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CALIFORNIA WALNUTS SEEK PR PITCHES

The California Walnut Board and the California Walnut Commission, the trade groups that market and represent the 4,600 growers and 90 handlers in California's walnut industry, have issued an RFP for public relations and/or marketing agencies that can conduct a year-long communications program.



The CWB and CWC are seeking proposals from agencies with experience in the agriculture industry that can conduct a communications program to inform its members for the goal of educating them

about important information regarding food safety, regulations and other key issues.

Budget for the campaign is \$750,000. Terms of the contract call for the program to commence in September and end August 31, 2021, with the possibility of renewal for up to two additional years.

Deadline for proposals is 5:00 p.m. (PST) on Friday, May 8. Proposals should be sent to: Jennifer Williams, Marketing Director; California Walnut Board; 101 Parkshore Drive, Suite 250; Folsom, CA 95630.

All bidding agencies should send two hard copies of their proposals.

Questions regarding this RFP should be sent to marketing director Jennifer Williams, rfp@walnuts.org.

[Download the RFP \(PDF\).](#)

W2O ACQUIRES SYMPLUR

W2O Group has acquired Pasadena's Symplur, healthcare social media analytics operation, to expand its proprietary data and technology platform.

The deal is the San Francisco-based firm's fifth acquisition in nine months.

Symplur's platform identifies social media trends among physicians, patient advocates, life science professionals and media of interest to healthcare organizations, government entities and academic institutions.

W2O has been working with the firm in a venture with the California Life Sciences Assn. to track COVID-19- conversations and trends.

CEO Jim Weiss said Symplur's "pioneering technology products turn up the volume on the most important, and often overlooked, voices in healthcare, ultimately engineering a path to a deeper understanding of this dynamic, complex sector."

Symplur will be recast as W2O symplur with co-founders Audun Utengen and Thomas Lee in leadership roles.



PUBLICIS HUNKERS DOWN

Publicis Group rolled out a \$550M cost reduction program as CEO Arthur Sadoun predicts the COVID-19 crisis will trigger "the greatest recession in living memory."

The cuts are designed to help the ad/PR combine to "adapt to the new context and be recovery-ready," according to the CEO.

Sadoun failed to provide financial guidance because the crisis is expected to be "unparalleled in terms of magnitude, complexity and probably length."

Publicis halved its dividend and will delay its payment until September so shareholders can be in "solidarity" with the company and its workers.

Sadoun and former CEO Maurice Levy agreed to reduce their compensation 30 percent during the second and third quarters. Other members of the management team are taking 20 percent hits.

Sadoun is confident that Publicis will survive the pandemic and recession.

Publicis registered a 2.9 percent drop in organic growth during the first-quarter.



Arthur Sadoun

EX-NYPD SPOKESPERSON TO REEVE MARK

J. Peter Donald, a former communications director at the New York Police Dept. and assistant police commissioner, has joined ReeveMark, the strategic communications shop launched in 2018 by Sard Verbinen & Co. veterans.

At the NYPD, Donald handled public affairs and advised mayor Bill de Blasio and then-commissioner James O'Neill on the perceptions and reputation of the department.

Prior to the NYPD, Donald was spokesperson for the Federal Bureau of Investigation's New York office. Most recently, he headed communications for Citizen global safety network and worked on John McCain's presidential run.

Brandy Bergman, ReeveMark CEO, said Donald's "unique experience navigating complex reputational issues for the FBI and the NYPD, as well as for private sector clients, will serve our firm, and our clients, well."

Prior to joining SV&C, she was senior assistant district attorney in the Kings County (Brooklyn) DA's Office.

ReeveMark recently advised Simon Property Group on its \$10B acquisition of Taubman Centers, Payless Shoesource on its bankruptcy filing, Gulfport energy company on activist defense, and BauschHealth on positioning.



J. Peter Donald

FACEBOOK FLOATS \$2M RESEARCH RFP

Facebook plans to spend \$2M to fund research to enrich its understanding of the “challenges related to misinformation, polarization, information quality, and conflict on social media and social technology platforms,” according to its RFP.



The goal is “to minimize the effects of negative experiences people encounter on our platforms.”

The RFP lists areas of exploration as: Health Misinformation.... “Proposals around how to categorize and detect such content, how it spreads, the motivations that drive creation/distribution.”

Quantifying harms of information... “Factors including its perceived credibility, resistance to correction after exposure, and downstream consequences.”

Information processing of sensational, hateful, divisive or provocative content.... “Understanding how people across different backgrounds, communities, and cultures interact with, are affected by, and decide to promote or share the spectrum of possibly problematic content.”

Dangerous speech, conflict and violence... “Projects that focus on actors, content, and behaviors related to sharing inflammatory, offensive, or dangerous content are encouraged.”

Misinformation, multimedia and formats... “We are interested in cognition and susceptibility in the face of either simple or advanced manipulated multimedia.”

News, trust and information quality... “Proposals that examine news consumers’ and non-consumers’ exposure to, interaction with, and understanding of qualities of information.”

Digital literacy, demographics and misinformation... “Proposals that explore the relation between digital literacy and vulnerability to misinformation.”

The research findings will be shared with the scientific, policy and social media communities.

Facebook wants responses from academic institutions or non-governmental organizations with recognized legal status in their respective country.

Awards will range from \$50K to \$150K and will be made as unrestricted gifts. Applications are due May 6.

Click [here](#) for the RFP.

FUENTES SUCCEEDS MYERS AT WB

Johanna Fuentes, executive VP-communications at Showtime, is moving to Warner Bros., where she will be executive VP of worldwide corporate communications. She replaces Dee Dee Myers, who exited the post in February.

Fuentes, who will report to Warner Bros. CEO and chair Ann Sarnoff, will lead communications for the company’s films, television, streaming and games internationally.



Johanna Fuentes

In her previous position, Fuentes oversaw Showtime Networks, Pop TV and the Smithsonian Channel. She was responsible for managing programming publicity, media and talent relations, and corporate branding, as well as playing a key role in awards campaigning.

Before coming to Showtime Fuentes was VP, communications at Bravo TV, and previously served as director, entertainment communications at CBS.

Fuentes is set to take office on May 4.

J&J SEEKS EMEA MARKETER

Johnson & Johnson is looking for an agency that can provide marketing solutions for its brands in the Europe, Middle East and Africa markets.

According to an invitation to tender announcement posted to FUTR Innovate, the contracts platform managed by events services company FUTR Group, J&J is looking for “innovative, cutting-edge” marketing solutions and ideas in the EMEA regions for skin care subsidiary Neutrogena.

“This means, uncovering the most disruptive solution providers, building the most exciting partnerships and most importantly, landing the biggest business impact through paid pilots,” RFP documents read.

Bidding agencies need not necessarily be based in EMEA to be awarded the contract, but must be able to deliver their ideas or solutions in one or more of the countries outlined.

The work is slated to begin sometime this year.

Deadline for proposals is Tues., April 21.

[Click here](#) to view the RFP and submit company details.

Questions regarding the RFP should be directed to team@futrinnovate.com.



YANG GANG OPENS UNITED PUBLIC AFFAIRS

A group of former staffers on Andrew Yang’s campaign for the Democratic presidential nomination has formed United Public Affairs, which will immediately offer remote communications and digital support during the COVID-19 crisis.

Erick Sanchez, Yang 2020 traveling press secretary, and Randy Jones (political director) co-founded the shop.

They are joined by other campaign aides: Hilary Kinney, UPA CEO; Shelby Summerfield, senior VP marketing & PR; and Conrad Taylor, senior advisor.

UPA, which bills itself as bipartisan, has Meghan Milloy as senior strategist. She is a veteran of the presidential runs of George W. Bush, John McCain and Mitt Romney.

Yang and his wife, Evelyn, are charter UPA clients, as is his nonprofit Humanity Forward, which advocates for a universal basic income and human-centered capitalism.

The New York-based firm also will operate in Washington, New Orleans and Los Angeles.

CANNES CANS '20 LIONS

Cannes Lions, which last month pushed back its 2020 festival of creativity from June to October 26-30 due to the “challenging circumstances” presented by the coronavirus pandemic, has pulled the plug on the 2020 festival.

It hopes to host the next edition of the awards from June 21-25, 2021.

The organization noted the global spread of COVID-19 has impacted people across the marketing, creative and media businesses.

It said it’s clear that priorities have shifted from celebrations to protecting the safety of people, preserving companies, society and economies.

“We realise that the creative community has other challenges to face, and simply isn’t in a position to put forward the work that will set the benchmark,” Philip Thomas, CL chairman, said in a statement.

He said the cancellation was made “as early as possible to give the industry total clarity on the situation.”



BUSINESSES LOBBY DC TO RETURN TO WORK

The coronavirus (COVID-19) pandemic has decimated the U.S. economy. The public health crisis has resulted in stay-at-home orders in more 40 states with mandates forcing all non-essential businesses to close. The result, [to date](#), is 22 million unemployed, [record-low](#) retail sales for March and countless businesses in danger of shuttering, if they haven't already.



The U.S. Department of Homeland Security in March issued [an advisory list](#), identifying workers across a range of operations and services that it deems essential to keeping the country on life support.

In response, companies of all stripes have hired K Street lobbying firms in the hopes of convincing lawmakers that they too should be classified as “critical infrastructure” under DHS guidance.

These developments follow high-profile cases where companies willfully defied shelter-in-place orders. One example: Conservative arts and crafts chain Hobby Lobby [flouted states' shutdown mandates](#), making the flimsy argument that it was an “essential business” before legal action threatened by attorneys general in several states convinced the retailer to close all remaining stores and furlough most employees.

Lobbying registration documents filed with Congress in March and April reveal that, in many cases, companies' efforts to gain “essential” designation seem discretely reasonable based on the type of work they do. Like the Hobby Lobby instance, however, other recent Lobbying Disclosure Act Database filings suggest that what constitutes an “essential” business is, for better or worse, open to interpretation.

‘Essential,’ essentially

Laundry equipment supplier Laundrylux signed an agreement with Donald Trump-connected Ballard Partners in a bid to receive “designation as essential business in response to COVID-19 virus,” according to April lobbying registration documents.

Fidelity National Financial, which specializes in title insurance and mortgages, also inked a pact with Ballard Partners in the hopes that the Jacksonville, FL-based holding company can be deemed an “essential service.”

Hunter Douglas, the Dutch corporation best known for its line of high-end window shades, retained law firm Bracewell (formerly Bracewell and Giuliani) in April to lobby for the company's place in “essential and critical infrastructure.”

Solar panel manufacturer JinkoSolar pitched the Department of Energy as well as Congress to request that “factories of solar modules be included as essential services.”

Events and workspace provider Convene retained government relations firm the Petrizzo Group to advocate for government policy as it pertains to “company economic and workforce issues.” The New York-based flex meeting, event and office space company was recently laid off about 150 employees in the wake of the coronavirus outbreak.

Lynchburg, VA-based transformer manufacturer Delta Star, Inc. has turned to lobbying outfit JMH Group (formerly Jamian McElroy & Hamlin) to maintain operations with an “essential businesses” designation during the pandemic.

Trade groups storm Capitol Hill

If U.S. companies seem to suggest in their recent lobbying efforts that “essential” is a fungible term, it deserves to be mentioned that they aren't alone. Trade groups representing every industry and service imaginable are handling the

COVID-19 crisis by taking to Washington to make the case for why the companies they advocate for should be on the list.

The American Chiropractic Association filed lobbying registration documents in April for its intent to reach out to the Department of Homeland Security in an effort “to ensure chiropractors are deemed essential.”

The Transportation Alliance, the trade group that advocates for the private passenger transportation industry—which includes taxis, limousines, airport shuttle fleets and non-emergency medical transportation—hired government affairs firm Miller-Wenhold Capitol Strategies to ensure that ground transportation is defined as an essential service.

Gun group the National Shooting Sports Foundation, which represents firearms manufacturers, distributors and dealers as well as shooting ranges, [penned a letter](#) to the Department of Homeland Security asking the agency to designate the firearm and ammunition industry and the employees who work in that sector “National Critical Infrastructure.”

A coalition consisting of the leading U.S. automobile dealer trade groups—including the National Automobile Dealers Association, Alliance for Automotive Innovation, National Association of Minority Automobile Dealers and American Truck Dealers—[sent a letter](#) to President Trump in late March, requesting that car dealerships be covered by DHS/CISA guidance as “critical infrastructure” during the COVID-19 pandemic.

Tree trade groups the Tree Care Industry Association and the International Society of Arboriculture [submitted a joint letter](#) suggesting that arborists and tree care companies “meet the definition of ‘essential business’ given the fact that,” their “services directly protects[sic] the safety of the public and the safe operation of buildings and residences.”

The Council for Responsible Nutrition, the trade association for the dietary supplement industry, similarly sent a letter to the country's governors requesting that dietary supplement companies be added to the list of “critical infrastructure” alongside food and healthcare product manufacturers.

A road map back to normal

On April 16, Trump revealed new federal guidelines for restarting the U.S. economy, a gradual, multi-phased approach that defers to governors a state-by-state plan for reopening businesses, schools and everyday life, depending on the circumstances of each state.

Getting ahead of the President, multiple cities have extended their stay-at-home orders until at least May 15. With the restart to states' economies left at governors' discretion, protests have erupted in several states with demonstrators demanding that leaders put an end to commerce and business restrictions and allow residents to get back to work.

In the meantime, several developments suggest that being declared an “essential” business might be easier than it seems—if you know the right people. In perhaps the most bewildering twist, professional wrestling promoter World Wrestling Entertainment [was deemed “essential”](#) by the state of Florida, allowing it to continue taping live events from its Orlando facility, albeit without an audience present.

The next day, WWE CEO Vince McMahon [was tapped to serve](#) in an advisory group assembled by the White House to help restart the U.S. economy. McMahon's wife, Linda McMahon, chairs pro-Trump SuperPAC America First Action. Last week, that SuperPAC [announced](#) a \$26.6 million investment in pro-Trump advertising in battleground states from Labor Day through Election Day.

EARNINGS IN THE TIME OF COVID-19

The duration of the coronavirus will define its depth. Yet it is becoming increasingly clear that the duration of the crisis—at least for now—is essentially unknown.

Government officials may speak about “opening” the economy, but it cannot be turned on and off like a light switch. Supply chains have been disrupted and unemployment already is escalating at an unprecedented pace. Fundamental health concerns also will remain, absent a vaccine, effective therapies or nationwide, systematic testing—none of which appear close.



Hugh Burns

So, the question of when, and to what extent, workers and consumers are willing and able to return to offices, factories, stores, restaurants and the like remains almost impossible to answer. And, even as signs of “flattening the curve” begin to emerge in the U.S., the potential for a second wave of cases upon any loosening of societal restrictions cannot be ruled out.

So what are companies to do as they approach first quarter earnings season?

The SEC, in a rare statement, has encouraged companies not to highlight historical results, but to focus on “how its operations and financial condition may change as all our efforts to fight COVID-19 progress.” We believe there is a middle ground, however, between showcasing irrelevant historical results and making bold predictions amidst the uncertainty.

We would advise a new level of detail as to what transpired with the business as COVID-19 took hold, particularly towards the end of Q1, and what the company has done so far to address it. These events present an opportunity to highlight trends that may be illustrative for the future—but without speculating.

For example:

- What were the operational trends as your company progressed through the quarter?
- What aspects of the business were most affected and how?
- What have you done to mitigate the impact on revenue and how is that working?
- What is your liquidity position and how did it change, particularly in March?
- What have you done to lower costs? Reduce staff?
- What actions have you taken to minimize service disruptions, as teams adapt to a new work environment?
- What have been the trends so far in Q2?
- How has your company contributed to the communities it serves?

The first quarter earnings cycle is likely to be a seminal moment in corporate America and an opportunity for every CEO to start setting the table for the next several quarters. We have been counseling companies to address the communications challenges head on: provide investors a true sense of recent performance and near-term path forward, avoid the temptation to speculate in ways that may not stand the test of time and adopt a posture and tone that demonstrates the type of leadership that will resonate with all stakeholders.

Hugh Burns is a founding partner at Reevemark.

ON THE MOVE

The Department of Health and Human Services has named **Michael Caputo** assistant secretary for public affairs. An associate of Roger Stone and Paul Manafort, Caputo has served on the Trump campaign staff and did PR work for a subsidiary of Russian state-owned energy conglomerate Gazprom. His appointment comes as the relationship between Trump and HHS secretary Alex Azar has grown more contentious, with Trump denying reports that Azar warned him about the gravity of the coronavirus situation in January.

Method Communications has brought on **Adrian Eyre** as senior vice president. Eyre joins Method from Edelman, where he was senior vice president and head of enterprise technology. Based in Method’s San Francisco office, he will lead its enterprise team along with **Ruben Simpliciano**, who joins Method as a vice president. Simpliciano was previously a vice president at tech PR firm AxiCom. Method also named **Josh Lefkowitz** (also a former AxiCom VP) as a VP to head its New York office.



Adrian Eyre

Corteva Agriscience has appointed **Anne Alonzo** as senior vice president, external affairs and chief sustainability officer. Alonzo will set strategy and lead the external affairs function, which includes corporate communications, global corporate responsibility, government & industry affairs, and product advocacy. Alonzo was previously president and CEO of the American Egg Board, the marketing arm of the U.S. egg industry.

Fox Corporation has hired **Sal Petruzzi**, who was most recently senior VP of domestic communications at Turner Broadcasting, as a senior VP of communications. Petruzzi will lead communications strategies for the company’s ad sales. At Turner, Petruzzi oversaw communications efforts for its ad sales and distribution divisions; its entertainment, young adults and kids networks; and Turner Sports. Before coming to Turner in 2003, he served as director of PR at A&E Television Networks.

Mission North has named **Evie Nagy** senior director of content and digital strategy. Nagy comes to the agency from edtech company Wonderschool, where she led content and communications. She was previously senior manager, editorial and social communications at software company Slack. Nagy has also worked as a staff writer at Fast Company and an editor at *Rolling Stone* and *Billboard*. In her new position, she will lead content marketing strategies and executive thought leadership in addition to being a member of the content and digital strategy studio.



Evie Nagy

Google has brought on **Leslie Pitterson** to lead the PR team for its ads platforms & publishers business. Pitterson comes to Google from Nielsen where she was VP of communications, leading media relations, issue management and strategic communications for the company’s global digital business. She has held roles at Moody’s Investor Services, Morgan Stanley, PBS and the Clinton Foundation. Pitterson also serves as chief communications officer on the board of directors for New York Women in Communications.

NORWALK REDEVELOPMENT SEEKS PR

The Norwalk Redevelopment Agency wants to hire a firm to perform marketing and communications services support to generate awareness of its projects and programs throughout the city and Fairfield County, CT.

The goals are to pitch Norwalk's urban neighborhoods as prime locations for redevelopment, business relocation and expansion; and broaden NDA's base of financial supporters.

According to the RFQ, the desired firm will handle PR, advertising/marketing, social media, website development/maintenance and account management. The firm also will engage in community outreach and develop a group of new target audiences.

Responses to the RFQ are due May 4.

Firms must submit four paper copies and a digital one of their responses in a package labeled "Marketing and Communication Services."

They go to: Brian Bidolli, Executive Director; Norwalk Redevelopment Agency; 3 Belden Avenue; Norwalk CT 06851.

The RFQ is [here](#).

AIG'S JUAREZ SHIFTS TO DWS

DWS Group, an asset management firm that was spun off by Deutsche Bank in 2018, has named Kenneth Juarez head of communications in the Americas.



Kenneth Juarez

Juarez comes to DWS Group from AIG, where he most recently served as head of communications for its life & retirement business. Before joining AIG, he was a managing director in the corporate communications practice at Burson-Marsteller, where he worked with such clients as Bank of America, Merrill Lynch and Bloomberg.

Prior to working at Burson, he served in financial communications executive leadership positions at both GE and the Abernathy MacGregor Group.

In his new role, Juarez will work to build the DWS Group brand in the Americas, leading day-to-day external and internal communications.

DWS Group currently has more than \$800 billion in assets under management.

DIGITAL PRO LEVENBERG JOINS QORVIS

Philippa Levenberg has joined Qorvis Communications to lead its digital strategy.

She's held digital posts at Story Partners, North Bridge Communications, Levick, America Abroad Media and was a producer for Voice of America.



Philippa Levenberg

Levenberg has handled crisis, communications, product launches, employment engagement, reputation management and advocacy campaigns.

"Integrated, multichannel campaigns require the latest in cutting edge online offerings, and Philippa brings that expertise to the table in spades, said Michael Petruzzello, Qorvis founder/CEO.

Qorvis is the PA/public diplomacy arm of France's Publicis Groupe.

AUSTRALIA TO FORCE FB, GOOGLE TO PAY UP

Australia's government says it will start forcing Google and Facebook to pay for news content.

The Australian Competition and Consumer Commission had been working to reach a voluntary agreement with the platforms to pay traditional media for their content, but Australian treasurer Josh Frydenberg said that those negotiations have resulted in "no meaningful progress."

According to an op-ed Frydenberg wrote in the *Australian*, the code will include provisions for revenue sharing, transparency of ranking algorithms and access to user data, as well as sanctions and penalties for non-compliance.

A draft of the mandatory code is expected to be ready by the end of July, with the final text to be agreed upon by the Australian government soon after that.

A report in the *Guardian* says that "dozens of regional newspapers" have stopped printing since the onset of the coronavirus crisis due to declines in advertising revenue.



Josh Frydenberg

MEDIA MANEUVERS

The wave of cutbacks and layoffs at major publishers accelerated this week with the announcement that *Fortune* magazine is laying off 35 employees globally. The company's executives will also see pay cuts, with CEO Alan Murray taking a 50 percent cut and the rest of the executive committee seeing its compensation drop by about 30 percent. Valence Media, which publishes *Billboard*, the *Hollywood Reporter* and *Vibe*, said on April 14 that it is instituting hiring freezes and salary reductions for those making more than \$100K annually. In addition, co-CEOs Asif Satchu and Modi Wiczysk will not be taking their salaries. Condé Nast is also reducing the salaries of employees making \$100K or more per year, with its senior management team seeing a pay cut of 20 percent.



Amazon is scaling down its affiliate program, which is a major source of revenue for digital publishers. As of April 21, the commissions paid to publishers who steer readers to Amazon to purchase items featured on their sites will fall by as much as 60 percent. The product areas to see the biggest drop include furniture, home improvement and pet products. While commission rates in those categories currently sit at eight percent, they will be just three percent under the new rules. Publishers have been increasingly relying on such revenues to counter declines in advertising. The New York Times acquired product review site Wirecutter in 2016, and New York magazine operates The Strategist, a vertical focused on online shopping via affiliate links.

Deirdre Bolton is leaving her anchor position at Fox Business Network to join ABC News as a business correspondent, based in New York. Bolton hosted her own show, "Risk and Reward with Deirdre Bolton," at Fox and then was as a full-time business correspondent. Before moving to Fox, she was an anchor on Bloomberg TV and served as a CBS News contributor.

COMMENTARY

Fasten your seat belt for one of the biggest propaganda campaigns of all time as Team Trump works to convince voters that up is down, black is white and reality is fake news.

Jay Rosen, media guru and New York University professor, expects the Trump campaign and its allies will do whatever it takes to keep Americans from understanding just how badly the Administration screwed up the response to the COVID-19 outbreak.

The goal of the push is the re-election of the president.

“The Republican Party and the Trump campaign and the MAGA coalition are going to have to produce confusion and doubt on a scale that is unlike anything you’ve ever seen before,” [Rosen told Vox](#). “And that, of course, is going to be a huge challenge for the press.”

Rosen said Team Trump would face many challenges in its bid to persuade Americans that it isn’t responsible for the needless deaths of so many Americans because Trump’s false claims and incompetence are on the record.

He expects Trump’s propaganda salvo to strain the nation’s information system.

“The key for the Trump campaign is to create confusion, not belief,” he said. “And that’s what we’re going to see in the months ahead — is the massive effort to create doubt and confusion about things that are overwhelmingly clear from the public record.”

It’s a sad state of affairs when the former prime minister of one of America’s closest allies, rips Donald Trump’s “lunatic” decision to cut funding for the World Health Organization and scapegoat it for his own domestic failings.



Kevin Rudd

Kevin Rudd, Australia’s leader from 2007 to 2010, called on Germany, France, the European Union, Japan, Canada and the UK to restore the “funding gap created by the lunatic decision by Mr. Trump to axe America’s financial contributions to WHO.”

[The Economist](#) invited Rudd, now president of the Asia Policy Institute in New York, [to submit an essay as part of its series on state of the world following the COVID-19 crisis](#). In it, he faulted Trump and his “America First” battle cry for abandoning America’s global leadership for the first time since 1945.

Normally, America would have managed the global COVID-19 crisis, instead of punishing the only global entity empowered to build immediate public-health capacity in poor countries, where the virus is headed next, wrote Rudd in the April 15 article.

He warned that the 2020 presidential election represents the “Last Chance Saloon” for American global leadership.

If Trump were re-elected, it would “further entrench his nativist, screw-the-rest-of-the-word approach where it’s everyone for themselves—a new international law of the jungle.”

The Australian advised a president Biden to work closely with America’s G20 partners “to smash through on pandemic management, climate change, trade reform and global macro-

economic management” to protect all of us in an “increasingly anarchic world.”

COVID-19 pandemic powers Procter and Gamble as organic revenues surged six percent during the first-quarter, the biggest gain in decades, as consumers stocked up on Tide, Charmin, Mr. Clean, Vicks and Bounty to ward off COVID-19.

CEO David Taylor said P&G’s robust results quarter are a direct reflection of the integral role our products play in meeting the daily health, hygiene and cleaning needs of consumers around the world.”

P&G’s North America and European groups sparked a 10 percent advance in organic growth, performance hindered by disruptions in the China market.

The company expects to thrive as consumers adjust to the “new normal” of keeping homes and clothing germ-free. “Consumption of our products is not likely to dissipate,” he said. “We will serve what will likely become a forever altered health, hygiene and cleaning focus for consumers.”

Google searches for good PR via the launch of its Journalism Emergency Relief Fund to support small media outlets that are struggling during the pandemic.

The Fund is restricted to outlets producing original news for local communities with an online presence of at least 12 months. Awards are limited to newsrooms with under 100 full-time journalists.

Applicants can be for-profit or nonprofit traditional news organizations, digital natives or radio/TV broadcasters.

Google did not disclose how much it has budgeted for the program. It did say grants would be in the low thousands of dollars/euros for small hyper-local newsrooms to low tens of thousands for larger newsrooms.

Hats off to Florida Congressman Charlie Crist for nominating Captain Brett Crozier for a “Profile in Courage” award from the JFK Presidential Library and Museum.

Established in 1989, the award recognizes a federal, state or local public official, whose actions demonstrate the qualities of politically courageous leadership in the spirit of “Profiles in Courage,” President Kennedy’s 1957 book.

Crozier was relieved of his command of the USS Theodore Roosevelt aircraft carrier after he faulted US Navy brass for their lack of support of his crew stricken with COVID-19 virus.

In his letter of recommendation, Crist noted there is no playbook for the current healthcare crisis.

He praised Crozier for standing up for his crew when others failed to act, “who put himself in harm’s way to protect the men and women under his command, and who took the incredible courageous and unselfish act to reach out for the health and safety of his crew when others turned away.”

After a nearly 30-year Navy career, Crozier knew his actions would likely be his last in uniform, noted Crist, but “he did so anyway because it was the right thing to do—example of leadership, a Profile in Courage.” —Kevin McCauley