

From: "Thomas Jr., Landon" <[REDACTED]>
To: "jeffrey E." <jeevacation@gmail.com>
Subject: Re: Elon and you
Date: Wed, 15 Aug 2018 21:48:37 +0000

He is one of the reporters working on this, but I am not kidding here: its about one half of the business section. They are going full throttle on this story.

On Wed, Aug 15, 2018 at 5:45 PM, jeffrey E. <jeevacation@gmail.com> wrote:

Is this jim Stewart

On Wed, Aug 15, 2018 at 5:27 PM Thomas Jr., Landon <[REDACTED]> wrote:

So Jeffrey.

I need to fill you in on the latest in the Musk drama. My colleagues (about 5 of them!!!) are working on a big Sunday story about how, in effect, Elon became Elon. The focus of the story will be on the influential people in his world -- going back a ways and up to today.

They have told me that your name has come up -- a lot. And that you are going to be featured in this story. How do we get a hold of this guy, they asked me?

I told them: let me lay it out to him.

So, that is what I am doing.

In doing their reporting they have heard that you have -- in the past and quite recently -- spent lots of time with him. And, I am just now realizing that you must have come to know him through The Edge, via Nathan M., Brockman, Minsky and others.

I think I have said to you that I would not again write a story about you -- or that involves you in a prominent way. For a number of reasons -- we are friends, etc. And I will hold true to that -- I will not have a byline on the story.

But I can help in how the story is framed if you do decide to talk about how you came to know him and how you are engaging with him now.

Also, whether you cooperate or not, you are going to be in the piece. So, as your occasional PR adviser this is what I would say: lets get it all out now. Its actually a pretty cool story that gets to the essence of what you do, and my first story about you in NY Mag: finding and supporting beautiful minds.

Let me know what you want to do.

LT

--
Landon Thomas, Jr.
Financial Reporter
New York Times
[REDACTED]

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