# Robert Mercer On Breitbart

**Highlights:**

* Robert Mercer was a main stakeholder in Breitbart News.
  + Mercer invested $10 million into Breitbart News.
  + Breitbart courted racist, alt-right audiences.
    - Bannon referred to Breitbart as “the platform for the alt-right.”
    - According to Vox, Breitbart featured “lurid, fearmongering coverage of minority groups.”

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**Mercer Was A Main Stakeholder In Breitbart News.** According to the New Yorker, “In 2012, Caddell gave a speech at a conference sponsored by Accuracy in Media, a conservative watchdog group, in which he called the media ‘the enemy of the American people.’ That declaration was promoted by Breitbart News, a platform for the pro-Trump alt-right, of which Bannon was the executive chairman, before joining the Trump Administration. One of the main stakeholders in Breitbart News is Mercer.” [New Yorker, [3/17/17](https://www.newyorker.com/magazine/2017/03/27/the-reclusive-hedge-fund-tycoon-behind-the-trump-presidency)]

#### Mercer Invested $10 Million Into Breitbart News

**Mercer Invested $10 Million Into Breitbart News.** According to the New Yorker, “On top of this nonprofit spending, Mercer invested in private businesses. He put ten million dollars into Breitbart News, which was conceived as a conservative counterweight to the Huffington Post. The Web site freely mixes right-wing political commentary with juvenile rants and racist innuendo; under Bannon’s direction, the editors introduced a rubric called Black Crime.” [New Yorker, [3/17/17](https://www.newyorker.com/magazine/2017/03/27/the-reclusive-hedge-fund-tycoon-behind-the-trump-presidency)]

**New Yorker: Mercer “Poured Millions Of Dollars Into Breitbart News**.” According to the New Yorker, “Adopting the strategy of Charles and David Koch, the billionaire libertarians, Mercer enlarged his impact exponentially by combining short-term campaign spending with long-term ideological investments. He poured millions of dollars into Breitbart News, and—in what David Magerman has called ‘an extreme example of modern entrepreneurial philanthropy’—made donations to dozens of politically tinged organizations.” [New Yorker, [3/17/17](https://www.newyorker.com/magazine/2017/03/27/the-reclusive-hedge-fund-tycoon-behind-the-trump-presidency)]

### Breitbart Courted Racist, Alt-Right Audiences

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#### Vox: Breitbart Featured “Lurid, Fearmongering Coverage Of Minority Groups”

**Vox: Breitbart Featured “Lurid, Fearmongering Coverage Of Minority Groups.”** According to Vox, “So what is Breitbart’s oeuvre? Well, it’s the kind of site that has an entire category of articles called ‘black crime.’ It once reported a photo of an old Adidas shirt as evidence that Islamist terrorists are sneaking across the Mexican border. It has referred to conservative writer Bill Kristol as a ‘renegade Jew.’ This is the norm, not the exception: One of Breitbart’s key distinguishing features today is lurid, fearmongering coverage of minority groups, particularly African Americans and Muslims. On one level, the significance of a publication like Breitbart taking over the GOP is obvious: The Trump campaign is, to an unprecedented degree, openly catering to racists and xenophobes.” [Vox, [8/24/16](https://www.vox.com/2016/8/24/12552602/breitbart-trump-explained)]