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The Inside News of
PR and Marketing
Communications

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MALIBU ISSUES COMMUNICATIONS RFP

Malibu is looking for an agency that can develop and implement a strategic communication plan that will increase community engagement and awareness of the city's activities, projects and programs.



The city wants an agency to provide communications support and outreach strategies to augment its media team.

Scope of the work includes reviewing and monitoring Malibu's use of communication channels; creating and scheduling posts for the City's social media platforms; developing content for the City's website and messaging platforms; drafting written materials; developing communication campaigns to help launch new initiatives; providing media support and assisting with messaging and communications during emergencies; providing translation services; assistance with photography, video production, graphic design support, speech writing, presentation preparation and media training services.

The city plans to award a contract for a base term of two years.

Deadline is 4:00 p.m. (PST) on Monday, January 6, 2020. Proposals should be sent to: Elizabeth Shavelson, Assistant to the City Manager; City of Malibu; 23825 Stuart Ranch Road; Malibu, CA 90265

All bidding agencies should submit six printed and bound hardcopies of their proposals.

Questions should be directed to Elizabeth Shavelson via email, eshavelson@malibucity.org.

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

FTI SNAGS EDELMAN ALUM BARTLING

FTI Consulting's strategic communications unit has recruited Ann Bartling as senior managing director for its healthcare & life sciences team in London.



Ann Bartling

She spent 13 years at Edelman/London before exiting in 2016 as managing director, health brands.

Bartling was previously VP-communications & marketing at the American College of Healthcare Executives and senior editor/health & public affairs coordinator at the American Medical Assn.

She joins FTI from HealthUnlimited, where she was a board member and practice lead for communications & PR.

Ben Atwell is global head of FTI's healthcare and sciences unit.

UDG ACQUIRES CANALE COMMUNICATIONS

Dublin-based UDG Healthcare has acquired San Diego's Canale Communications, the life sciences PR firm that has served more than 300 biotech, medical devices, digital health, and pharmaceutical companies since its launch in 2010.

UDG, which employs 8,500 people in 26 countries, is the parent of Ashford Healthcare Communications, provider of advisory, communication, commercial and clinical services for the pharmaceutical and healthcare industries.

CanaleComm, which will retain its name, will become part of AHC.

CEO Carin Canale-Theakston, former head of Porter Novelli's life sciences unit and partner of boutique shop Atkins + Assocs. that was acquired by PN, called AHC "the ideal platform" as the firm looks to grow a more robust service offering.



Carin Canale-Theakston

Matt Jacobson, AHC executive director, views the deal as a way to strengthen his firm's US footprint, especially in the west coast biotech sector.

CanaleComm, which has 30 staffers, has worked with Johnson & Johnson, Avidity Biosciences, Genome Medical, The Cleary Foundation, Dauntless Pharmaceutical and Cirius Therapeutics.

BRUNSWICK GUIDES LVMH/TIFFANY DEAL

Brunswick Group handles LVMH Moët Hennessy Louis Vuitton's \$16.2B takeover of Tiffany & Co., a move that strengthens the Paris-based luxury goods company's watches & jewelry business and bolsters its presence in the US.

LVMH CEO Bernard Arnault called 182-year-old Tiffany a company with an "unparalleled heritage and unique position in the global jewelry world."

He said LVMH plans to "develop this jewel" with the same commitment that it applies to its 75 brands (Tag Heuer, Hublot, Bulgari, Hennessy, Dom Perignon, Givenchy, Fendi, Christian Dior and Sephora).

LVMH used Kekst CNC (James Fingeroth, Molly Morse and Anntal Silver) to handle the Oct. 28 announcement that confirmed preliminary takeover discussions with Tiffany.

It turned to Brunswick's Nik Deogun, Jonathan Doorley and Aurélie de Lapeyrouse for the takeover.

Sard Verbinnen & Co's George Sard, Paul Scarpetta, Chris Kittredge and Eve Young represent Tiffany.



PRSA RECORDS 15% SURGE IN '18 REVENUES

Public Relations Society of America reported a 15 percent jump in 2018 revenues to \$13.8M, sparked by a sharp rise in investment income, according to its recently released Form 990. Investment income rose to \$998K from \$238.6K in 2017.

Program service revenues in 2018 advanced 8.8 percent to \$12.3M. Membership dues & fees kicked in \$5.2M of service revenues. Professional development ranked next at \$2.9M.

CEO Joe Truncale, who stepped down July 15, received \$425,009 in 2018 reported compensation and \$60,869 in other comp. Those totals changed little from the \$421,536, \$58,674 figures from the 2017 period.

CFO Phil Bonaventura (now interim CEO) earned \$272,962 in reported 2018 comp and \$57,262 in other comp. The 2017 amounts were \$261,347 and \$64,705.

PRSA paid a dozen contractors more than \$100K during 2018. JW Marriott Austin led the pack with \$466,657 for convention services.

PUBLICIS CHAIR LEVY RIDES TO WEWORK

Publicis Groupe chairman Maurice Levy has agreed to become WeWork's interim chief marketing officer to help stem the damage suffered by the brand due to the collapse of its initial public offering, exit of co-founders Adam and Rebekah Neumann, bailout by Japan's Softbank and firing of 2,400 employees.



Maurice Levy

He told the *Financial Times* that WeWork chair Marcelo Claure, the Sprint executive who was installed by Softbank at the office sharing company, asked him to take the job.

Publicis is Sprint's ad agency. Levy and Claure have worked together for a number of years. The French firm's Kekst CNC unit works for WeWork.

Levy, 77, said it would have been better for WeWork to hire a younger CMO and communications director but "there is an emergency situation where this is a need to help for a few weeks or months."

FDA'S ISOLA JOINS RUDER FINN/DC

Meredith Isola, director of the Food & Drug Administration's office of communications, is now senior VP at Ruder Finn for government relations, policy and advocacy, as the independent firm fortifies its DC office.

Prior to her stint at the FDA, Isola was PA specialist at the Dept. of Homeland Security, where she chaired the strategic communications working group, dealing with infrastructure and cybersecurity matters.

Isola also had jobs at the American Heart Assn. (senior communications manager for childhood obesity initiatives), Ogilvy PR (VP) and Ketchum (account supervisor).

Monica Marshall, head of RF Relate purpose, social impact, sustainability arm, leads the Washington outpost.

She joined RF in April after heading Ketchum's purpose unit and serving as deputy director of private partnerships at the United Nations' world food program.

PEOPLE ON THE MOVE

Sony Music UK has named **Jessica Carsen** senior vice president, communications. Carsen comes to Sony from News UK, a subsidiary of News Corp, where she was director of communications for *The Times* and *The Sunday Times*. She was previously head of research & communications at Lentikia Capital, and has worked as a reporter at *Time* magazine and a freelance producer at BBC News. In her new role, Carsen will oversee Sony Music UK's external and internal communication, stakeholder engagement and corporate social responsibility efforts.



Jessica Carsen

Ruder Finn has named **Winnie Lai** vice president and general manager, Ruder Finn Hong Kong. Lai joins the firm from Waggoner Edstrom, where she served as VP, Greater China. At Ruder Finn Greater China, **Gao Ming** is coming on as senior vice president, managing director, luxury practice and **Long Xi** has been promoted to leader, integrated marketing practice. **Brian Witte** has been promoted to deputy general manager at Ruder Finn Singapore after leading the firm's corporate and technology practice since 2014; former director of digital PR at Bonsey Jaden **Elya Eusoff** joins Ruder Finn Malaysia as general manager; and **Will Yuan** takes the role of leader, automotive practice, as Ruder Finn China.

Israeli-based cleantech company **BlueGreen Water Technologies** has named **Maayan Nave** chief marketing officer. Nave is the owner of Now-You Global Communications, which operates in New York City and Tel Aviv. He previously led all global communications for the sparkling water brand SodaStream. He will lead BlueGreen's global marketing strategy, global communications, content and integrated video marketing, as well as public relations initiatives for the company in the US, China, South Africa, Russia, and Israeli markets.

PAN Communications has hired **Sian Kilgour** to serve as director of client services in its UK office, a newly created role. Kilgour joins PAN from Circle, where she was a senior director. At PAN, she will participate in the agency's mentorship programs, work to drive organic growth and set best practices and standards in client delivery and measurement.



Sian Kilgour

O'Connell & Goldberg Public Relations has promoted **Matt Levinson** to chief operating officer. Levinson, who was the agency's vice president, joined the agency in January 2000, and during the past two decades, has led many of its practice areas, including retail, real estate and crisis communications. Before coming to O&G, he was a corporate communications manager at Boca Raton Resort & Club and a business reporter at the *Boca Raton News*. Levinson is also a lead faculty member for the International Council of Shopping Centers' John T. Riordan School for Retail Real Estate Professionals, where he teaches crisis communications and marketing.

THE POWER OF ORGANIC INFLUENCERS

The cost of influencer marketing has risen dramatically over recent years, as brands have become enamored with the strategy and influencers have hiked their fees.

Consider these statistics from Izea, a company that connects brands with influencers:

- The average cost for a sponsored Instagram photo jumped 44 percent from 2018 to 2019.
- The average cost of sponsored blog posts increased from \$7.39 in 2006 to \$1,442.27 in 2019, an increase of 195x.
- A Facebook status update has risen 49.4x from \$8 to \$395 since 2014 on average.
- Sponsored content on YouTube leads the price list. In 2019, YouTube videos are four times more expensive than the next highest-priced form of sponsored content.

More affordable than agencies

“Marketers continue to place more value on the content and distribution provided by influencers,” said Ted Murphy, Izea founder and CEO. “We believe content produced by influencers is competing with and in many cases replacing creative that was traditionally produced by agencies.”



**William
Comcowich**

Despite the recent dramatic price increases, influencers can generally produce content more cost effectively than agencies, Murphy argued. Plus, they can distribute that content to their followers. The hourly price to concept a shoot, hire a model, hire a photogra-

pher, find a location and retouch an image is still far more expensive in the traditional agency world. The average price for a sponsored content has room to grow, and it will increase again next year, he predicted.

However, more PR and marketing professionals, perhaps suffering sticker shock, question if influencers are worth their costs. They recommend organic influencer marketing over paying high fees for sponsored content.

“Unless I worked in cosmetics or fashion, I wouldn’t spend a nickel on influencers, opting instead for organic influencer posts,” said Shel Holtz, director of Internal Communication at Webcor, in his email newsletter.

A loss of authenticity and trust

Influencer marketing has become over-saturated as smartphone-toting hordes attempt to become “insta-famous” and cash in. Influencers are supposedly more authentic than corporate messages, but they’re losing trust and authentic connections with audiences.

As the gold rush continues, influencer marketing has become scandalized by reports of fake followers and other forms of fraud.

“We’ve seen everything from reality TV stars accidentally posting brand instructions into their promotional posts, to a beloved social influencer admitting she’s actually a CGI robot, to brands like Payless fooling influencers into paying \$640 for \$20 shoes,” wrote Megan Dgruttola, head of content marketing at Stackla, a user-generated content platform, in Social Media Today.

More marketers wonder how much influencers actually influence followers to purchase products. A recent

Stackla study found that people are 9.8x more likely to make a purchase after seeing a peer’s social post than post from a traditional social media influencer.

Another potential problem: Brands don’t own content they pay influencers to create, unless a contract explicitly states otherwise, Dgruttola added. That’s not helpful when communications teams are under pressure to create large amounts of content for multiple channels.

The power of organic influencer marketing

Organic influencer marketing is an earned media strategy. Instead of paying sometimes large sums for sponsored posts, PR and marketing pros find people who share their content because they genuinely like the brand and its products. They’re natural brand advocates and are excited to work with their favorite brand.

They’re typically micro-influencers or even nano-influencers who may have only several thousand followers. Despite fewer followers—or maybe because of it—they enjoy higher engagement levels and inspire greater trust.

Identifying those brand advocates poses a challenge, but a social media monitoring and measurement service can identify the appropriate influencers for brands, the demographics of their audiences, what content they share, the reach of that content and other important factors.

An organic approach to influencer marketing may require creative approaches to compensation. Ponder how your organization can help influencers. Some ideas include: Help them reach more followers. Offer information and insights and content they can share with their followers. As with public relations in general, the goal is to develop a mutually beneficial relationship.

Measure influencer marketing results

It’s essential to track your results to determine what tactics work and don’t work, which influencers positively respond to your engagement, what posts their followers notice the most, and ultimately what ROI the campaigns produced.

A customized media measurement dashboard will allow you to monitor the metrics that are most important to you, such as engagement rate, follower growth and web traffic, and then to use that data as a benchmark each time for new campaigns.

“You don’t need pockets full of cash to reap the rewards of influencer marketing. What you need is to be genuine, authentic and persistent to get the most out of organic influencer engagement,” said Bridget Cato at SSPR Public Relations Agency.

Bottom Line: As influencers charge more for running sponsored content, more PR and marketing experts recommend organic influencer marketing. A social media monitoring and measurement tool can locate authentic influencers willing to share a brand’s message without demanding large fees.

William J. Comcowich founded and served as CEO of CyberAlert LLC, the predecessor of Glean.info. He is currently serving as Interim CEO and member of the Board of Directors. Glean.info provides customized media monitoring, media measurement and analytics solutions across all types of traditional and social media.

THE COST OF FAKE NEWS: \$78 BILLION

Fake news articles spread over the Internet now account for an economic loss of about \$78 billion a year, according to new research from a University of Baltimore economist and AI and cybersecurity company CHEQ.



The CHEQ report, "The Economic Cost of Bad Actors on the Internet," commissioned University of Baltimore economist Professor Roberto Cavazos to analyze economic data across a variety of sectors in an effort to determine both the

direct and indirect annual monetary damage caused by websites that propagate false information.

The findings suggest that fake news has resulted in annual stock market losses to the tune of about \$39 billion. Consumers additionally lose about \$17 billion a year due to misinformation that influenced their financial decisions, according to the study.

Companies that are the subject of targeted misinformation spend about \$9.5 billion a year in reputation management fees and assorted resources in an attempt to defend their reputations, and misinformation in the health world costs about \$9 billion each year.

The study also found that businesses will lose about \$3 billion each year from online platform safety efforts, and brands lose about \$250 million annually from unwittingly running ads alongside fake news content that undermines their messages.

Altogether, the study concludes these losses amount to a global total of about \$78 billion.

"So long as the ad market incentivizes the production and fake news and it remains human nature to be reactive to news, then the global economy will continue to be at severe risk of harm," the study's authors conclude.

Political races are also dramatically affected by fake news. About \$400 million are spent on fake political advertisements each year, with "at least \$200 million" expected to be spent on fake news in the upcoming 2020 U.S. presidential election, according to the study.

The study's authors noted their estimates are "conservative" and reflect only basic direct costs, as "the true cost" of fake news "extends beyond media expenditures."

NONPROFIT TO PLACE 250 JOURNALISTS IN '20

Report for America has announced that it will place 250 journalists in 164 local newsrooms in 46 states during 2020, four times the amount of this year's class.

The nonprofit places young journalists in newspapers, TV, radio and digital outlets for one- or two-year assignments in "under-covered" communities to report on local governments, veterans issues, aging populations, education, the environment, health care, military bases and housing.

It picks up half of the journalist's salary, while the news outlet and local partners foot the other half.

RFA is funded by the James L. Knight Foundation, Joyce Foundation, David and Lucile Packard Foundation, Ford Foundation, Facebook Journalism Project, Google News Initiation, Craig Newmark Philanthropies and others.

UNC GREENSBORO SEEKS TO ENROLL PR FIRM

The University of North Carolina at Greensboro wants to hire a North Carolina-based strategic PR and marketing firm to help its in-house communications team to "energetically drive a significant increase in positive media coverage."

Founded in 1891, UNCG prides itself as being a "learner-centered public research university."

The College of Arts and Sciences and seven professional schools offer more than 125 areas of study and 80-plus graduate programs with 180 advanced degrees.

UNCG, the largest state school in the Piedmont Triad, has more than 20,000 students, 3,000 faculty/staff, 27 academic buildings and 30 residence halls spread across 250 acres.

It contributes more than \$1B to the area's economy.

The desired communications partner will earn national, state, regional and local coverage about the university's reputation, brand, leadership, students, alumni, faculty, research, grants, awards, external funding and athletic achievements.

Proposals are due Dec. 19. Send via USPS, Fedex or UPS the original, signed response; two photocopies and one un-redacted copy on a PC formatted flash drive to:

Request for Proposal: 69-1151; University of North Carolina at Greensboro; Purchasing Department; Attn: Richard R. Fleming, C.P.M.; 840 Neal Street, Suite 203, Room B Greensboro, NC 27403

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



SLOANE BOOKS EBAY'S \$4B STUBHUB DEAL

Sloane & Co. is handling eBay's \$4B deal to sell StubHub to viagogo, the Geneva-based global online ticket platform for sports and entertainment events.

Eric Baker, viagogo founder/CEO, co-founded StubHub while in business school but left the company before eBay bought it for \$310M in 2007.

"It has long been my wish to unite the two companies. I am so proud of how StubHub has grown over the years and excited about the possibilities for our shared future," said Baker in a statement.

The deal will offer buyers a wider choice of tickets for buyers and more potential customers for sellers, according to Baker, who called the transaction a "win-win for fans."

eBay has been restructuring its operations under interim CEO Scott Schenkel.

StubHub president Sukhinder Singh Cassidy said joining viagogo will drive expansion and innovation, and create a more competitive offering for fans worldwide.

The deal is expected to close by the end of the Q1 2020.

Sloane & Co.'s Whit Clay, Dan Zacchei and Mike Boccio represent eBay. Mercury's George Tucker handles viagogo from the UK.

Mark Penn's MDC Partners owns Sloane. Omnicom owns Mercury.



SOCIAL TOPS PROGRAMMATIC AD SPENDS

Advertisers in the U.S. will spend more than \$57 billion on programmatic digital display ads this year, according to new estimates by digital market research company eMarketer.

Programmatic media buying, or the practice of display ad placement that's entirely automated, will account for 83.5 percent of total digital display ad spending in 2019, according to eMarketer.

eMarketer further predicts that U.S. programmatic display ad spending could top \$68 billion next year, to gain 85 percent of the digital display market, and could hit \$86.5 billion in 2021, accounting for 86 percent of all digital display ads.



One interesting detail—or a troubling one, depending on where you stand—is the revelation that social media networks now take an even greater share of programmatic digital display ad spending pie than ever before.

This year, more than half of the total programmatic digital display ad spending in the U.S.— 56.3 percent—will go toward digital display ads on social media networks, either in the form of banners, video or other display ad units across social networks.

eMarketer further predicts that social will take 57.6 percent of all programmatic digital display ads in 2021.

Both figures beat out eMarketer's previous forecasts, which predicted earlier this year that programmatic would account for 51.3 percent of digital display ad spending in 2019 and 52 percent of digital display ad spending in 2021.

EDELMAN REPS SILVER LAKE SOCCER DEAL

Edelman is handling both ends of Silver Lake's \$500M outlay for a 10 percent stake in City Football Group, parent of Britain's premium league champion Manchester City soccer club, an investment that values CFG at \$4.8M.

CFG, which is controlled by the Abu Dhabi royal family, owns New York City FC and teams in Australia, Japan, China, Uruguay and Spain.

It plans to use the proceeds from the Silicon Valley private equity firm to fuel international growth, develop infrastructure and enhance technology. A home stadium for NYCFC, which currently plays in Yankee Stadium, is in the works.

The *Financial Times* reports that Silver Lake's investment makes CFG the globe's richest sports investment, ahead of rival Manchester United (\$2.8B) and the Brooklyn Nets (\$2.4B).

Silver Lake has \$43B in assets under management. Managing partner Egon Durban will join CFG's board of directors, which will increase from eight to nine members.

Edelman's Iona Stewart represents CFG and Jennifer Stroud handles Silver Lake.



MEDIA MANEUVERS

Meredith Corp. continues to tinker with the print frequency and subscription status of several of its titles. *Rachael Ray Every Day* is going from a 10-issues-per-year subscription status to a quarterly journal that will only be sold on newsstands. The first issue of the quarterly is set to go on sale in January. Current subscribers to the magazine will now receive fellow Meredith title *Eating Well*. The company is moving in the opposite direction with *Coastal Living*, which is selling subscriptions again after shifting to a newsstand-only status last year. It says the move is a result of the “resounding consumer demand and success” of the newsstand edition.



Three Ohio newspapers will be going from daily publication to a three-days-a-week schedule as part of Apollo Global Management's acquisition of Cox TV stations and newspapers, according to a report in the *New York Post*. The \$3.1 billion deal, which was OK'd by the FCC, will require the *Dayton Daily News*, the *Journal-News* in Hamilton, OH and the *Springfield News-Sun* to cut their frequency as a way of getting around FCC rules banning the same owner from running a TV station and a daily newspaper in the same market.

NEWS OF FIRMS

WPP is creating a campus in Detroit, leasing 150,000 square feet in the Marquette Building, directly across from TCF Center. The campus, which is slated to open in late 2020, brings together the company's agencies in the city, which include GTB, VMLY&R, Burrows, Hudson Rouge, Iconmobile, Xaxis and Zubi. They will work with Ford Motor Company, WPP's largest client, which is planning a campus near the new WPP location. The Detroit campus will be the company's tenth in North America, and the fifth to be unveiled in the last two years.

D/CAL, a strategic creative agency co-founded by professional skateboarder Tony Hawk, and proprietary consumer intelligence platform **Apollo Program** are partnering to bring industry-exclusive behavioral insights and creative services to brands. The partnership combines insights from D/CAL's Cultural Advisory Board with Apollo's quantitative ability to assess consumer behavior. While each firm remains independent, they believe this combination creates a strategic advantage for both firms' current and future client partners.

Lambert has acquired a portion of Fingerpaint's Phoenix-based business. The Fingerpaint team that will be moving to Lambert is led by Michelle Olson, who previously led Fingerpaint's Phoenix office. Lambert is not taking over Fingerpaint's Phoenix location. Olson's team specializes in PR, brand journalism and integrated communications, and brings key clients in automotive & mobility and real estate, while expanding Lambert's national footprint.



COMMENTARY

Competition in the automotive industry is as intense as it gets. While many buyers say they shop on price, companies know customers tend toward brand loyalty. Once they get them, they often keep them. So, anything that complicates or tarnishes a brand's image to the consumer public is cause for concern. Which brings us to



FIAT CHRYSLER AUTOMOBILES

the situation in which Fiat Chrysler finds itself.

The company is dealing with two different challenges: labor talks with the UAW and merger negotiations with PSA Group, a French automaker. This alone would be no real cause for a PR alarm. Automakers negotiate with unions all the time, and mergers are already a very public part of Fiat Chrysler's identity. But these news items pale when compared to the staying power of the following headline: "GM sues Fiat Chrysler for racketeering."

Media sources are already describing the lawsuit as "unprecedented," which, from a PR perspective, means the playbook is relatively blank insofar as how to deal with this situation.

The lawsuit alleges that Fiat Chrysler "bribed" union officials to give the company "an unfair cost advantage," leading to "billions" in losses for GM. Fiat Chrysler, justifiably concerned about how this lawsuit would influence current labor negotiations, fired back, calling the allegations in the suit "meritless" and categorizing the suit as an attempt to damage ongoing union negotiations.

All this is happening even as the potential merger illustrates huge stakes for the somewhat troubled automaker. Combining with PSA Group offers Fiat Chrysler additional resources and infrastructure the company needs to ramp up its electric car initiatives, an area in which American rivals GM and Ford already have a lead and a clear advantage. So far, the lawsuit filed by GM hasn't hurt negotiations between PSA and Fiat Chrysler, but it's too early to tell if those talks are immune to the PR related to the allegations in the suit.

—Ronn Torossian, CEO of 5WPR

Donald Trump may have trashed "Crooked Hillary" throughout his presidential campaign but that didn't stop him from reaching out to her media guru, Mark Penn, for a Nov. 18 chat at the White House. Has he no shame?

The MDC Partners chairman, who also counseled Bill Clinton, spent an hour with the president and discussed how he handled the impeachment of his client.

The *Washington Post* reported that Penn advised Trump to travel around the country like Clinton did to fight impeachment, while focusing on governing.

That's hardly groundbreaking stuff. But one out of

two isn't bad.

Since the beginning of his presidency, Trump has been holding rallies before adoring fans, dishing out various Deep State conspiracy theories designed to undo the 2016 Electoral College results. As for governing, policy wonk Clinton thrived on it. As for Trump, forget about it.

Penn told the Post that he's neither counseling nor advising Trump. That's a good thing because Trump isn't a guy who is big on consultants.

Media mogul and presidential candidate Mike Bloomberg says he knows how to beat Donald Trump.

He has a secret weapon. Tim O'Brien, who is taking a leave of absence from the executive editor slot at Bloomberg Opinion, knows how to get under Trump's skin.

Trump launched a \$5B lawsuit against O'Brien for writing in his 2005 book, "TrumpNation: The Art of Being the Donald," that he was worth around \$250M, a devastating blow to Trump's billionaire public image.

The suit was finally dismissed in 2011.

Trump ridiculed O'Brien as a "whack job, a total nut job and one of the sleaziest people I've ever done business with."

O'Brien may get the ultimate revenge.

If Bloomberg is looking for another guy who knows how to needle the president, he should give comedian Bill Maher a call.

He was sued after offering a \$5M donation to charity if Trump could prove that he wasn't the son of an orangutan. That suit was dismissed in 2013.

God calls on Sarah Sanders. Life is good for the former White House press secretary since she left Washington and returned home to Arkansas.

Speaking at the Lincoln-Reagan Day Dinner in Hot Springs on Nov. 19, she said: "I'm just excited to have people clap when I come up to a podium. It's very different from what I'm used to. All I can say is thank God I'm back in Arkansas."



Sarah Sanders

Though the DC press corps is also happy that it doesn't have to deal with Sanders' lies and distortions, her replacement Stephanie Grisham is hardly a bargain.

Sanders has her eye on a bigger prize. She's angling for her dad's old job in 2023 after Governor Asa Hutchinson's term is up.

"There are two types of people who run for office," she said. "People that are called and people that just want to be a senator or governor. I feel like I've been called."

God help the good people of The Natural State.

—Kevin McCauley