

New New York Post Kills Hamiltonian Journalism

The *New York Post*, once the paper of Alexander Hamilton and his Federalist collaborators, is now dead. The final executioner is the *Post's* publisher of six months, Rupert Murdoch, the one-time apprentice of British psywar masters Lords Beaverbrook and Northcliffe, who has made the *Post* the modern-day model of the Tory subversion that the original *Evening Post* and Alexander Hamilton had fought to eradicate.

Not surprisingly, the first of the changes in what Murdoch calls the "new *New York Post*" was to remove the notation "founded in 1801 by Alexander Hamilton" from the masthead.

Hamilton founded the *Evening Post*, known widely as "Hamilton's Journal," in 1801 with other leading New York Federalists as a forum for their views and as a vehicle for educating the electorate of the young American republic.

A December, 1801 *Evening Post* editorial attacked President Jefferson for formulating policy on the dictum "Good patriots must, at all events, please the people." It continued by defining what, in fact, a political leader — and a newspaper — must be:

But those whose patriotism is of the old school, who differ so widely from the disciples of the new creed that they would rather risk incurring the displeasure of the people by speaking impalatable truths, than betray their interest by fostering their prejudices, will never be deterred by an impure tide of popular opinion from honestly pointing out the mistakes or faults of weak or wicked men, who may have been selected as guardians of the public weal.

That is exactly what Hamilton's *Evening Post* did. It demanded of its readers that they think and understand the major foreign and domestic issues of the day.

* From December, 1801 to April, 1802, the *Evening Post* ran a series of eighteen articles by Hamilton on President Jefferson's first annual message. The series, reprinted throughout the country in the Federalist press, was typical of the in-depth analysis that the *Evening Post* regularly featured.

* In 1803 the paper attacked the Manhattan Bank (now Chase Manhattan), run by the supporters of Democrat DeWitt Clinton, for violating the principles of public finance.

* Despite communications limitations, the *Post* ran regular and extensive coverage and analysis of the European situation and its effects on the interests of the United States. Notable was a series by *Post* editor William Coleman in 1807 on the Napoleonic Wars.

To the contrary, the Murdoch *Post* has no intention of informing, let alone educating, its readership; its purpose is solely to induce paranoia. Murdoch, who now owns major papers in Australia, Great Britain and the United States, began his newspaper career in Britain

under the influence of the fathers of "popular journalism," Lords Northcliffe and Beaverbrook. Beginning in the 1890s with financial backing from the Rothschilds' banks, Northcliffe and later Beaverbrook began to buy out much of the British press, accumulating between them the *Mail*, *Daily Mirror*, *Daily Telegraph*, *Evening Standard* and the *London Times*. Both used their psychological warfare skills on the World War I Inter-Allied Propaganda Commission where they worked with Atlanticist apologist and Wilson advisor Walter Lippmann.

Northcliffe best described the techniques that they developed and that Murdoch now uses. Said Northcliffe:

The props of Old Journalism feel bewildered. Their task, they believe, is to enlighten the public...on political questions, on foreign policy. Their duty, they maintain, is to guide opinion concerning matters which may affect nation well-being, cause changes of Government, raise the issue of peace or war....Now the standard is set by the mass of people; the New Journalism will put in the foreground whatever is of interest to them.

What, according to Northcliffe, interested the Masses?

You could search the Victorian newspapers in vain for any reference to changing fashions, for instance....The reason why the *Mail* (Northcliffe's paper — ed.) caused such a sensation was that it dealt with these things, played them up, increased interest in them a hundred-fold.

That is Rupert Murdoch's *New York Post*; "expanded" horseracing charts, a "Page Six" of gossip à la the *National Enquirer*, and sensational coverage of gruesome murders and terrorism, such as the full page March headline, "BEHEAD THREAT: Muslims say They'll Butcher Hostages."

It would be a mistake to view Murdoch as someone who prints trash just because it sells. The leading Rockefeller lights in New York did not smooth the way for Murdoch's entry because they like to read pornography. According to one leading financier, it was generally realized that the pious, bleeding-heart liberal Fabianism that marked the *Post* under its previous owner, Dorothy Schiff, was not sufficient psywar to prepare the population for "planned shrinkage," forced relocation and other Schachtian horrors planned by the Rockefellers.

Recently, Murdoch has been giving private assurances to New York mayoral hopeful Mario Cuomo, the Jimmy Carter of the city's mayoral race, that "I'm going to make you the next mayor of New York." Despite the element of exaggeration, the statement is quite revealing. Besides Murdoch, Cuomo has but two announced supporters, New York's Big MAC Governor Hugh Carey and Nelson Rockefeller.