

Politique [★★★]

Is Sarah Palin over?

FIN DE PARCOURS? Ex-gouverneur d'Alaska, ex-candidate républicaine à la vice-présidence, la figure de proue du Tea Party reconvertie en commentatrice et chroniqueuse télévisée de l'actualité américaine a-t-elle encore un avenir politique ? Pour ce journaliste de Newsweek, l'élection présidentielle de 2012 se fera sans elle...

NEWSWEEK

BY HOWARD KURTZ

Is Sarah Palin over?
Sarah Palin est-elle hors course ?

to strike, struck, struck a deal conclure un contrat, un accord / **slew** flopée, multitude / **network** chaîne (TV) / **syndicator** agence de syndication (pratique consistant à vendre le droit de reproduire un contenu ou de diffuser un programme à plusieurs diffuseurs) / **hot** à la mode, en vogue et aussi sexy / **to close** ici conclure / **to cool** se refroidir, ici retomber / **to move the ratings needle** faire grimper l'audimat / **push** ici campagne / **to host** animer, présenter / **to dub** baptiser / **insider** personne bien informée, ici membre de la chaîne / **to shelve** remiser, abandonner / **to bomb** faire un four, un "bide" / **chunk** bonne partie.

2. remote éloigné, lointain / **to beam in** transmettre, diffuser, ici apparaître à l'écran / **to weigh in** donner son avis, intervenir / **at odd hours** à des heures indues / **staffer** employé, membre du personnel / **to scurry** se hâter, se ruer / **to fix** arranger / **towering** vertigineux, immense / **beehive hairdo** chignon haut, "choucroute" / **errant** dévoyé, ici bizarre / **makeup artist** maquilleur/se / **top-line** (le) gratin (de), les meilleur(e)s / **hallway** couloir / **chatter** bavardage, discussions.

3. fortunes destin, ici situation / **contributor** collaborateur / **to tweet** envoyer un message sur Twitter / **lead** domination, avance, supériorité / **mom (US) = mum (GB) / MILF = Mother I'd Like to Fuck / to fire off** tirer, décocher, ici envoyer, "balancer" immédiatement / **to apologize** s'excuser.

4. to value apprécier, tenir à / **to treasure** estimer, priser, chérir / **red-state America** l'Amérique conservatrice (**red state** Etat républicain, **blue state** Etat démocrate) / **issue** question, problème / **longtime** de longue date / **cheerleader** supporter / **viewer** téléspectateur.

There was a sense of celebration in the air when Fox News struck a \$3 million deal with Sarah Palin, beating out a slew of networks, syndicators, and even Hollywood studios for the services of the hottest phenomenon on the political landscape. But 16 months after network chief Roger Ailes closed the deal in a meeting with Palin and her husband, Todd, the excitement has cooled. Palin's regular appearances as a commentator no longer move the ratings needle without a promotional push. Palin was supposed to host prime-time specials dubbed *Real American Stories*, but Fox insiders tell me the idea was shelved early on. The first one bombed, losing a chunk of its audience as the show progressed.

Gone for good?

2. Palin is a remote presence, beaming in from the studio Ailes had built at her Alaska home when she wants to weigh in, which she sometimes signals with emails at odd hours. During a rare appearance in New

York City on election night, Fox staffers scurried to fix a towering beehive hairdo created by an errant makeup artist. But many of Fox's top-line journalists have never met Palin, and at times the hallway chatter, at least among some of the men, is less about her political future than her appearance.

3. Her fortunes are such that Fox contributor Tucker Carlson recently tweeted: "Palin's popularity falling in Iowa, but maintains lead to become supreme commander of Milfistan"—a reference to Palin as a sexually desirable mom, or MILF. Todd Palin, according to sources, fired off an email asking what Fox planned to do about that (Carlson later apologized).

4. While Fox says it still values Palin, her relationship with the network treasured by red-state America has changed. Bill O'Reilly recently complained after a combative interview with her that she isn't engaging on the issues. Even longtime cheerleader Glenn Beck told viewers she should have published a policy book: "It should have shown that, yes, she knows where Russia is." →



REUTERS/SHANNON STAPLETON

5. down and out dans une situation critique, dans la mouise, au tapis, sans avenir / **poll numbers** cote dans les sondages / **to assume** supposer, admettre / **to be unlikely** to avoir peu de chances de / **to mount** organiser / **to stoke** alimenter / **pronouncement** déclaration / **constituency** électorat / **adviser** conseiller / **niche** créneau (commercial), ici limité, mineur, qui a peu de supporters / **nomination** désignation, investiture officielle d'un candidat / **to overestimate** surestimer / **appeal** charme, séduction / **drunk** ivre, **they're drunk...** her ils (les médias) parlent d'elle sans relâche, ils sont obsédés par elle, elle est médiatisée à outrance.

6. to feed, fed, fed alimenter / **fiery** fougueux, virulent / **to track** suivre, examiner / **content** contenu / **post** ici message, page, discussion / **to drop** chuter / **in lockstep** dans la foulée, de la même manière / **foolish** insensé, stupide, ridicule / **to count out** déclarer K.O. / **to peak** atteindre son maximum.

7. to run, ran, run se présenter, être candidat (élections) / **Congresswoman** membre du Congrès / **Tea Party** mouvement populiste ultra-conservateur / **room** place.

8. campaign trail campagne électorale / **ahead** futur, à venir / **to recapture** retrouver / **spot** place / **(she) is not going anywhere** (elle) n'a pas l'intention de partir, (elle) est toujours là, il faudra encore compter avec elle.

Down and out?

5. As her poll numbers sink, Republican Party insiders assume she's unlikely to mount a presidential campaign, the possibility of which used to stoke endless interest in her every Facebook pronouncement. "Her real constituency is the media," says former John McCain adviser Mike Murphy, who views Palin as a "niche candidate" incapable of winning the nomination. "The media have always overestimated her appeal. They're drunk with interest in covering her. It's a partnership—they're in business together."

6. But the partnership, often fed by her fiery tweets is suffering. Between February and April, according to an analysis for NEWSWEEK by General Sentiment, a company that tracks and measures online content, posts involving Palin fell 38.3 percent, to 235,032, over the past 30 days. Social-media mentions dropped in lockstep, down

32 percent over the same period, to 135,421. And the value of all that "free" media dropped roughly by half during this period, from \$63 million to \$33 million. While it would be foolish to count her out, it is hard to escape the conclusion that her influence has peaked.

You never know

7. "I think Sarah Palin is running for president, but her name is Michele Bachmann," the Minnesota congresswoman and Tea Party favorite, says former Mitt Romney adviser Alex Castellanos. "I don't think there's room for the real one now."

8. If Palin indeed stays away from the campaign trail, her team sees more lucrative opportunities ahead: more books, more speeches, perhaps another season of *Sarah Palin's Alaska*. She may never recapture the obsessive spot she once occupied in the American nervous system, but Palin is not going anywhere. ●



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- Sarah Palin, invoking a favorite conservative phrase at the 2010 Reagan Day Dinner in Des Moines, Iowa. John Moore/Getty Images. Updated 12:20 p.m. Eastern Time Sunday.Â But critics of Sarah Palin have already drawn a link between the shooting and the fact that the former Alaska governor put Giffords on a "target list" of lawmakers Palin wanted to see unseated in the midterm elections. Sarah Palin for an Instagram meme they believe "means" people with Down syndrome. On Monday, Palin, whose 10-year-old son, Trig, has Down syndrome, posted a meme suggesting that Democrats are viewed as bratty children, amid protests against Brett Kavanaugh, who has been accused of sexual assault, and his nomination to the Supreme Court.Â Palin didn't outright identify the boy in the photo as Trig; if it is, she may simply have intended to show her child having a typical meltdown. One person, who defended Palin's post, wrote, "That's her kid, she doesn't look at him as disabled. She was just making a point [about] people acting like little kids!" Another person wrote, "She can't show a picture of her own son crying like a baby?" Sarah Louise Palin (/ˈpeɪlɪn/ (listen); née Heath; born February 11, 1964) is an American politician, commentator, author, and reality television personality, who served as the ninth governor of Alaska from 2006 until her resignation in 2009. As the Republican Party nominee for Vice President of the United States in the 2008 election alongside presidential nominee, Arizona Senator John McCain, she was the first Alaskan on the national ticket of a major political party, the first Republican female