

Ford Shareholder Meeting Question
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I'm Justin Danhof of the National Center for Public Policy Research.

In advance of the presidential election, communications made public by WikiLeaks showed collusion between high-level liberal political personnel and employees of national news outlets. Such news outlets caught engaging in this unethical behavior include CNBC, the *New York Times*, CNN, *Politico*, the *Washington Post*, NBC and ABC.

The Media Research Center reported that, in President Trump's first 100 days in office, 89 percent of the coverage of the President during the evening newscasts of ABC, CBS and NBC was negative.¹ Ford has paid some of these news outlets for advertising.

As hostility grows between the President and channels that report what he calls fake news, Ford exposes itself to reputational risk if it continues to affiliate with ethically-questionable news outlets. Many Ford owners and potential Ford customers, for example, support the President's efforts to grow American manufacturing. Their purchasing decisions may be influenced by which outlets Ford supports with its paid advertising.

But this relationship also provides Ford with an opportunity to help fix the problem. Will you vow to use your power as an advertiser to push for increased objectivity among the media outlets with which you spend shareholder resources? If that effort is rebuffed, will you withdraw advertisements from networks that many people, including the President, believe peddle fake news?

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¹ <http://www.newsbusters.org/blogs/nb/rich-noyes/2017/04/18/honeymoon-hell-liberal-media-vs-president-trump>