

# The Lurid Case of Britain's Poison Penn

by Anton Chaitkin

Hillary Clinton has finally fired London agent Mark Penn as her chief campaign advisor. This April 7 action removed a saboteur who has long been positioned inside the Clinton camp, applying tactical pressure and policy leverage on behalf of the London-New York axis of imperial looters and war crazies.

The public explanation for his ouster was the flap over Penn being caught as a paid lobbyist for a free-trade treaty with Colombia which Mrs. Clinton opposes. Media outlets such as Rupert Murdoch's *Wall Street Journal*, which demand acceptance of free trade, have since offered a variety of explanations for Penn's firing, none of them involving significant matters of political principle.

We report here as an *EIR* exclusive, the Penn story of treachery, from the 1990s, up through his official employment by British empire leaders consumed with hatred for the United States and for the Democratic Party's Franklin Roosevelt legacy.

## Sabotage in the 1990s

Mark Penn was hired into President Bill Clinton's re-election campaign in early 1995 by Dick Morris, the sleaze-ball pollster. Morris represented the cabal of anti-FDR Harrimanites and neo-conservatives within the Democratic Party who were angry and alarmed that the President was trying to act independently, despite their support for his 1992 election campaign.

Morris and Penn pressured Clinton to react to the 1994 Newt Gingrich-led Republican congressional victory by attacking welfare recipients and wage-earners to gain conservative support, in line with the London-directed "Third Way" program.

Bill Clinton fired Morris in 1996, ostensibly for letting Morris's prostitute listen in on Presidential conversations. His subordinate, Mark Penn, replaced Morris as Clinton's chief pollster.



*Mark Penn: Good riddance.*



*Toe-sucker: Dick Morris*

Morris and Penn both had remarkable fascist credentials. Dick Morris is a cousin of the mafia's fixer, Roy Cohn. Morris had been hired in 1982 to help Cohn's protégé Roger Stone manage the 1982 Senate campaign of Prescott Bush, Jr. Meanwhile, Stone and Cohn directed the "dark side" dirty tricks for the hard-core Nazi element within the Republican Party.

Mark Penn had worked for the Israeli extreme right. While he and his consulting partner, Doug Schoen, were managing Prime Minister Menachem Begin's 1981 re-election campaign, Begin bombed Iraq's nuclear reactor, an act applauded by Penn and Schoen and condemned by Begin's Israeli opponents as a campaign stunt, three weeks before the Israeli election.

Morris went on to work for British empire media mogul Rupert Murdoch, as his attack dog against the Clintons. In the Bush-Cheney era, Penn went much higher up in the British apparatus.

## The British Meaning of 'Public Relations'

The Penn and Schoen firm was bought in 2001 by WPP Group, the London-based advertising and political consulting monopoly. The buyout pushed Penn's personal wealth towards the stratosphere.

Penn's new bosses were at the heart of the British imperial oligarchy. WPP's 1986 founder, Martin Sorrell, had been a leader of the Saatchi & Saatchi agency that had run Margaret Thatcher's initial 1979 campaign, and had then shared the spoils by representing the big firms she privatized.

Martin Sorrell brought in David Ogilvy as WPP chairman (1989-92), to position the new firm to manage transatlantic political affairs, in line with Ogilvy's standing as a leading British intelligence strategist for psychological warfare. His firm, Ogilvy and Mather, acquired by WPP, has stated: "During World War II, Ogilvy worked with the Intelligence Service at the British Embassy in Washington ... making recommendations on matters of diplomacy and security. He extrapolated his knowledge of human behavior ... in a report which suggested 'applying the Gallup technique to fields of secret intelligence.'"

Ogilvy was the leading heir of the tradition of Edward Bernays, the nephew of Sigmund Freud and the founder of modern public relations. Bernays and race-supremacy advocate Gustave le Bon had

perfected the manipulation of mass psychology, or “group dynamics,” in affiliation with the British Royal Family’s Tavistock Institute. Adolf Hitler, in *Mein Kampf*, among others, drew upon the Bernays and le Bon work for much of the fascist theory of crowd control.

It was David Ogilvy’s WPP, through its subsidiary Hill & Knowlton, that in 1991 ran the “Iraqis kill Kuwaiti babies” campaign of deceit, to soften opposition to the invasion of Iraq that Thatcher had urged on President George H.W. Bush.

In 2003, it was WPP, through its subsidiary BKS—Roger Stone’s old firm—that managed the Iraqi National Congress/Ahmed Chalabi campaign of lies behind British Prime Minister Tony Blair’s push for a new Iraq war.

By this time, Mark Penn was chief executive of WPP’s worldwide subsidiary Burson-Marsteller, of which the old Roger Stone firm was now a subordinate unit.

Penn and Schoen managed Tony Blair’s 2005 re-election campaign. It was a family affair: The previous year, Penn’s wife, Nancy Jacobson, had founded the “Third Way” political action committee within the U.S. Senate, as an arm of London’s anti-FDR movement by that name. Penn served as pollster for the Democratic Leadership Council and its Third Way propaganda, and had advised the 2004 Presidential campaign of neo-conservative Sen. Joe Lieberman.

## The Beginning of the End

During the current U.S. Presidential race, the campaign of Republican John McCain has been advised by Charles Black, chairman of BKS, which is subordinate to Mark Penn’s Burson-Marsteller in the London chain of command.

Meanwhile Black’s longtime partner, Roger Stone, has created an official anti-Hillary 527 entity disgustingly named “C.U.N.T.” (allegedly, Citizens United Not Timid), to circulate demeaning images among enraged haters of Mrs. Clinton.

In February, two months before Penn was dumped, his longtime partner Schoen put out a new book, *Declaring Independence: The Beginning of the End of the Two-Party System*. There Schoen outlines strategies for undermining the Democratic and Republican parties, and installing a corporatist “national unity” regime, to cut working-class living standards and bury Franklin Roosevelt politics forever. The book touts the independent Presidential candidacy of Michael Bloomberg, the billionaire New York Mayor. Bloomberg had paid Penn and Schoen’s firm \$16 million to advise his 2005 election campaign as a Republican against the Democratic mayoral nominee, Fernando Ferrer.

In his book, Schoen boasts of his and Penn’s dirty operations inside the Bill Clinton Presidency. Praising Newt Gingrich as a “practical politician,” Schoen depicts Gingrich attacking Clinton from the front, while in the rear, Penn and Schoen demand that Clinton “get rid of the perception that he was associated with the cultural and political left of the Democratic Party.” Penn and Schoen defined the “Democratic left” as those who oppose “school vouchers and free trade.” They

told Clinton that he must become a “fiscal conservative,” and move against the “entitlements” such as Social Security, or he would not be re-elected.

On April 4, 2008, Penn apologized for “an error in judgment,” after being publicly exposed for working, as CEO of WPP’s Burson-Marsteller, on contract with the Colombian government to promote George Bush’s Colombia-U.S.A. free trade treaty. Hillary Clinton was then in the closing weeks of the crucial Pennsylvania primary race, in which her stand against free trade had become the central issue.

Two days later, on April 6, 2008, the London *Daily Mail* disclosed that British Prime Minister Gordon Brown “is secretly planning to headhunt the world’s most expensive polling expert in an attempt to revive his political fortunes.” The *Daily Mail* commented that “Mr. Brown can only hire multi-millionaire Mr. Penn if Mrs. Clinton is forced to pull out of the White House race in favour of Mr. Obama, as many experts predict.” Brown had previously hired former executives of WPP Group as the two top strategists in the Prime Minister’s office.

The day after the *Daily Mail* story broke, Penn was forced to resign as Mrs. Clinton’s lead advisor.

## The Fascist Theory Behind Mark Penn

In Britain, Edward Bernays is considered, reverently, the “father of public relations.” When Mark Penn’s British company, WPP Group, runs the false propaganda to incite a war, or to lobby for free trade, it is following the counsel of Edward Bernays.

In his 1928 book, *Propaganda*, Bernays wrote:

“The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country....

“We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast numbers of human beings must cooperate in this manner if they are to live together as a smoothly functioning society....

“In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons ... who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind.”