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**From:** Chi Hea Cho [chihea@google.com]  
**Sent:** 10/21/2020 1:55:06 AM  
**To:** Pstaff [pstaff@google.com]; adscom-staff [adscom-staff@google.com]; Ted Lazarus [tlazarus@google.com]  
**CC:** Leslie Pitterson [lpitterson@google.com]; Ben Matthews [benmatthews@google.com]; Nathan Fisher [nanofisher@google.com]; Jessica Noonan [jnoonan@google.com]  
**Subject:** Fwd: Comms Update: DOJ

**Privileged -- seeking advice Ted**

FYEO, please dont share but thought you'd be interested in the press reaction.  
TLDR the coverage was widespread and half of it included the blog. Notably Adam Cohen went on broadcast and did a great job defending our position. And the internal reaction so far is neutral to positive.

best  
chi, on behalf of village

----- Forwarded message -----

**From:** Julie McAlister <jtarallo@google.com>  
**Date:** Tue, Oct 20, 2020 at 6:06 PM  
**Subject:** Re: Comms Update: DOJ  
**To:** Project BeeGee <project-beege@google.com>  
**Cc:** Chi Hea Cho <chihea@google.com>, Crystal Dahlen <cdahlen@google.com>, Lara Levin <lr@google.com>, Molly Vandenberg <mvandenberg@google.com>, Jennifer Bloch <jbloch@google.com>, Jenna Clark <jennaswy@google.com>, Emily Wood <ewood@google.com>, Leslie Pitterson <lpitterson@google.com>, Farrell Sklerov <fsklerov@google.com>, Leigh Gallagher <leighgallagher@google.com>, Alexandra Butler <alexandraeb@google.com>

*Privileged and confidential*

Hi all,

Sharing a more fulsome readout of coverage as promised. Overall, coverage is as expected -- this is a big story and was the top of major outlets like the NYT and WSJ throughout the day. On broadcast, coverage was largely confined to the business networks throughout the day, but the lawsuit was featured in each of the evening news broadcasts. Opinion pieces that are emerging are mixed -- notably, the WSJ editorial board (who Kent and Rosie very deftly briefed) said the Justice Department will need more evidence to prove its claims in court and used many of our arguments from the blog verbatim.

Many of the stories called this "landmark" and compared the case to the Microsoft lawsuit. Stories also examined the strength of the DOJ's case, the political elements of the case, the impact on our business and more. We expect coverage to continue coming in for the next few days as reporters dig into the complaint and we continue making our arguments.

See below for full data including data on what stories people actually read.

Our comms activities today included:

- Issued our blog post
- Added new sections to the competition website about search promotion and other areas like voice assistants and maps
- Kent and Rosie briefed >100 reporters from the US and around the globe this AM and took questions

**PTX0997**

**1:23-cv-00108**



- Kent and Rosie have briefed WSJ and Bloomberg ed boards, and Casey Newton; with NYT, Washington Post ed boards and columnists coming tomorrow and Economist, FT and Fox News to come.
- Adam has recorded interviews with [Fox Business](#), [CNBC](#) and [Bloomberg](#). ([Full list of Clips](#))
- We've issued tweets this morning from [@googlepubpolicy](#), [@google\\_comms](#) and [Kent](#), including a [tweet thread](#) from [@googlepubpolicy](#).
- Kent and Sundar have sent notes across Google, which [leaked](#) to the press; we've updated Leader Hub with the latest talking points for execs; and we provided external guidance for execs to the global comms team
- We held a call with global comms team to brief them on our messages and approach
- We will use the next few weeks to beef up our arguments, identify and poke holes in the government's case, hold regular briefings for reporters, and look for ways to drive headlines on our own terms

Below is the full readout.

Thanks,

Julie

(with special thanks to our GCPA measurement team for tracking all of this)

## US Dept of Justice v Google

*Analyzing global English w/ focus on US media*

October 20, 2020 @ 5:00pm PT/8:00pm ET

### TL;DR:

**Press coverage and engagement:** Across the board, headlines have been straightforward with the majority of press reporting on the filing of this long-awaited case. Our pushback was widely reported, with 50% of stories in priority media linking directly to the blog. We are tracking coverage [here](#).

- 1.1k headline stories, with 256 appearing in priority media (23% of coverage)
- **International Reaction:** Initial coverage across EMEA and LATAM is straightforward and announcement driven. (Full coverage trackers: [EMEA](#), [LATAM](#)).
- **Broadcast** mentions were largely confined to the business networks throughout the day, including CNBC, Bloomberg and Fox Business. The majority of the ~40 notable mentions being straightforward and announcement driven, but there were several interviews with notable Google critics ranging from [Sen. Ted Cruz](#) to [Yelp's Luther Lowe](#). There were segments on each of the evening news broadcasts ([NBC](#), [CBS](#), [ABC](#)) which quoted from our blog post. ([Full list of Broadcast Clips](#))
- **Adam Cohen Interviews:** Adam Cohen was interviewed on [Fox Business](#), [CNBC](#) and [Bloomberg](#) which have been airing clips throughout the day. Adam did an excellent job pushing our key messages about the case. ([Full list of Clips](#))
- **Supportive voices:** David Balto did interviews on two [Bloomberg shows](#); and was quoted in [Business Insider](#) and [Reuters](#). Stephen Houck appeared on CNBC's [Squawk on the Street](#) for over 20 minutes and was quoted on [CNBC Online](#). Barbara Comstock spoke to [BBC](#). We continue to pitch all supporters out to print, TV and broadcast.

**Blog and social amplification:** [Our blog post](#) has over 30k unique pageviews in 8 hours so far (site average: 18k lifetime), with a completion rate of 58.5% (average completion rate: 48%). On social, we [tweeted from Kent](#) and had several posts from [@googlepubpolicy](#) and [@google\\_comms](#). The blog post has been linked in 145 articles.

**Cycle Comparison:** This cycle is considered very high social conversation volume compared to recent antitrust hearings and lawsuits. But it's also comparable to proactive cycles like last year's Made by Google event and the 2019 I/O event.

**Social Conversation:** As of 3:30pm PT there have been 110k+ social media mentions and hourly volume is declining. Journalists are beginning to reflect on the timing, contents, and impact of the lawsuit.



- Elected officials and State AGs have tweeted in support of the historic case (Senator Elizabeth Warren, Senator Hawley)
- 7% of conversation mentions conservative bias/censorship, with supporters viewing this investigation as a case against big tech for political bias
- There is now criticism on the timing so close to the election, calling the suit rushed and 'sloppy'
- Some speculate the impact on future search engine development and reference the 2000 antitrust case against Microsoft (Andrew Yang notes history is repeating itself)

**Internal Reaction:** The antitrust news has been widely shared internally and is the 2nd most discussed topic today (10.8% of the conversation) behind perf-related discussions.

- Tone is mostly neutral, with Googlers commenting on Kent's email, noting that the stock is largely unaffected by the announcement, and sharing documents on Groups and Currents.
- Note, a few Googlers are advising their colleagues to communicate with care, and lawyers posted on threads on Eng-Misc and IndustryInfo to remind Googlers about communication guidelines.
- There have been a few positive reactions to Kent's and Sundar's emails, as well as some messages of support.

*How is this issue being covered by media outlets?*

There have been 1.1k headlines today regarding the Justice Department's filing of its lawsuit against Google. 256 headlines (23% of coverage) appear in priority media outlets. Google's official blog post has been linked in 145 articles.

Engagement is led by AP's 'Justice Dept. files landmark antitrust case against Google' (102k engagements) followed by Fox News' 'Lawmakers hail DOJ antitrust lawsuit against Google as 'long overdue'' (21k engagements).



*When looking at the lawsuits and issues regarding Google and antitrust in 2020, today's announcement of the DOJ lawsuit is the most written about and highest engaged regulatory cycle of the year.*

#### Top Articles by Readership

Date Published	Article	Outlet	Author	Readership
2020-10-20	<u>Lawmakers hail DOJ antitrust lawsuit against Google as 'long overdue'</u>	Fox News	Adam Shaw	537,747

2020-10-20	<u>U.S. Accuses Google of Illegally Protecting Monopoly</u>	New York Times	David McCabe, Cecilia Kang and Daisuke Wakabayashi	320,135
2020-10-20	<u>The US government will sue Google for alleged anti competitive abuses in search</u>	CNN	Brian Fung	152,621
2020-10-20	<u>Department of Justice will charge Google with multiple violations of federal antitrust law today</u>	The Washington Post	Tony Romm	99,771
2020-10-20	<u>Google sued by Department of Justice and 11 states in landmark antitrust case</u>	CNET	Richard Nieva	89,012
2020-10-20	<u>Cramer: DOJ's expected lawsuit against Google takes Alphabet stock from 'buy' to 'strong buy'</u>	CNBC	Kevin Stankiewicz	77,179
2020-10-20	<u>Justice Department Hits Google With Antitrust Lawsuit</u>	The Wall Street Journal	Brent Kendall and Rob Copeland	76,300
2020-10-20	<u>U.S. Justice Department To File Antitrust Lawsuit Against Google: Report</u>	The Huffington Post	Diane Bartz and David Shepardson	68,208
2020-10-20	<u>US government to file antitrust lawsuit against Google on Tuesday</u>	Fox Business	Brent Kendall, Rob Copeland	63,011
2020-10-20	<u>The US government plans to file antitrust charges against Google today</u>	The Verge	Russell Brandom	43,330

*\*Data above is provided by Memo from select outlets and is not inclusive of all articles published. For a full list of available articles please [click here](#).*

### Top Articles by Social Engagement

Date Published	Article	Outlet	Author	Total Engagement
2020-10-20	<u>Justice Dept. files landmark antitrust case against Google</u>	<a href="#">apnews.com</a>	Michael Balsamo	101,946
2020-10-20	<u>Lawmakers hail DOJ antitrust lawsuit against Google as 'long overdue'</u>	<a href="#">foxnews.com</a>	Adam Shaw	20,995
2020-10-20	<u>Justice Department Hits Google With Antitrust Lawsuit</u>	<a href="#">wsj.com</a>	Brent Kendall And Rob Copeland	20,589
2020-10-20	<u>U.S. Accuses Google of Illegally Protecting Monopoly</u>	<a href="#">nytimes.com</a>	David Mccabe	19,151
2020-10-20	<u>DOJ Moves To Break Up Google: 'Most Important Antitrust Case In A Generation'   The Daily Wire</u>	<a href="#">dailywire.com</a>	Tim Pearce	16,352
2020-10-20	<u>DOJ Files Long-Awaited Antitrust Suit Against Google</u>	<a href="#">breitbart.com</a>	Lucas Nolan	14,530



2020-10-20	<u>Google charged with multiple violations of federal antitrust law</u>	<u>washingtonpost.com</u>	Tony Romm	11,567
2020-10-20	<u>The US government has filed antitrust charges against Google</u>	<u>theverge.com</u>	Russell Brandom	9,984
2020-10-20	<u>Google antitrust case: DOJ sues in showdown with Alphabet Inc.</u>	<u>cnn.com</u>	Brian Fung Business	7,027
2020-10-20	<u>DOJ Lawsuit: Google Abuses Its Monopoly Power Over Search : NPR</u>	<u>npr.org</u>	Bobby Allyn	5,549

\*Engagement numbers include Twitter, Reddit, Pinterest and Facebook. Facebook is not reflected in the social conversation volume reported below due to Facebook's data restrictions. Coverage is English only.

*Volume and intensity of related conversation, English.*

There are 110k+ mentions today regarding the Justice Department filing its long awaited antitrust suit against Google. Conversation peaked when the Justice Department shared AG Barr's statement, but hourly volume has since been on a downward trend. While reactions are still mainly news sharing and commenting that this is a historic case, journalists are beginning to reflect on the timing, contents, and impact of the lawsuit.

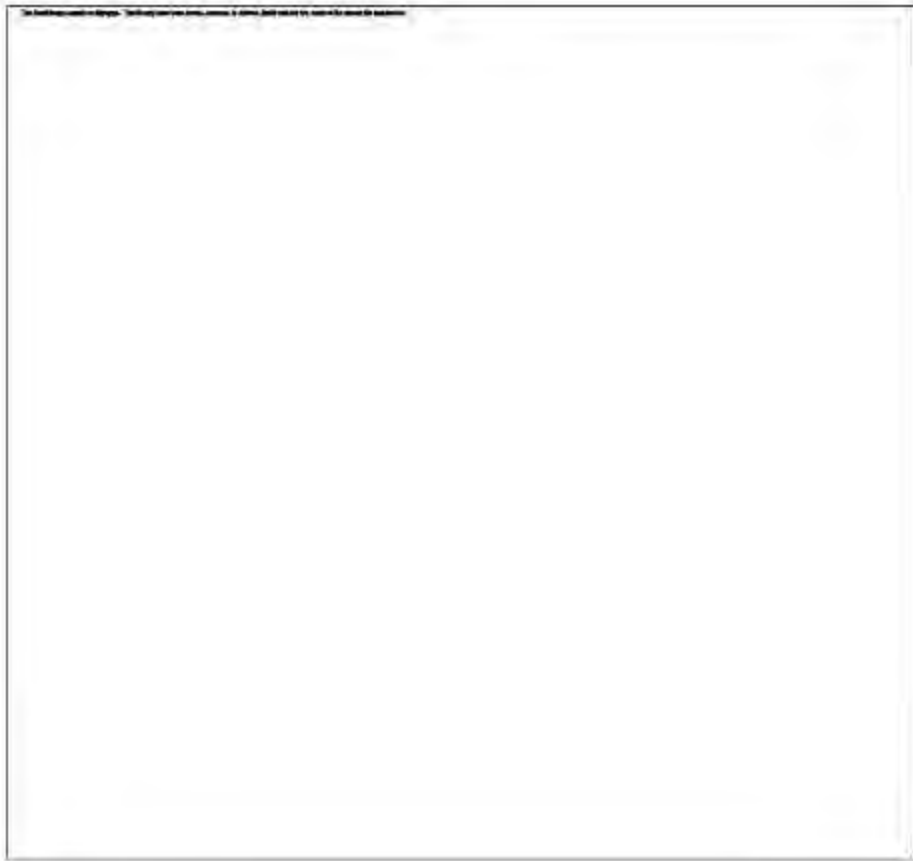
Some, including Rep. Cohen, criticize the Trump admin for waiting until two weeks before the election to file such a 'narrowly focused' and 'sloppy' lawsuit. There is also speculation in regards to the impact this suit would have on future search engine development and whether it would prevent another search engine from taking power. We are also seeing references to the 2000 antitrust case against Microsoft, which granted Google the opportunity to grow. Andrew Yang notes that history seems to be repeating itself.

Others support the Justice Department and see this case as much needed to control Google's dominance in search. 7% of conversation mentions conservative bias/censorship, with supporters viewing this investigation as a case against big tech for political bias.

Elected officials have continued to chime in to support the filing:

- Attorney Generals have shared their support/involvement in the DOJ's suit against Google (Indiana, Utah, Florida, NC, Kentucky, Tennessee, Montana, Louisiana, Missouri, Texas, SC, Illinois, )
- Rep. Cicilline, Senator Hawley, Senator Warren, and Senator Lee applauded the DOJ and called this case 'long overdue'

**Daily & Hourly Volume:**



### Top Tweets

Date Published	Author	Tweet	Total Retweets
10/20/2020	<a href="#">joshdcaplan</a>	UPDATE: Justice Department, 11 states file antitrust lawsuit against Google - REUTERS	4,015
10/20/2020	<a href="#">ChuckCallesto</a>	BREAKING REPORT: 11 states file ANTITRUST LAWSUIT against Google...	3,847
10/20/2020	<a href="#">TheJusticeDept</a>	"Today, millions of Americans rely on the Internet and online platforms...Competition in this industry is vitally important, which is why today's challenge against Google...for violating antitrust laws is a monumental case both for the DOJ and for the American people." — AG Barr <a href="https://t.co/CG8UKXDtZo">https://t.co/CG8UKXDtZo</a>	3,762
10/20/2020	<a href="#">joshdcaplan</a>	WASH POST: Justice Department will charge Google for federal antitrust violations today	3,640
10/20/2020	<a href="#">HawleyMO</a>	This will be the most important antitrust suit in a generation. As the first state attorney general in the country to launch an antitrust investigation of @Google, I applaud this suit as desperately needed and long overdue. #BigTech's free pass is over	2,421
10/20/2020	<a href="#">no_silenced</a>	JUST IN: The Justice Department will sue Google today, alleging it relies on anticompetitive conduct to dominate search traffic, senior Justice officials said 🗣️	2,290

10/20/2020	<a href="#">prayingmedic</a>	The DOJ filed its first antitrust lawsuit against Google, focusing on the tech giant's online search dominance. Eleven Republican state attorneys general have joined the suit as plaintiffs. <a href="https://t.co/kofsKWXXKHx">https://t.co/kofsKWXXKHx</a>	2,147
10/20/2020	<a href="#">TheJusticeDept</a>	Justice Department Sues Monopolist Google For Violating Antitrust Laws Department Files Complaint Against Google to Restore Competition in Search and Search Advertising Markets <a href="https://t.co/JTFDO5kJ9d">https://t.co/JTFDO5kJ9d</a>	2,126
10/20/2020	<a href="#">TheJusticeDept</a>	Statement of the Attorney General on the Announcement Of Civil Antitrust Lawsuit Filed Against Google <a href="https://t.co/4ViBazX1R9">https://t.co/4ViBazX1R9</a>	1,949
10/20/2020	<a href="#">nytimes</a>	The Justice Department will accuse Google of protecting an illegal monopoly, officials said. It's the biggest legal challenge to a tech giant in decades. <a href="https://t.co/plx3X4QOIw">https://t.co/plx3X4QOIw</a>	1,891

#### Cycle Comparison Chart

Start Date	Cycle	Level	Hourly Peak	Day 1 Mentions
10/15/2019	Made By Google 2019	Very High	22,900	150,700
07/10/2019	WH Social Media Summit	Very High	18,700	21,900
10/20/2020	<a href="#">DOJ Antitrust</a>	Very High	18,200	110,000
05/07/2019	I/O 2019	Very High	15,000	117,000
07/29/2020	<a href="#">HJC Hearing</a>	Very High	17,400	185,000
10/06/2020	<a href="#">House Judiciary Antitrust Subcommittee Majority Report</a>	High	4,400	26,800
05/27/2020	<a href="#">Arizona AG Lawsuit (Location Data)</a>		3,000	8,600
05/31/2019	<a href="#">DOJ &amp; House Judiciary Antitrust Investigations</a>		2,700	12,400
03/08/2019	<a href="#">Senator Warren Antitrust Proposal</a>		2,500	17,300
07/16/2019	Senate Judiciary Hearing on Censorship		2,200	16,000
09/15/2020	<a href="#">Senate Judiciary Committee Hearing: Competition in Advertising</a>		1,200	10,300



07/16/2019	House Judiciary Hearing on Market Power	680	8,700
07/22/2019	White House Hearing on Huawei Ban	500	4,300
04/10/2019	Bias/Censorship Hearing	400	4,100

*\*Data for today's announcement pulled at 3:30pm PT*

*\*The MRR team uses the thresholds below to quickly gauge social conversation volume*

- <5k mentions/day = LOW
- 5-20k mentions/day = MEDIUM
- 20-100k mentions/day = HIGH
- 100K+ mentions/day = VERY HIGH

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