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O'Dwyer's Newsletter



**The Inside News of
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LONDON'S LANSONS ACQUIRES INTERMARKET

Lansons, a reputation management shop in London, has acquired a 51 percent stake in New York's Intermarket Communications, financial shop co-founded by Matt Zachowski and Martin Mosbacher in 1986, to form an entity with fee income in the \$17M range.



Tony Langham

Lansons CEO Tony Langham told *O'Dwyer's* he's known Zachowski and Mosbacher through their work on shared clients and at the Global Communications Partners network.

The founders of both shops remain at their firms as Langham launched Lansons in 1989 with chair Clare Parsons.

Lansons expands its footprint to New York with its first international acquisition, while Intermarket gains access to its larger partner's video production, research capabilities and expanded practice offerings, such as internal communications.

Intermarket will rebrand as Lansons Intermarket by June. Zachowski will serve as CEO and Mosbacher will be executive chairman. They will report to Langham, non-executive chairman of Lansons Intermarket.

Lansons is expected to acquire full ownership of Intermarket via the purchase of two more tranches over the next three years based on the performance of the business.

Intermarket ranked as O'Dwyer's tenth largest financial firm in 2017 with fees of \$4M.

HUCKABEE SANDERS AIDE JOINS EDELMAN

Lindsay Walters, deputy White House press secretary, is joining Edelman as VP-US PA strategy & development. She will report to Rob Rehg, US PA chairman.

"I am humbled to have walked through the halls of history and thankful for my incredible colleagues in the Administration, as well as those in the press," Walters said in a statement.

White House press secretary Sarah Huckabee Sanders called Walters "a pillar for our staff."

Walters was previously spokesperson for the Republican National Committee, press secretary for former Illinois Governor Bruce Rauner and consultant at Glover Park Group.

The White House has been revamping the press shop. Last month, deputy press secretary Raj Shah went to Ballard Partners as co-head of its newly established strategic communications arm.



Lindsay Walters

ENERGY CO. SEEKS MARKETING STRATEGISTS

Peninsula Clean Energy, a public, locally-controlled electricity provider serving the businesses and residents of San Mateo County, CA, is seeking proposals from agencies that can assist in developing a three-year marketing strategy plan.

Founded in 2016, PCE is San Mateo County's official electricity provider. A community choice energy aggregator, PCE's programs include advancing the adoption of electric vehicles as well as transitioning fossil fuel uses to low-carbon electricity.

PCE is looking for a consultant with experience developing marketing strategies for similar organizations that can develop a comprehensive three-year marketing strategy and implementation plan as the energy provider evolves from a start-up to an established organization.

Scope of the work includes: implementing a PR strategy to inform stakeholders of PCE's activities, and to enhance local, regional, state and national exposure; evaluating existing community outreach and communication strategies and activities to determine needs for expansion or changes to meet the changing customer landscape; evaluating the value and possible approaches to increasing PCE brand awareness and customer loyalty; and maximizing and maintaining PCE customer participation.

Proposals are due by 5:00 pm (PST) on Friday, March 8. All proposals should be sent to Marketing@peninsulacleanenergy.com with this subject line format: "Proposal—Marketing Strategy Consulting."

[Download the RFP \(PDF\).](#)



OGILVY'S SCOTT SHIFTS TO KETCHUM

April Scott, who was executive VP/managing director of Ogilvy's digital offering, is now at Ketchum in the North America managing director of digital, social and analytics post.

At Ogilvy, Scott handled blue-chip clients such as IBM, British Airways, UPS, Pfizer, Showtime and United Nations.

Earlier, she was director conseil at DigitasLBi in Europe, handling Nissan Motor.

Barri Rafferty, Ketchum CEO, said Scott is known for "leading client engagements across global markets, energizing teams, and building new offerings that help clients fuel business growth."



April Scott

GENDER GAP STILL PERSISTS IN PR

While women now account for more than three out of four workers in the PR industry, only about 20 percent of the top leadership positions are occupied by women, according to a new report from the Institute for Public Relations and KPMG.



“Minding the Gap: Women’s Leadership in Public Relations” looks at some reasons why the male-female leadership gap persists in PR, and suggests a few strategies for overcoming it.

The study polled male and female employees in mid-level and senior-level positions to find out how gender affects access to the C-suite as well as the ways in which it impacts the overall work experience.

Almost none of the male study respondents said that they’d experienced discrimination in the workplace. Not surprisingly, almost all female respondents said they had.

That split extends to the way men and women view the systemic barriers women face. Many of the men surveyed said that they did not think there were any such systemic barriers. Women cited several, including work-life fit, sexism and unconscious bias.

In addition, many women said that they felt left out of the “boys club” that they saw as a key to moving up the corporate ladder. Several female respondents mentioned being left out of client pitches and social outings.

When it comes to how the industry should work to address the imbalance, several key factors came up. First off, respondents stressed that gender equality needs to be seen as an issue that affects all employees—not just women. Addressing gender pay disparity was also seen as very important.

But perhaps most important is the power of good leadership. Respondents said that having mentors and sponsors can make the path to the C-suite far more manageable for female workers.

SQUIRE PATTON BOGGS HAULS IN CROWLEY

Former Democratic Congressman Joe Crowley, once viewed as a successor to House Speaker Nancy Pelosi, has joined the global public policy practice of Squire Patton Boggs.

Representing the Bronx and Queens, Crowley lost a shocker primary challenge launched by 28-year-old newcomer Alexandria Ocasio-Cortez.

As the No. 4 ranking Democrat, Crowley was senior member of the House Ways and Means Committee and chair of the House Democratic Caucus from 2017-2019.

First elected in 1999, Crowley called his Congressional service “an honor of a lifetime” and “looks forward to working on many of the same issues in this new role.”

Crowley joins SPG with another former Congressman, Bill Shuster of Pennsylvania.

Ex-Senators Trent Lott (R-MS) and John Breaux (D-LA) co-chair SPG's public policy practice.



Joe Crowley

NC COMMERCIAL FISHERMEN CAST RFP

The group representing North Carolina’s commercial fishing business has released an RFP for a PR campaign to educate the public about changes made to reduce its environmental impact and to promote sustainable practices. It believes the public is clueless about the eco-friendly practices of the more than \$1B commercial fishery industry.

Information “needs to be disseminated through a PR campaign for the industry to survive and be sustainable,” according to the RFP.

The North Carolina Commercial Resource Fund envisions a broad-based PR approach including educational clinics, media promotions (print, video, web, social media, radio), festival displays and marketing help to promote the state’s seafood as sustainable.

Proposals are due March 1 and go to William.Brantley@ncdenr.gov

The RFP is at <https://bit.ly/2ts8wwJ>.



SVC SHORES UP NAVIENT’S DEFENSE

Sard Verbinnen & Co. is playing defense for Navient student loan servicer in its showdown with institutional shareholders Canyon Capital Advisors and Platinum Equity Advisors

Navient, on Feb. 18, rejected as too low and highly conditional their unsolicited \$3.2B “expression of interest” to acquire the Wilmington, DE-based financial services company.

Canyon withdrew its expression of interest on Feb. 20, opting instead for a proxy fight. It will nominate a minority slate of experienced and independent directors for election at the upcoming annual meeting.

SV&C’s Jim Barron and Paul Scarpetta represent Navient. Canyon relies on Brian Schaffer of Prosek Partners.

FOREMSKI, KNIGHT LAUNCH CONSULTANCY

Tom Foremski, the former *Financial Times* US technology correspondent who founded Silicon Valley Watcher in May 2004, has teamed with Chris Knight, co-founder and creative director of brand-marketing consultancy Divino Group, to launch Every Media Company, a content strategy and editorial communications services consultancy.

In addition to company newsroom consulting and design, Every Media Company’s services include developing earned-media guest posts pitched to contributing editors at publications and owned content for LinkedIn and other social media channels.

Before founding Divino, Knight worked at such firms as Ruder Finn, CGO Group and Cohn & Wolfe.

Knight says that the goal of Every Media Company is to help clients “think and produce content like a journalist to break through the noise, boost readership and views, increase audience engagement and make a bigger impact.”



Tom Foremski

THE UNSPOKEN TRUTH ABOUT TRUMP 2020

The good news for the 150 candidates promoting themselves for the Democratic nomination for President of the United States in 2020 is that while none can possibly win, neither could Donald Trump at this point in the last election.

The bad news for this motley group of socialists and semi-socialists is that unless they start to stand for something and not simply against Trump, they — and we — will be doomed to the unthinkable: President Trump 2.0.

To be clear, Trump, like Charles Barkley, is no role model. He's crude, rude and intellectually deficient. He doesn't read. He can't speak, and he's grating in every way conceivable. He lacks common decency and self-awareness and never should have been President.



Fraser Seitel

So, all those who yearn for the glory days of Barack Obama have a point. Now there was a moral, decent, inspiring man to admire.

But what the Trump haters aren't right about, and what they can't bring themselves to come to grips with, is precisely the reason those 150 Democrat candidates better start doing more homework.

The fact is — forgive me, haters — Donald Trump, as miserable a human being as he well might be, has nonetheless accomplished more in his first two years than any other President in our lifetime. That's a detail that few who oppose the President dare utter, but it's true.

Here's a list that includes not only the well-known initiatives to "help the rich" but lesser-known achievements that even ardent anti-Trumpers should appreciate.

Criminal justice reform. At the top of every liberal's "to do list" for the past decade has been prison reform, particularly adjusting the system so that minorities aren't continually disadvantaged. Neither Clinton nor Bush nor Obama could move the needle on changing the criminal justice system. But Trump, through the offices of the Jared/Ivanka wing, got a bill passed that finally begins to institutionalize reform.

Fighting for international gay rights. Trump's Ambassador to Germany, Richard Grenell, is proudly gay and shaking up the diplomatic world to lead the effort to persuade Islamic nations and others to be more tolerant. Grenell's boss is wholeheartedly behind the effort, and all those liberals who see shrinks to deal with their Trump trauma should support the effort, too.

Making NATO pay for its own defense. Democratic candidates agree that the way Trump has treated our allies is disgraceful, harsh and embarrassing. Yes, yes and yes. But ... isn't it time that Germany, France, England and all the others whose national protection we subsidize began paying more for their own defense? Sure, when Trump says the U.S. "pays 90 percent of NATO's costs," he's lying. What the U.S. really pays is 72 percent, compared to England's six percent and Germany's and France's five percent. Trump may be a bully, but he's right.

Bringing home the troops. For years, liberals have decried the fact that poor people's children are the primary defenders of this nation, putting themselves in

harm's way to protect the rest of us. But Trump is the only recent President with the guts to recall the troops from Syria, Afghanistan and elsewhere. Predictably, the *New York Times*, which sadly has let its virulent anti-Trump obsession destroy its reputation for fairness, has castigated Trump's action and led the charge to expose the "danger" of the U.S. precipitously abandoning these war zones. Fortunately for publisher A.G. Sulzberger and executive editor Dean Baquet, neither has a child fighting in these overseas hell holes. Good for Trump!

Denuding the dictators. Obama won the Nobel Peace Prize for promises. Trump won't win a Nobel, but he neutralized North Korea and bombed ISIS back to the Stone Age. And if I were Vladimir Putin, I'd demand Trump return my collusion bribes, because Russia hasn't gotten much from this administration.

Bolstering the border. Obviously, Trump's wall phobia is nuts, and separating migrant parents from children is awful, but ... most Americans can see the wisdom in not letting too many people into the country who'll turn out to be net takers rather than net contributors. Should poor people and threatened people and sick people be allowed into the U.S.? Sure, but in an organized and limited manner. What most people oppose is wholesale immigration, where the U.S. imports anybody among the "tired, poor, huddled masses" who wants in. That may not be what Democrats want either, but it sure is the perception of the current candidate crop.

Not playing the elitist game. People despise politicians. They detest elitists. And they deplore the McConnells, Pelosis, Schumers, Comeys, *Washington Posts* and all the others that make up the Washington establishment. Trump is rich but he sure ain't "elitist." Establishment Washington hates him as much as he does them. And that's another plus for the incumbent.

Supporting making money. Trump, thank goodness for anybody who's got to support a family, is pro-business. Democrats abhor the fat cats who make more money and the businesses which support them. Trump's philosophy and policies have cut taxes, increased GNP, lowered unemployment, increased wages, ignited the stock market and caused the U.S. economy to hum at increasingly-higher levels. Sure, the rich have gotten richer, but so have the less rich. And that wasn't the case under Obama.

If you're still not convinced that Donald Trump could well be the next President of the United States, consider three final words: Amazon New York.

The tragedy of Amazon pulling all its employment, tax payments and ancillary jobs out of Queens is the greatest warning yet that the prevailing Democrat wisdom is dangerous. When a few loudmouthed, anti-business socialists won the day, the real losers were all the Long Island deli workers and livery drivers and school teachers who would've made better lives for their families.

Let's see who those folks vote for in 2020.

Fraser P. Seitel has been a communications consultant, author and teacher for 40 years. He's author of the Pearson text "The Practice of Public Relations," now in its 13th edition, and co-author of "Rethinking Reputation" and "Idea Wise." He may be reached directly at yusake@aol.com.

NEWSPAPER CLOSURES DRIVE PARTISANSHIP

Local newspapers provide an invaluable service to their communities, covering regional and community items that often go unnoticed on a national scale. And Americans' trust in these outlets remains unusually high: a study released last year by journalism nonprofit Poynter



Institute discovered that Americans' trust in media remain highest at the local level, with nearly three-quarters of Americans — 73 percent — citing trust in their local paper, compared to 59 percent who said they trust national newspapers.

However, the mass disappearance of news outlets around the country has resulted in a waning interest in local political coverage. Outlets with a national reach find themselves thriving in a hyperpartisan political climate, with conflict in Washington driving revenues and subscriptions at outlets like the *New York Times*, *Washington Post* and *Wall Street Journal*.

According to a recent study, Americans' shift in media consumption habits could be driving political polarization throughout the country, which, in turn, may also be having an effect on how we vote.

The study, which was co-authored by communication and political science scholars at Louisiana State University, Texas A&M University and Colorado State University, measured political polarization by looking at split-ticket voting habits, the practice wherein voters choose candidates from different political parties in elections where multiple offices appear on the ballot.

Writing for the Nieman Journalism Lab, the study's authors drew attention to the notion that split-ticket voting is a practice that has dipped markedly in recent years. The study examined the number of the daily/weekly newspapers that had shuttered or merged with other outlets between 2009 and 2012. It then compared split-ticket voting habits during the 2012 election in areas that had lost a local paper with areas where local outlets remained.

The study discovered that in communities that lost a newspaper, voters were nearly two percent more likely — 1.9 percent — to vote same-party in Presidential and Senatorial elections than in communities where a newspaper didn't shutter.

A decline of local newspapers, in other words, could be contributing to increasingly partisan voting habits. As Americans begin turning to nationalized news content in greater numbers, our political identities become a greater driving force in informing our decisions at the ballots.

To account for the possibility that other factors—a weaker local economy, for instance—could be the cause for an uptick in same-party votes instead of losing a local paper, the study also analyzed split-ticket voting numbers during the 2012 election in places that had a local paper but lost it shortly thereafter. According to the study's authors, no correlation was found.

The study, "Newspaper Closures Polarize Voting Behavior," appears in *The Journal of Communication*, a bimonthly peer-reviewed academic journal published by Oxford University Press on behalf of the International Communication Association.

DIGITAL/CONTENT PRO RAMSEY JOINS MMC

Marina Maher Communications has recruited digital/content pro Gretchen Ramsey as managing director for brand engagement, a new post.



Gretchen Ramsey

Ramsey joins from the senior VP—content strategy slot at Publicis Media's Blue 449 unit, where she handled Pizza Hut, eBay, Denny's and Nintendo.

At MMC, Ramsey will oversee digital & social content, influencer and media. She will report to CEO Marina Maher.

Prior to Blue 449, Ramsey worked at Oxford Communications (VP-brand strategy & culture), Grey Group (director of social media), TenthWave Digital (VP-strategy) and MRM/McCann (senior VP-strategy).

Omnicom owns MMC.

ACCOUNTS IN TRANSIT

FleishmanHillard has won the Los Angeles Auto Show. The Omnicom shop will lead communication services for both the consumer-focused LA Auto Show and its press and trade show, AutoMobility LA, including media relations, social strategy and strategic partnerships. Throughout the two-year agreement, FleishmanHillard will support the LA Auto Show's mission to evolve its platform for brands to engage target audiences and for attendees to discover the latest innovations, gain key insights and network.

Warner Communications Group is now the PR firm for PrimeRevenue. PrimeRevenue's supply chain finance (reverse factoring) solutions help organizations in over 70 countries optimize their working capital to fund strategic initiatives, gain a competitive advantage and strengthen relationships throughout the supply chain. "Our work with Warner is already resulting in heightened awareness of the benefits PrimeRevenue brings to companies seeking to improve cash flow," said PrimeRevenue vp of global marketing Stephanie Wargo.

SourceCode Communications has signed on as agency of record for Pindrop and Cambridge Mobile Telematics. Pindrop, a voice security and authentication company, on-boarded SourceCode in December for a program surrounding the launch of a Voice Identity Platform at the Consumer Electronics Show. SourceCode is also managing a communications program to elevate Pindrop's presence in the security and Internet of Things landscape through strategies that include product communications, customer success programs, executive positioning and trade show management. Cambridge Mobile Telematics, founded in 2010 as a spinout from MIT's Computer Science and Artificial Intelligence Lab, has engaged SourceCode to build and execute a communications program focused on increasing awareness of the company's DriveWell platform among insurers, as well as working to drive downloads of the app and recruiting top talent.



2019 DIGITAL AD SPEND TO TOP TRADITIONAL

Digital ad spending will eclipse traditional ad buys in the U.S. for the first time this year, according to the latest ad spending forecast by digital market research company eMarketer.



Digital ad spending in the U.S. will surge by 19 percent in 2019 to total more than \$129 billion, according to eMarketer's report, accounting for an estimated 54.2 percent of the total U.S. advertising market.

Given the latest estimates, eMarketer now predicts that digital will outpace two-thirds of all media spending within the next five years.

Behind this milestone is growth in the mobile ad market, which is expected to bring in more than \$87 billion this year, or more than two-thirds of digital ad spending.

Meanwhile, the report paints a dire picture of the current state of traditional media, especially print, which is expected to fall an estimated 17.8 percent in 2019.

The only bright spot for the traditional media world this year comes from the out-of-home advertising market, or advertising that reaches consumers in public places. Bucking the downturn, the out-of-home market is expected to grow by an estimated one percent in 2019.

eMarketer's latest forecast also predicts that Google and Facebook, longtime ranked the largest holders of the U.S. digital ad share, will see their shares slide this year even as their revenues grow. Top-ranked ad giant Google is expected to lose about one percent of its share and number-two Facebook is expected to lose about .6 percent, accounting for 37.2 percent and 22.1 percent of the U.S. digital ad market, respectively.

While retaining their dominance, eMarketer predicts that third-place Amazon will continue to siphon more shares of the U.S. digital ad market from Google and Facebook this year, growing about two percent to account for 8.8 percent of the total digital ad market in 2019.

Microsoft and Verizon will take the fourth- and fifth-place spots, respectively.

FINN TAPS KUHL AS MANAGING PARTNER

Finn Partners U.S. pharma team lead and senior partner Kristie Kuhl has been promoted to the role of health practice managing partner.



Kristie Kuhl

Kuhl, who previously held executive vice president positions at Cohn & Wolfe and Makovsky & Company, joined FP in 2015. As senior partner of the health practice, she was responsible for the agency's range of pharmaceutical efforts, which included biotechnology, pharmaceutical and specialty pharma.

As managing partner of the agency's health unit, she'll now oversee Finn Partners' New York and Chicago health groups as well as its U.S. pharma team. She remains stationed in Finn's New York headquarters and will report to managing partner and global health practice Director Gil Bashe.

MOONWALKER TARGETS SPACE JUNK

Moonwalker Associates, the firm recently launched by former Republican Congressman Bob Walker, wants to clean up outer space.

The former chair of the House Science, Space and Technology Committee and writer of the Trump campaign's space policy, has signed Launchspace Technologies as a client.

Walker, 75, retired from Congress in 1997. He co-founded Wexler and Walker Public Policy Associates in 1981. Hill & Knowlton acquired the shop in 1990.



Bob Walker

Based in Bethesda, Launchspace says it has a low-cost and technically feasible solution to the orbital debris problem in low Earth orbits and has its eye out for aerospace industry partners.

Since 1957, satellites and launch vehicles have created an ever-growing number of debris objects. Orbiting junk increases the possibility of collisions with spacecraft and threatens space-based communications.

Marshall Kaplan, Launchspace chief technology officer and co-founder, is a pioneer in space debris research and carried out the first study of space junk retrieval while a professor at Penn State.

Walker opened Moonwalker after WPP shuttered Wexler|Walker lobbying firm at the end of last year.

AICPA CROWNS KING

The American Institute of CPAs has hired FleishmanHillard alum Kathy King as senior director of PA, advocacy and media.

At FH, King co-led the US financial services practice group and led the Omnicom unit's Washington corporate reputation team. She counseled clients such as Booz Allen Hamilton, EY and State Street Global Advisors.

Most recently, King was at Folio Financial, handling its media relations efforts.

Janice Maiman, AICPA's executive VP-communications, PR and content, called King a "versatile media relations leader" with "knowledge of the issues that matter most to our profession."

NYWICI TALKS "STRATEGIC STORYTELLING"

New York Women in Communications is presenting a session that will offer pointers on how to use "strategic storytelling" to keep employees engaged. At the event, which will take place at 9 a.m. on March 6 at NYWICI headquarters (355 Lexington Ave., Floor 15), Emerging Media founder and CEO Susan Lindner will discuss several ways in which employers can help employees feel that they are connected to a higher purpose beyond the day-to-day responsibilities of their jobs.

NYWICI says that attendees will learn how to turn personal experiences into parables that inspire employees as well as outlining ways that teams can create engaging visuals, produce viral social media and gain the support of the press. Admission is free for NYWICI members, \$25 for non-members. Register at [NYWICI's website](#).

COMMENTARY

In reporting the sad saga of actor Jussie Smollett, the national media did not cover themselves with glory.

They jumped the gun taking the word of a celebrity and his tall tale of being attacked in very cold Chicago at 2 a.m. by bleach and noose-carrying Donald Trump fans. That yarn should not have passed the smell test.

The *Wall Street Journal's* Feb. 22 editorial got it right: "Now comes the Jussie Smollett incident—allegedly a racially motivated street attack in Chicago. The national media bought it hook, line and fake noose."

The actor, in the opinion of the WSJ, "knew his audience—the elite media—would elevate him to political martyrdom, and it did." The Journal believes Smollett deserves to be punished for his hoax to deter others. And indeed, punishment is happening.

Smollett thought the assault, which cost him \$3,500, would win sympathy and a pay boost from 20th Century Fox TV's hit "Empire," where he earned \$100K per episode.

Instead, Fox suspended him Feb. 22.

"Jussie has been an important member of our 'Empire' family for the past five years and we care about him deeply," said a statement attributed to the show's executive producers. "While these allegations are very disturbing, we are placing our trust in the legal system as the process plays out. We are also aware of the effects of this process on the cast and crew members who work on our show and to avoid further disruption on set, we have decided to remove the role of Jamal [Smollett's character] from the final two episodes of the season."

So much for the caring about him deeply bit

More important, Smollett has been charged with a felony for faking his own assault, which could result in a three-year prison term.

The Journal expects the media's punishment will be their "continuing loss of public credibility."

And speaking of a loss of credibility, the paper also notes that president Trump took time from his busy schedule (e.g. The Wall, No Collusion, Fake News) to fire off a tweet about Smollett.

"What about MAGA and the tens of millions of people you insulted with your racist and dangerous comments!" tweeted Trump.

How's that for nerve?

While Trump criticizes "racist and dangerous comments" of Smollett, he's silent about white nationalist Coast Guard officer Paul Hasson who allegedly wanted to murder Democratic politicians (e.g., "Crying" Chuck and Nancy) and MSNBC/CNN journalists. Police found an arsenal in Hasson's Maryland home.

Hasson might have taken Trump's depiction of the media as "enemies of the people" to heart, or attended one of the president's media "hatefest" rallies, where reporters are jeered and sometimes physically abused.

White House shill Sarah Huckabee Sanders swatted

away a question about whether the president's statements on Twitter or at rallies are creating toxic environments for journalists and Democrats.

"I certainly don't think the President, at any point, has done anything but condemn violence against journalists or anyone else," she said.

It's her biggest lie yet.

Dean Baquet, executive editor of the *New York Times*, ripped into Donald Trump at last week's Arthur W. Page awards dinner at the Grand Hyatt in New York.

The recipient of the Larry Foster Award for Public Integrity discarded his prepared remarks to respond to the president's tweet earlier in the day that called the NYT "a true enemy of the people."

"Enemy of the people is not just a tossed-off line that sounds good in a tweet," said Baquet. "It's a particularly pernicious phrase with a deep history that surfaced in the French Revolution when it was used to set up a tribunal that would punish the opposition."

The term became so embraced by "dictators and despots" that former Soviet Union leader Nikita Khrushchev demanded an end to its use because it eliminated the possibility of any kind of ideological fight.

Baquet noted that Khrushchev said enemy of the people was "specifically introduced for the purpose of physically annihilating people who disagreed with the supreme leader." He said no American president had ever uttered those words in public. "I have no doubt that the president's anti-press rhetoric has inspired a sudden and frightening round of attacks on reporters for the Times and other news organizations."

If he had the opportunity, Baquet would ask Trump how is the Times the enemy of the people when it reported on the abuses of Harvey Weinstein and sparked an international movement or when its reporters risk their lives covering wars in Afghanistan and Syria.

"And of course, how is it against the interests of the American people when reporters spend more than a year digging into obscure hidden records to tell the story of the president's wealth and how his father actually made him a wealthy man, a fact that goes against his lifelong narrative," asked Baquet.

The US media, in the past, could always count on the support of the White House if an American reporter was captured or injured in war, noted Baquet.

"You could count on the White House to help because every president, no matter his party, understood our role in the world, even if they didn't always love us. Sadly, I'm not sure who I would call today," said Baquet, who received a standing ovation at the end of his remarks.



Dean Baquet

—Kevin McCauley