supporter Jeffrey Lord is in talks to join the site, per The Daily Beast : "Two sources familiar with the situation tell The Daily Beast that, post-firing, Breitbart reached out to Lord regarding writing for the site, for a contributorship or a potentially steadier job. Last week, Lord emailed The Daily Beast that he was indeed actively exploring post-CNN media options, stating that he had 'three possibilities already! LOL!' and was 'taking a week off and then back to figuring out the future.' Lord did not respond to follow-up questions regarding the specifics of said options."

CHOOSE YOUR TRUMP ECLIPSE TAKE: From today's New York Daily News cover, featuring a photo of President Trump staring at the solar eclipse without protective glasses: "Not too bright! Trump ignores fake news warning, stared at eclipse." Or, from last night's "Tucker Carlson tonight": "Even the president saw it, but in a move that is not a complete surprise, he looked directly at the sun without any glasses, perhaps the most impressive thing a president has ever done."

CNN CAN SNAP TOO: Not to be outdone by NBC News and its daily "Tune In" program, CNN announced last night a new news show for Snapchat, dubbed "The Update." The show will run at 6 p.m., as well as publish segments on breaking news. Each episode will feature five or more segments from CNN correspondents around the globe. "The Update" will also now serve as the home for CNN's content on the social app. "Since launching content on Snapchat, we have believed in the importance of giving our community access to accurate and authoritative news coverage, and CNN has played an important part in that from the beginning," said Sean Mills, Senior Director of Content Programming for Snapchat, in a statement announcing the deal. "It's more critical than ever that Snapchatters have access to the best journalism in the world, right when news breaks, and we're excited to watch CNN deliver that to them through The Update."

SHAKEUP AT THE L.A. TIMES: Tronc surprised the media world on Monday by completely shaking up its leadership at The Los Angeles Times, the largest newspaper on the west coast, and one of the largest in the country. Davan Maharaj, who had been editor and publisher of the paper, was out. So was managing editor Marc Duvoisin, deputy managing editor for digital

Megan Garvey and assistant managing editor of investigations Matt Doig. In their place, a new publisher: Ross Levinsohn, a former Fox executive and the interim CEO of Yahoo before Marissa Mayer took over. Jim Kirk, who had been editor and publisher of the Chicago Sun-Times, was named editor of the L.A. Times. They will bring in their own leadership team.

- "We don't do it lightly, but he's got to build a team with a digital-first mindset to maintain the integrity of the great journalism that we do here," Tronc CEO Justin Dearborn told Poynter.

- As with everything Tronc-related, you need to read Ken Doctor's take, in The Street.

In other revolving door news:

-The Wall Street Journal named Jay Sapsford deputy D.C. bureau chief. Sapsford had been working for the U.S. Chamber of Commerce as president of the U.S.-Japan Business Council. He is married to Yuka Hayashi, who covers financial regulation for the Journal.

-Wired has hired Erin Griffith as a senior writer; Griffith joins from Fortune, where she covered startups, venture capital and technology. She also wrote the great Term Sheet newsletter.

-Wall Street Journal columnist Peggy Noonan has joined NBC News and MSNBC as a political contributor. She made her debut on "Meet the Press" Sunday.

SOUNDBITE: "We raise our kids well in this community, honestly, I tell my kids to turn off the TV and get off the internet, I think that is probably the most important thing you can do these days." -- House Speaker Paul Ryan, drawing applause while speaking at a CNN town hall last night following Trump's address. "I'm not sure how to take that 'turn off the TV' applause." -- CNN anchor Jake Tapper.

TODAY IN CORRECTIONS:

-Breitbart apologized to German soccer star Lukas Podolski after a photo caption suggested he was a migrant being smuggled to Europe on a jetski. "Breitbart London wishes to apologise to Mr. Podolski... There is no evidence Mr. Podolski is either a migrant gang member, nor being human trafficked. We wish Mr. Podolski well in his recently announced international retirement."

EXTRAS:

-Here's one to keep an eye on: the Gawker bankruptcy case took on important new meaning, after a New York judge issued a ruling in favor of Chuck Johnson that could make it easier for individuals to sue media companies. [THR]

-Related: "Univision Says Lawsuit Over Deadspin Story Intended to Scare Journalists" [WSJ]

- "How I Became Fake News: I witnessed a terrorist attack in Charlottesville. Then the conspiracy theories began." [POLITICO Magazine]

-Buried in this interview with NBC ad sales chief Linda Yaccarino: Megyn Kelly's 9 a.m. hour is being sold as part of "Today," though advertisers that want exposure specifically during her hour can ask for it. [[AdWeek](#)]

-Here's a strange story: a prolific Youtuber and meme creator, who was a regular on pro-Trump message boards, disappeared from social media, only to return last week. He went almost totally unnoticed... until being retweeted by the president. [[The Daily Beast](#)]

-The SEC is reportedly investigating Spotify's unusual plan to skip an IPO and start selling directly on the New York Stock Exchange. [[Bloomberg](#)]

-CNN sister channel HLN debuted its new primetime lineup last night, led by Carol Costello and S.E. Cupp. In this interviews, Costello and Cupp discuss the merits of objectivity and fairness. [[THR](#)]

-New York Magazine's The Cut got a major redesign. [[The Cut](#)]

To view online:

<http://www.politico.com/media/tipsheets/morning-media/2017/08/22/addressing-the-nation-will-breitbart-challenge-the-white-house-shakeup-at-the-la-times-001337>

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