

**TOPIC:** FIRE AND FURY CONTROVERSY

**DATE:** January 4, 2018

**EXECUTIVE INSIGHTS**

- Although there was no White House social contribution, the President's statement was widely referenced by media outlets and consumers. In particular, the phrases "lost his mind" and "nothing to do with me" saw the strongest pulled through.
  - "Lost his mind" generated 13% of the total tracked conversation volume, and was used in 25% of the media article headlines. However, the phrase was hijacked by left-leaning individuals to criticize the President.
  - "Nothing to do with me" was used in 3% of the total tracked conversation volume – 90% of those mentions saw the phrase used beside "lost his mind."
- Comments made by Steve Bannon, both in the context of the book and after those comments went public, comprised nearly 31% of the overall mention volume.
  - His most critical thoughts highlighted in the book – calling the Trump Tower meeting and Donald Trump Jr. "unpatriotic" and "treasonous," claiming that national media would "crack Trump Jr. like an egg," and alleging that the Mueller investigation was focused on money laundering – generated **29% of the total conversation**. Below is the breakdown of the most prevalent words and phrases related to Bannon's quotes in Fire and Fury:
    - **"Treason" or "treasonous" – 98%**
    - "Unpatriotic" – 24%
    - "Crack Trump Jr. like an egg" – 15%
    - "Laundering" – 9%
  - Bannon called into a Breitbart evening show to speak about the January 3 news and the President's statement. He called the President a "great man," and noted that "nothing will ever come between us and President Trump." Those two statements generated 2% of the tracked mention volume.
- 19% of the topic volume mentioned the 2016 meeting in Trump Tower with Russian officials.
- Conversation about the cease and desist letters comprised 14% of the overall topic volume. Left-leaning constituents took the letters as a sign that the President is guilty, or an attempt to "silence" Bannon. The majority of conversation about the cease and desist letters consisted of media headline retweets.
- No active GOP members of Congress posted about the book and the surrounding controversy. David Jolly, a former Republican Congressman from Florida, posted a tweet speculating that the President's tweets about North Korea were designed to distract the public before Fire and Fury became public. Democratic members of Congress posted many tweets during the reporting period.
- Center-right/far-right influencers did not comment on the public disagreement between the President and Bannon. Instead, they [publicized their perceptions of claims](#) made by Wolff in Fire and Fury.
- The top 5 Facebook pages regarding the [Fires and Fury](#) discussion are detailed below:

Facebook Page	Post Count	In Favor/Against	Total Engagement
<a href="#">OccupyDemocrats</a>	16	Against	73,906
<a href="#">TheHill</a>	11	Against	41,121
<a href="#">CNN</a>	8	Against	36,750
<a href="#">Ben Shapiro</a>	12	In Favor	31,589
<a href="#">News And Guts</a>	3	Against	21,468

**PERSPECTIVE**

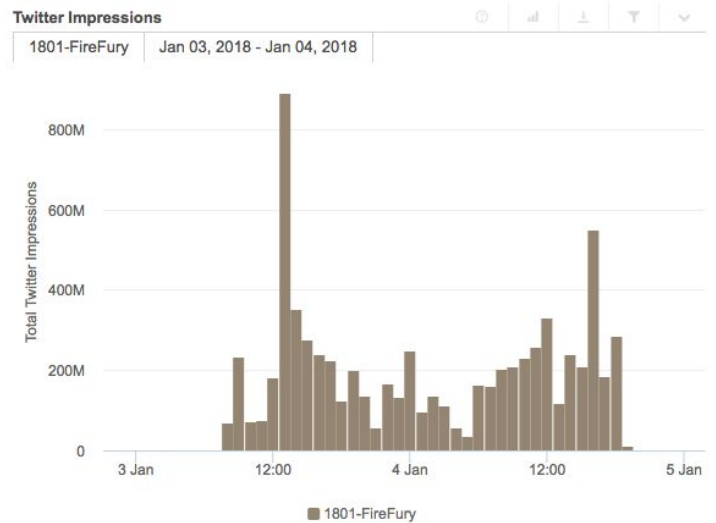
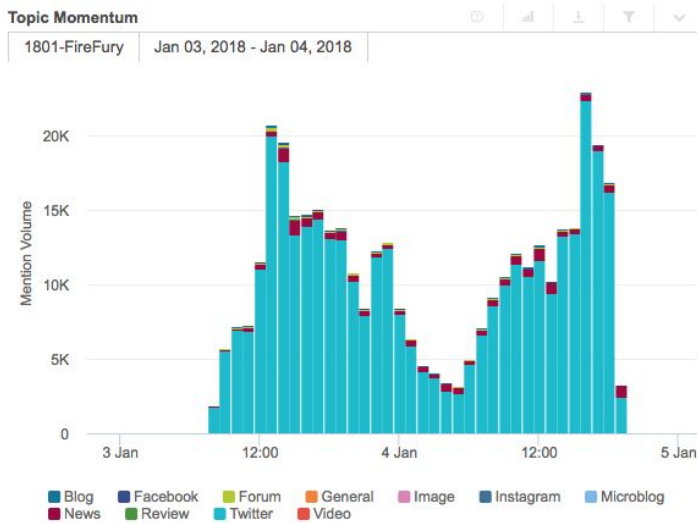
- Multiple left-leaning broadcast media outlets aired footage of the President saying that he considered Bannon a longtime friend. A very small percentage of constituents felt that the left-leaning media outlets were distracted from "real issues" when covering this story. Sean Hannity [echoed that sentiment](#) on his show last night.
- Conservative analysts hypothesized that Bannon was attempting to distance himself from the Mueller investigation by speaking with Wolff on the record.
- Very few posts connected the controversy surrounding Fire and Fury and the newly unveiled ban of personal cell phones by White House staffers.

**QUANTITATIVE TOPIC METRICS**

- **Content Volume: 389,178 filtered mentions** across all channels over the last 2 days related to the controversy surrounding Michael Wolff's book Fires and Fury.
- **Contribution Channels:** 367,146 Tweets, 15,226 Digital News mentions, 4,750 Forum and Blog posts, 928 Facebook posts.
- **Sentiment by Mention Volume:** 10% Positive, 25% Neutral, 65% Negative.
- **Top @Mention Count from Twitter:** @POTUS and @realdonaldtrump were mentioned in 28,474 Tweets
- **earning 250.05B Impressions.** @katyturnbc, a reporter at NBC, was mentioned in 18,717 Tweets earning 58.13M Impressions.
- **Community Demographics from Twitter:** 47% Female, 53% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 7.29B Total Impressions from 156,202 unique Twitter profiles.

**TOPIC MOMENTUM**

Hourly topic momentum for the last 2 days. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



**WHITE HOUSE CONTRIBUTION**

Top Content from the White House.

- There was no social White House contribution related to this topic during this reporting period.

**POLITICIAN CONTRIBUTION**

*Selected content from Republicans and Democrats.*

**REPUBLICANS**

- **David Jolly** @DavidJollyFL [3rd Jan](#) So the North Korea tweet was really a failed attempt to beat back the roll-out of the Wolff-Bannon storyline. Here we thought it was about Mueller, but it was all about Bannon. *Retweets: 173 Replies: 9 Impressions: 43K*

**DEMOCRATS**

- **Ted Lieu** @tedlieu [3rd Jan](#) This statement by @POTUS should remind us of many statements the Nixon Administration made during Watergate: a non-denial, denial. Similarly, @realDonaldTrump doesn't dispute Bannon's account of the 2016 Trump Tower meeting. #WednesdayWisdom [https://twitter.com/CNNPolitics/status/9486244 ...](https://twitter.com/CNNPolitics/status/9486244...) *Retweets: 2.9K Replies: 210 Impressions: 6.84M*
- **Rep. Hank Johnson** @RepHankJohnson [3rd Jan](#) Even Steve Bannon called the Trump-Russian meetings "treasonous" so when is the @HouseGOP going to get w/ the program? Looks like a #SubpoenaSteveBannon moment to me. #TrumpRussia investigation: [bit.ly/2Ah3leZ](http://bit.ly/2Ah3leZ) *Retweets: 3 Replies: 0 Impressions: 28K*
- **Rep. Tim Walz** @RepTimWalz [3rd Jan](#) When the press reports on the #TrumpRussia investigation, Trump cries fake news. When Steve Bannon calls the Trump Tower meeting with Russians treasonous, Trump claims his own former top aide lost his mind. To know the truth, we must #ProtectMueller. [https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff ...](https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff...) *Retweets: 18 Replies: 1 Impressions: 16K*

**MEDIA CONTRIBUTION**

*Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).*

**POSITIVE**

- [Trump attorney sends Bannon cease and desist letter over 'disparaging' comments](#) - ABC News - 1/4/18
  - **Outbound Virality:** Facebook: 52K Interactions; Twitter: 12K Tweets; LinkedIn: 101 Shares
- [Trump lawyer threatens 'imminent' legal action against Steve Bannon, gives 24 hours to cease and desist](#) - Fox News - 1/3/18
  - **Outbound Virality:** Facebook: 8.0K Interactions; Twitter: 1.4K Tweets; LinkedIn: 2 Shares
- [Bannon Praises Trump: POTUS 'Is a Great Man... I Support Him Day In and Day Out'](#) - Breitbart - 1/4/18
  - **Outbound Virality:** Facebook: 5.1K Interactions; Twitter: 522 Tweets; LinkedIn: 6 Shares

**NEUTRAL**

- [Trump Breaks With Bannon, Saying He Has 'Lost His Mind'](#) - The New York Times - 1/3/18
  - **Outbound Virality:** Facebook: 72K Interactions; Twitter: 3.1K Tweets; LinkedIn: 263 Shares
- [Trump turns on Bannon: 'He lost his mind'](#) - Yahoo - 1/3/18
  - **Outbound Virality:** Facebook: 11K Interactions; Twitter: 283 Tweets; LinkedIn: 2 Shares
- [Trump breaks with Bannon over explosive comments in forthcoming book](#) - Politico - 1/3/18
  - **Outbound Virality:** Facebook: 8.7K Interactions; Twitter: 406 Tweets; LinkedIn: 4 Shares

**NEGATIVE**

- Highest Virality Article [Trump Tower meeting with Russians 'treasonous', Bannon says in explosive book](#) - The Guardian - 1/3/18
  - **Outbound Virality:** Facebook: 152K Interactions; Twitter: 39K Tweets; LinkedIn: 210 Shares
- [Steve Bannon Suggests Donald Trump Met With Russians After Don Jr. Did](#) - HuffPost - 1/3/18
  - **Outbound Virality:** Facebook: 23K Interactions; Twitter: 1.2K Tweets; LinkedIn: 25 Shares
- [Steve Bannon is 100% right about Russia and the Trump campaign](#) - CNN - 1/3/18
  - **Outbound Virality:** Facebook: 13K Interactions; Twitter: 365 Tweets; LinkedIn: 10 Shares

**JOURNALIST CONTRIBUTION**

*Selected content from journalists.*

**POSITIVE**

- **Ben Shapiro** @benshapiro [3rd Jan](#) It sounds like Michael Wolff's book should just be titled "As Told By Steve Bannon." Because there's a LOT of BS in these accounts. *Retweets: 599 Replies: 21 Impressions: 2.68M*
  - **Ben Shapiro** @benshapiro [3rd Jan](#) The only thing the White House lost when Bannon left is Bannon's unparalleled ability to leak to The New York Times. <https://www.dailywire.com/news/25327/war-bannon-goes-war-trump-calls-trump-russia-ben-shapiro...> *Retweets: 531 Replies: 24 Impressions: 2.03M*
- **John Roberts** @johnrobertsFox [3rd Jan](#) Attorney for [@realDonaldTrump](#) sends "cease and desist" letter to Steve Bannon. Threatens legal action.. [pic.twitter.com/8D0rAMlYvs](https://pic.twitter.com/8D0rAMlYvs) *Retweets: 280 Replies: 8 Impressions: 1.30M*
- **Michael C. Bender** @MichaelCBender [4th Jan](#) "It's something they should look at and consider," said White House press secretary Sarah Sanders, when I asked if Breitbart should fire Steve Bannon *Retweets: 21 Replies: 3 Impressions: 349K*

**NEUTRAL**

- **Paul Joseph Watson** @PrisonPlanet [3rd Jan](#) Steve Bannon says the Don Jr. meeting with a Russian lawyer was treasonous. Bannon vs Trump in 2020. Who would you vote for? *Retweets: 1.1K Replies: 82 Impressions: 1.83M*
- **Josh Marshall** @joshtpm [3rd Jan](#) The really amazing thing is that it was Michael Wolff's book that got Bannon tossed out of the airplane and not Josh Green's. *Retweets: 11 Replies: 0 Impressions: 240K*

**NEGATIVE**

- **Sarah Kendzior** @sarahkendzior [3rd Jan](#) Steve Bannon has a record of lying, and his primary interest is Steve Bannon. Michael Wolff has a record of lying, and his primary interest is Michael Wolff. Trump has a record of lying, and his only interest is Trump. Take everything with a grain of salt... *Retweets: 6.4K Replies: 198 Impressions: 14.15M*
- **Keith Olbermann** @KeithOlbermann [3rd Jan](#) Ok. When Steve Bannon is way out in front of even ME on the use of the word "treasonous" I'm guessing we're approaching the proverbial End Game <https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff...> *Retweets: 4.4K Replies: 151 Impressions: 2.79M*
- **David Frum** @davidfrum [3rd Jan](#) Steve Bannon to Michael Wolff: Don Jr meeting with Russians offering dirt on Hillary Clinton was "treasonous." Bannon also to Wolff: If he'd been in charge, he'd have ensured the treasonous meeting was more deniable <https://www.theguardian.com/us-news/2018/jan/03/donald-trump-russia-steve-bannon-michael-wolff...> *Retweets: 415 Replies: 22 Impressions: 1.35M*

**BROADCAST CONTRIBUTION**

*Curated clips from local and national broadcast stations.*

- **Fox - 1/3/18**
  - Newscaster Tucker Carlson noted that the dispute between the President and Bannon was not a fight over ideas. Rather, he speculated it was a fight over who deserves credit for the election win. He went on to say that such a disagreement "misses the point" of the 2016 election, and that the election had been won by constituent beliefs that the now-President would fight for their rights and listen to their problems.
- **NBC - 1/4/18**
  - This segment included news about the cease and desist issued to Bannon and Wolff. The newscaster noted the Administration's responses to various allegations present in Fire and Fury. The end of the clip touched on 2016 voter fraud.

**INFLUENCER CONTRIBUTION**

*Selected content from industry experts, analysts, and influential personalities.*

**POSITIVE**

- **Donald Trump Jr.** @DonaldJTrumpJr [3rd Jan](#) More lies, go back and look, Boehner and [#potus](#) spent time together well before the election. Just another pathetic attempt to smear [@realDonaldTrump](#) [#fakenews](#) [https://twitter.com/John\\_Hudson/status/948605909898612737...](https://twitter.com/John_Hudson/status/948605909898612737...) *Retweets: 2.4K Replies: 306 Impressions: 5.77M*

- **Bill Mitchell** @mitchellvii [4th Jan](#) So let me get this straight: According to the Michael Wolff fantasy book, Donald Trump: 1) Did not want to win. 2) Promised his wife he would not win. 3) Suffers from dementia. 4) Ran a "listless" campaign. And he STILL beat Hillary's \$1.2 billion juggernaut? My God. *Retweets: 2.2K Replies: 72 Impressions: 6.68M*
- **Oliver Darcy** @oliverdarcy [3rd Jan](#) Nearly 2 hours into "Breitbart News Tonight" Sirius XM radio show, a caller references Trump's comments on Bannon. Bannon replies, "The president of the United States is a great man. You know I support him day in and day out." *Retweets: 458 Replies: 33 Impressions: 4.17M*

**NEGATIVE**

- **Seth Abramson** @SethAbramson [3rd Jan](#) Jake Tapper is on CNN saying today's big news is Bannon calling Don Jr. and Jared "treasonous" because of their June 2016 Trump Tower meeting. I think \*bigger\* news is Bannon saying Don Jr. and Jared took known Kremlin agents to meet Trump immediately after the meeting was over. *Retweets: 3.8K Replies: 41 Impressions: 10.68M*
- **Greg Sargent** @ThePlumLineGS [4th Jan](#) Read @TimOBrien on how Bannon's quotes to Wolff show that Trump's soft underbelly may really be his financial dealings: [https://www.bloomberg.com/view/articles/2018-01-04/bannon-s-treason-charge-is-milder-than-money-laundering ...](https://www.bloomberg.com/view/articles/2018-01-04/bannon-s-treason-charge-is-milder-than-money-laundering...) [pic.twitter.com/lDuoU9nFXI](https://pic.twitter.com/lDuoU9nFXI) *Retweets: 41 Replies: 5 Impressions: 4.68M*
- **Highlighted Author Michael Wolff** @MichaelWolffNYC [4th Jan](#) Couldn't be happier (obviously) with coverage of FIRE AND FURY. @JohnCassidy in New Yorker particularly gratifying. [https://www.newyorker.com/news/our-columnists/michael-wolffs-withering-portrait-of-president-donald-trump ...](https://www.newyorker.com/news/our-columnists/michael-wolffs-withering-portrait-of-president-donald-trump...) *Retweets: 149 Replies: 20 Impressions: 792K*

**CONSTITUENT CONTRIBUTION**

Constituent mentions on social media channels, including Twitter and Facebook.

**POSITIVE**

- **T.W. Haines** @T\_W\_Haines [3rd Jan](#) The News Cycle is SLOW. A man is selling a book. So of COURSE all Media are going to try to get some mileage out of #Bannon & "Trump Tower". This is much ado about NOTHING..as is EVERYTHING related to the #RussianCollusion witch hunt. #MAGA #TRUMP #AmericaFirst #FakeNews #CNN [pic.twitter.com/fhzz2PoTFy](https://pic.twitter.com/fhzz2PoTFy) *Retweets: 4 Replies: 2 Impressions: 38K*
- **Lisa Smith** @lsmith4680 [4th Jan](#) .@realDonaldTrump LOVES his country, & his family! He FIGHTS for us & he will FIGHT to protect his family, which is why we saw his "fierce" response Steve Bannon & Michael Wolff's Fire and Fury allegations. President Trump IS the #Blizzardof2018. He has ONE agenda- TO #MAGA! [https://twitter.com/realDonaldTrump/status/157881540003635200 ...](https://twitter.com/realDonaldTrump/status/157881540003635200...) *Retweets: 5 Replies: 0 Impressions: 30K*
- **Lizzy C** @lizzydebbie [3rd Jan](#) No, Steve Bannon did not turn on Donald Trump. This is another move by fake news to stop MAGA. Michael Wolff who they got their quote from is a fraud and been caught multiple times in the past for making up quotes. More fake news, period @EricTrump @Cernovich *Retweets: 2 Replies: 0 Impressions: 17K*

**NEGATIVE**

- **Brian Krassenstein** @krassenstein [4th Jan](#) Oh the Irony! "Fire and Fury" Claims that Trump didn't understand the Constitution & had an aide explain it to him but he quickly got bored & rolled his eyes. Now Trump is trying to stop the book from being published, a direct violation of the 1st Amendment of the Constitution! *Retweets: 1.0K Replies: 36 Impressions: 6.36M*
- **ResistaSista** @debiowens [3rd Jan](#) "Trump is described as being enraged at Wolff's new book, "Fire and Fury: Inside the Trump White House," that describes him as not prepared to be president, poorly informed about the basics of governing and ridiculed at times behind his back." Not one description is a lie! *Retweets: 11 Replies: 1 Impressions: 49K*
- **Empire Storm** @empirestatemind [4th Jan](#) So yesterday Bannon had planned to say he didn't make the comments from book saying taking Trump Tower/Russia meeting was treasonous, or that they were taken out of context, & that Trump Jr is a patriot. But Trump attacked him first so Bannon didn't go through with his comments. [https://twitter.com/thehill/status/949004020722610176 ...](https://twitter.com/thehill/status/949004020722610176...) *Retweets: 0 Replies: 1 Impressions: 1.5K*

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