



Kevin McCauley
Editor-in-Chief

O'Dwyer's Newsletter



The Inside News of
PR and Marketing
Communications

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

December 10, 2018 Vol. 51 No. 49

SANTA FE TARGETS ART BUYERS VIA RFP

Santa Fe is looking for a marketing communications partner to incorporate its vibrant visual arts and museum scene into “The City Different” brand positioning in an effort to lure art buyers/collectors.



The campaign also will support galleries and cultural institutions by generating increased traffic count and corresponding bookings for Santa Fe lodging, according to its RFP.

The communications partner will develop a visual arts and museum brand strategy and “an action plan to bring the brand to life” through initiatives such as advertising, promotions and PR.

Tourism Santa Fe has budgeted \$225K for the advertising component of the campaign. Additional funding of \$250K to \$275K is expected from gross receipts taxes.

Tourism Santa Fe wants to receive two hard copies of the proposal and an electronic file by Dec. 19.

They go to: Purchasing Office, 2651 Siringo Road, Building “H,” Santa Fe, New Mexico 87505.

The outside of the envelope must include proposal number-- “19/18/P”; title--Visual Art and Marketing Program; and the sender’s name and address.

FACEBOOK’S MULLANEY TO BRUNSWICK

Craig Mullaney, a member of Obama for America’s national security team who most recently headed strategic partnerships at Facebook, has joined Brunswick Group as a partner in DC.

At the social media giant, Mullaney was in charge of developing compelling content from the worlds of business, science and PA for Facebook, Instagram and emerging platforms. He also counseled *Fortune* 500 executives on ways to incorporate Facebook into their leadership and communications efforts.

Before joining Mark Zuckerberg’s company, Mullaney was senior VP, content, operations and strategy for Ustream, the live video streaming platform that is now part of IBM.

Mullaney, a West Point graduate and Army Ranger, served in Afghanistan for three years and was awarded a Bronze Star. He went on to teach history at US Naval Academy and to the Defense Dept. where he was principal director for Afghanistan, Pakistan and Central Asia policy.



Craig Mullaney

AMAZON KICKS LIC MOVE TO SKDKNICK

Amazon has hired Democratic firm SKDKnickerbocker to counter growing opposition to its plan to open a 4M sq. ft. campus in Long Island City, Queens.

SKDKnick, which is part of Mark Penn’s Stagwell Group, handles media relations, strategy and public outreach.

Community leaders, as well as newly elected Congresswoman Alexandria Ocasio-Cortez, fret over Amazon’s impact on the neighborhood, strains on the NYC infrastructure and hefty financial incentives doled out to billionaire Jeff Bezos’ company.

New York Governor Andrew Cuomo and NYC Mayor Bill de Blasio enthusiastically support the Amazon project, claiming it will generate up to 25K jobs.

New York’s City Council plans three meetings on the Amazon move. The first is scheduled for Dec. 12.



MERCURY FLACKS FOR GOP HACK CRISIS

Mercury Public Affairs is supporting the National Republican Congressional Committee to handle the crisis connected to news that it was hacked during the 2018 election cycle.

An outside vendor informed GOP officials about the cyber attack in April, but the party decided to remain silent, claiming that going public with the news would hinder its internal probe.

Politico broke the news of the attack Dec. 4.

Ian Prior, VP at Mercury, serves as spokesperson for the NRCC. He confirmed the committee was a “victim of a cyber intrusion by an unknown entity.”

He said once the NRCC learned of the attack, it “launched an internal investigation and notified the FBI, which is now investigating the matter.”

The news of the attack comes at a bad time for NRCC as it seeks to rebuild following the loss of 40 seats and control of the House in last month’s election.

The hack also is a cause of embarrassment as President Trump had ridiculed the Democratic National Committee following its hack.

“The DNC should be ashamed of themselves for allowing themselves to be hacked,” Trump told CBS in July “I heard they were trying to hack the Republicans, too. But, and this may be wrong, they had stronger defenses.”



Ian Prior

FWV ACQUIRES 50% STAKE IN AMP3

French|West|Vaughan is acquiring a 50 percent stake in New York-based fashion, beauty and lifestyle shop AMP3. The two agencies will operate together as AMP3 PR in the New York market.

AMP3 PR co-founders Dion and Alyson Roy will continue to direct the operation of the firm. FWV executive vice president and principal Natalie Best will work to integrate AMP3 into the FWV portfolio of agencies, which includes FWV Fetching; RGAA, its Hispanic market offering; and Prix Productions, the company's long-form feature and documentary film division.



Rick French

FWV's New York staff will combine with AMP3 PR and its staff in new offices at 210 W. 29th Street.

"Our investment in AMP3 is a new way for FWV to approach the NYC market," French told O'Dwyer's. "We are a large midsize agency with multiple practice areas, whereas Dion and Alyson have built a strong reputation in high-end lifestyle marketing and fashion, which really takes us back to our own roots in New York when our office there was primarily focused on the same categories."

The Stevens Group's Art Stevens and Rich Jachetti brought the parties together and assisted in the negotiations.

FWV reported net fees of \$25.2M in 2017 and AMP3 had \$500K, according to O'Dwyer's annual ranking.

APCO REPS CHINA'S HUAWEI

APCO Worldwide represents Huawei, the Chinese telecommunications giant that is at the heart of the US battle with China on the technology and trade fronts.

Canadian officials arrested Meng Wanzhou, CFO and daughter of Huawei founder Ren Zhengfei, Dec. 1 based on an extradition order from the US.

The arrest triggered a global market sell-off.

Huawei is a long-time client of DC-based APCO. The DC firm handles foreign investment and security-related issues and provisions related to US government purchases, according to federal filing records.

Don Bonker, former Democratic Congressman from Washington and executive director at APCO, oversees Huawei.

He's APCO's go-to person on trade and investment issues (including Committee of Foreign Investment in the US) in Russia, Europe and Asia. Bonker specializes in Chinese investments in the US.

Huawei's fees declined from \$30K during the first and second quarter to \$10K in the third period.

Evan Kraus, APCO president and managing director of operations, told O'Dwyer's that his firm is "fully transparent about our lobbying and foreign representation work in all cases through our public filings."

He confirmed the public filings are "an accurate reflection of our work."



Meng Wanzhou

PEOPLE ON THE MOVE

PAN Communications has hired **Kari Hulley** as VP. Hulley joins the firm from InkHouse, where she helped establish its healthcare practice, while also leading comprehensive, integrated programs across the technology landscape. Her expertise spans industries including technology, enterprise software, security, education and healthcare. Hulley will be responsible for growing both the healthcare and B2B technology portfolios for PAN in its San Francisco region.



Kari Hulley

360 Media Inc. has brought on **Lindsay Gordon** as director of client services. Gordon was previously communications supervisor at culture marketing agency AGW Group. Before that she led press and social efforts at music marketing agency Sneak Attack Media. Gordon co-founded the music discovery site I Dig This Track, serving as editor and securing partnerships with major festivals and venues. At 360, she will spearhead day-to-day PR and strategy for all clients in the entertainment, culinary, hospitality, music, lifestyle, and real estate sectors.

APO Group has named **Lionel Reina** CEO. He comes to APO, a media relations consultancy and press release distribution service serving Africa and the Middle East, from telecom company Damovo, where he was managing director Benelux. Before that he was CEO of computer and network security company Simstream. In his new post, he assumes operational responsibility for all aspects of the business. Founder and owner of APO Group Nicolas Pompiagne-Mognard will become Chairman.

FrazierHeiby has hired **Lauren Parker** as executive VP. Parker comes to the Columbus, OH-based agency from Hot Paper Lantern, where she was VP-communications. Before Hot Paper Lantern was spun off from Peppercomm earlier this year, she had been with Peppercomm for over ten years, most recently as director, client relationships. In her new post, Parker will guide business strategy, drive development and expand client service offerings.

Osborn Barr has promoted **Karen Pfautsch** to senior VP. Pfautsch, who has been with the agency since 2003, most recently served as VP at its St. Louis headquarters. As VP, Pfautsch worked with such clients as the United Soybean Board, National Corn Growers Association and U.S. Soybean Export Council. In her new position, she will be responsible for overall account performance and oversee multiple account teams, as well as providing strategic leadership to the agency.

Heinrich Marketing has hired Matt Ingwalson as VP of creative strategy. Ingwalson comes to Heinrich from marketing and advertising firm Vladimir Jones, where he served as executive creative director. He will be leading Heinrich's creative team and generating content for clients across various categories and media.



Lauren Parker

DIVERSE STAFFS FOR DIVERSE AUDIENCES

As marketers, our job is to explore the ways in which our clients' products or services will connect with target audiences. Considering most audiences are diverse, it may seem like a no-brainer to have a marketing team



Katie Kern

made up of individuals from different backgrounds and races. People want to be understood, and what better way to understand someone than valuing their viewpoints and experiences?

Two examples immediately come to mind of industry giants who failed to embrace diversity, even when their consumer base is a mixture of people.

Dove posted an advertisement on its Facebook page that had a black woman turning into a white woman after using Dove body lotion. Immediately, there was immense backlash, with nearly 3,000 negative comments and a call to boycott Dove's products. Dove apologized and issued a statement that read, "This did not represent the diversity of real beauty which is something Dove is passionate about and is core to our beliefs, and it should not have happened."

At the beginning of the year, the second largest retailer in the world, H&M, pictured a five-year-old boy, who is also black, modeling a hooded sweatshirt that read "coolest monkey in the jungle." Considering the boy's race, and how many know that this term can be used as a revolting slur, the repercussions were — as they should have been — massive. However, what's particularly interesting from a marketing standpoint is how H&M's audience, and even the celebrities that work with the brand, including The Weeknd and G-Eazy, weren't represented at all by the retailer's internal culture, which is comprised of an all-white board. In response, H&M tasked Annie Wu, their global manager for employee relations, to head up diversity and inclusiveness initiatives.

If these examples prove anything, it's that businesses and marketers need to be proactive when it comes to diversity. Instead of just talking about it, firms need to make inclusion part of their principles.

The first step in is to include people from different backgrounds, ages, races and genders in high-level executive positions. Businesses can welcome diversity by supporting causes that matter to their audience. Companies that have done an excellent job at this are MailChimp, which is looking to improve the inclusion of minorities in Atlanta's tech firms, and Starbucks, which makes inclusion the cornerstone of their workplace culture.

Not only is having a diverse workplace the right thing to do, it's also the smart thing to do. According to a recent survey by McKinsey, out of 1,000 businesses surveyed, the firms with diverse executive teams reported bigger profits than those who don't. Those with ethnically diverse workforces were 33 percent more likely to have above-average profitability, and gender diversity resulted in above-average profitability of 21 percent.

Being different makes us stronger. How can a firm expect to speak to their audience if everyone making the decisions are from the same background, the same race or the same gender? It's impossible, because to really know

and understand your consumer is to walk in their shoes. Only someone that has experienced a similar life will know what will speak to the customer. Inclusive work cultures foster creativity by bringing together varied perspectives and directly results in more thoughtful campaigns.

Inclusion can mean so many things, but no one wants to feel alienated. From high school cliques at the lunch table, to looking at an advertisement, we want to feel like we belong. Chevron CEO and Chairman John Watson made a very poignant statement when speaking about his upcoming retirement. When asked what he'd do differently if he had to do it all over again, he responded by saying, "The sooner you learn about reading people, listening to others and building relationships, the sooner you will be more effective." The easiest way to read others is to know them. To know others is to embrace diversity. And, by embracing diversity, a team can produce their best work.

Katie Kern is partner and COO of public relations and marketing firm Media Frenzy Global.

CONSUMERS HAVE A LIMIT WITH QUESTIONS

Consumers regularly turn over their personal information to brands in exchange for special offers and personalized experiences, and of course the data gleaned from these inquiries can produce invaluable material for lead generation, but asking for too much information can quickly drive consumers away, according to a recent survey by data platform Jebbit.

The study, which sought to analyze how much consumers trust the world's most well-known brands, asked respondents to list behaviors that provoke them to distrust a company that asks for personal information.

As it turns out, many consumers often think brands sometimes ask too many questions. About 40 percent of respondents said they distrust a brand when it asks them for too much information. Nearly a third (28 percent) said they distrust brands that've been involved in public data scandals. Nearly one-in-five (16 percent) said they distrust brands that have relied on inaccurate information to market them, and 10 percent said they distrust a brand that engages in "creepy" advertising practices.

By contrast, the survey sought to uncover what behaviors could cause brands to be seen in a more positive light. A majority of respondents (33.3 percent) said declining to show ads, offers or messages based on data consumers didn't supply led them to trust brands most, followed by storing and using only personal info that's relevant to the product they buy (33.2 percent) and revealing what info brands have on them (24 percent).

The survey also asked respondents to rank, on a scale of 1 to 10, how much they'd trust a list of 100 brands if those brands offered them offers, goods and services in exchange for data. The companies taking the top-trusted slots were Amazon, Google, Visa, UPS and Apple. CarMax, Philip Morris, Conoco, DISH Network and Autonation were among the worst-ranked brands.

Jebbit's report, "The State of Consumer Trust" surveyed 1,000 U.S. adult smartphone users in November. Participants were sourced through Facebook, Twitter, Instagram and Amazon's Mechanical Turk.

BCW HANDLES SOCCER BRAWL

BCW is handling the legal suit filed today by US Soccer Foundation, the non-profit group that promotes the sport in underserved communities, against the US Soccer Federation.

In the US District Court for the District of Columbia lawsuit, the Foundation seeks a declaratory judgment of non-infringement of trademarks in a dispute over who controls the Foundation's name and branding marks.



It claims the Federation, which is the government body of amateur and professional soccer teams, demanded that the Foundation stop using the name and logo that have been in place since its 1994 start-up.

The Foundation's complaint alleges that the Federation "has threatened to hijack the Foundation's trademarks for its own use—likely in an effort to capitalize on lucrative business opportunities when the US hosts the World Cup in 2026."

Ed Foster-Simeon, Foundation president, said loss of its widely recognized name and logo would deprive it of goodwill and hurt its charitable efforts.

The Foundation has invested more than \$125M to promote soccer in low-income communities. Ninety percent of participants in its programs receive free or reduced school lunches because of modest family income levels.

Terry Neal, executive VP in BCW's PA/crisis group, and Mike Heimowitz, managing director, represent the Foundation.

ARCHITECTURAL FIRM ISSUES PR RFP

Global architectural design firm Populous is looking for a PR agency that can help raise the company's profile in the U.S. next year.

The Kansas City, MO-based design firm, which is known primarily for its sports facility, arena and convention center architecture work, was founded in 1983. With nine offices in the United States as well as offices across Europe and the Middle East Asia/Pacific regions, it's considered one of the largest architecture firms in the world.

POPULOUS

Populous seeks an agency that can elevate the Populous brand through a "multi-faceted content approach," with an emphasis on earned media placements in national outlets (particularly business, culture, arts, travel publications and high-profile national dailies) as well as social media, corporate awards, speaking engagements and working side by side with the firm's team in moving the brand forward.

The project, which will be retainer-based for the 2019 calendar year, comes with a budget of \$5,000 to \$6,000 a month as well as expenses

Submissions are due by Dec. 17.

Contact is Populous Americas marketing director Gina Leo Stingley, gina.stingley@populous.com

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

JOELE FRANK LIGHTS UP CRONOS DEAL

Joele Frank, Wilkinson Brimmer Katcher is handling Canadian cannabis company Cronos Group, which has received a \$1.8B investment from Altria Group.

Mike Gorenstein, CEO of Cronos, said the alliance with the parent of cigarette maker Philip Morris will provide resources and expertise to accelerate growth.

Howard Willard, CEO of Altria, said Cronos is his company's "exclusive partner in the emerging global cannabis category and an exciting growth opportunity."

Altria's investment translates into a 45 percent stake in Toronto-based Cronos. The Marlboro marketer has warrants exercisable into an additional 10 percent Cronos position.

JFWBK's Adam Pollack and Mahmoud Siddig represent Cronos.



INSIGHT ADDS LOBBYING JUICE TO JUUL

Juul Labs, which controls the lion's share of the US e-cigarette market, has hired Insight Public Affairs to handle Food & Drug Administration regulatory matters and for a push about the value of vaping products in "harm reduction." The company, which supports effective tobacco control, says use of its products "accelerate cigarette displacement."

Atria Group, owner of No. 1 cigarette brand Marlboro, has approached Juul's management about making an investment stake.

Podesta Group veterans Oscar Ramirez and Dana Thompson launched Insight following last year's implosion of John Podesta's firm.

Insight has strong ties with the CBC, as well as the Hispanic Caucus and Congressional Asian Pacific American Caucus.

EDELMAN TAPS BIZ JOURNO ARNDT

Edelman Chicago has hired Chicago business journalist Michael Arndt to be an executive editor on its editorial team.

Arndt comes to Edelman from Crain's Chicago Business, where he served as editor since 2012, leading the publication's evolution to a multi-platform operation. Before joining Crain's, he was a senior correspondent and senior editor with BusinessWeek and has also served as Sunday business editor and chief economics correspondent with the Chicago Tribune based out of the paper's Washington, D.C. bureau.



Michael Arndt

At Edelman Chicago, Arndt will work to enhance the agency's content strategy and storytelling capabilities. He will also play a key role in enhancing Edelman Chicago's capabilities in B2B content strategy, working with C-suite clients to advise them on media strategy and content development, particularly in the area of thought leadership.

TV STILL PREFERRED NEWS SOURCE

Americans still prefer watching the news rather than reading or listening to it, and their viewing loyalties have yet to migrate fully to the digital realm, according to a recent Pew Research Center survey.



The survey, which polled U.S. adults on their news consumption habits, found that about half (47 percent) of Americans still prefer watching the news as opposed to reading or listening to it, while about a third (34 percent) opt to read the news and about one-in-five (19 percent) still prefer listening to it.

And despite the recent outcrop of online news outlets, an overwhelming majority of those who said they prefer watching the news (75 percent) cited television as their preferred medium for doing so, while 20 percent of watchers chose the web.

However, a majority of those who said they prefer to read their news now primarily use the web to do so (63 percent), while only 17 percent still prefer print. More than half of those who prefer listening to the news named radio as their top choice (52 percent), while 21 percent named television and 20 percent listed the web.

In addition to determining whether Americans preferred watching, listening or reading the news, the study also asked which platform respondents preferred to conduct this activity. About four-in-ten respondents (44 percent) said TV was their top medium, compared to a little more than a third (34 percent) who said they preferred the Internet, 14 percent who preferred radio and seven percent who preferred print.

Of the one-in-five respondents who cited the Internet as their preferred news medium, adults under 50 were three times more likely to prefer getting their news online than those ages 50 and older. The study also found that more than three-quarters (76 percent) of those ages 18 to 49 who prefer reading the news favored the web for doing so, compared to 43 percent of those 50 and older.

The Pew Research Center survey polled more than 3,400 U.S. adults between July and August.

NEXSTAR PICKS UP TRIBUNE MEDIA

Nexstar Media Group has entered into a merger agreement with Tribune Media. The \$6.4 billion deal would make Nexstar the largest local television station owner in the country, with 216 stations in 118 markets. However, Nexstar has said it intends to divest or swap stations it has in 13 of the 15 markets in which its current stations overlap with those of Tribune. Following the merger, which is set to be completed in the third quarter of 2019, Nexstar would have stations in eight of the top 10 U.S. television markets (including New York, Los Angeles and Chicago) and in 37 of the top 50 markets.

Tribune terminated its previous merger deal with Sinclair Broadcast Group in August after regulatory difficulties. According to *Variety*, Nexstar CEO Perry Sook told analysts he has already discussed the Nexstar/Tribune transaction with FCC chairman Ajit Pai. Perry said he would quickly deliver a “comprehensive plan for compliance with regulatory requirements” to the FCC.

PROFILE WORKS TENCENT LAWSUIT

Profile Advisors is working with investor Hanwei Guo in his fraud suit against Tencent Music Entertainment Group, China's largest social media company, its co-president and other parties.

Guo claims he invested \$26M in a venture called Ocean Music in 2012, after being wooed by co-president Guomin Xie. He said he was tricked and intimidated into selling his stake in Ocean Music, which ultimately merged with another company to become Tencent, which could generate more than \$1.2B in an IPO this month.

Guo filed for arbitration proceedings in China and a suit in US District Court for the Southern District.

In the discovery motion, Guo seeks information from JP Morgan, Deutsche Bank and Merrill Lynch related to Tencent's IPO.

Profile's Greg Marose and Charlotte Kiaie handle the suit.

RESEARCH GURU MCGOLDRICK BACK AT FTI

Brent McGoldrick has returned to FTI Consulting as senior managing director in its strategic communications arm. He'll lead the combined digital & creative communications and strategic consulting research practices for the Americas.

Most recently, McGoldrick led Deep Root Analytics, which followed a nearly seven-year stint at FTI in Washington, where he led its Americas team in executive stakeholder opinion research, social media and content analysis work.

McGoldrick also worked on the Romney for President campaign as part of its strategy, polling & media analytics unit.

Earlier, he was at Edelman, Grassroots Targeting, Republican National Committee and Dynamic Logic.

McGoldrick reports to Brian Kennedy, Americas head of FTI's stratcomm unit.



**Brent
McGoldrick**

BRUNSWICK WALKS THE STREET DEAL

Brunswick Group is handling TheStreet's deal to sell its B2B business (The Deal and BoardEx) to Euromoney Institutional Investor PLC for \$87.3M.

The divestiture of the units, which combined for \$23.8M revenues in 2017, is part of TheStreet's strategic review to bolster shareholder value. It follows the sale of The Rate.

TheStreet CEO Dave Callaway plans to resign, once the divestiture of The Deal and BoardEx is approved early next year.

With Callaway's departure, CFO Eric Lundberg will add the CEO title and Margaret de Luna, consumer president chief, will become COO.

Jim Cramer, host of CNBC's “Mad Money,” founded TheStreet.

Brunswick Americas CEO Nik Deogun, partner Darren McDermott and director Kate Beers handle TheStreet deal.

COMMENTARY

You've got to hand it to S4 Capital chief Martin Sorrell: the guy is a PR genius.

How else can one explain the amount of ink spilled over S4's deal to acquire obscure ad tech firm Mighty Hive of San Francisco for \$150M?



Martin Sorrell

It as if the media wait with bated breath for the next move of the ousted 73-year-old WPP chief. Will he gain a measure of revenge from WPP? Stay tuned.

Give me a break.

One hundred fifty million dollars is certainly nothing to sneeze at.

But it's not exactly a princely sum for a guy like Sir Martin, who shelled out \$566M way back in 1987

in his then-unheard-of hostile takeover of J. Walter Thompson.

Sorrell was the outsider, a 42-year-old British swash-buckler invading clubby Madison Ave, when he shook the ad business to its core with the acquisition of JWT.

That acquisition set the stage for deals for Ogilvy & Mather, Grey Advertising and Young & Rubicam.

Combining Mighty Hive with S4's Media Monks just isn't in the same league. The pair combine for 2017 pro-forma revenues of \$98M and a \$10M after-tax loss.

The combo will have 1,100 employees, though S4's prospectus for Mighty Hive mentions that synergies (job cuts?) are forthcoming.

WPP employed more than 200K, though CEO Mark Read, who (unfortunately for him) assumed the helm during the era of disruption, is in the midst of tearing down some of the house that Sorrell built.

JWT, which put Sorrell on the map, is among recent casualties as it gets merged with Wunderman to form Wunderman Thompson.

Despite S4's modest size, *The Guardian* plays it up big. It reported that S4 now has the capacity to offer a full range of digital marketing services.

That fits with S4's PR spin of the Mighty Hive deal "creating a compelling combined offering in the programmatic and digital media planning and buying sectors."

Sorrell admits that S4 is a "peanut" vis-à-vis WPP, but he said, "The peanut has morphed into a coconut and is growing and ripening." To drive home that point, he includes a color illustration of the transformation of a peanut into a coconut on the cover of the dense 197-page prospectus for Mighty Hive.

That's cute, but Sorrell needs a couple of watermelon deals before he has WPP fretting about a competitive threat posed by S4.

Give the guy PR points for timing.

The Mighty Hive announcement came a week be-

fore Read unveils his long-term strategy for WPP during an Investor Day set for Dec. 11. The specter of Sorrell will hover over that session.

While president Trump ridicules reporters and declares the media the "enemy of the people," China is spending millions to fortify its media and overseas propaganda institutions in a bid to promote its image in the US and throughout the world, according to a study released last month by the Hoover Institution.

"While Americans are well acquainted with China's quest for influence through the projection of diplomatic, economic, and military power, we are less aware of the myriad ways Beijing has more recently been seeking cultural and informational influence, some of which could undermine our democratic processes," reads the 191-page report called, "Chinese Influence & American Interests: Promoting Constructive Vigilance."

The public policy think tank reports that state-owned Chinese media companies have established a significant foothold in the US in print, radio, TV and online.

China's main English-language newspaper, *China Daily*, has opened offices throughout the US. It also gains influence by lavishly funding its China Watch propaganda inserts in top American outlets like the *Washington Post* and *Wall Street Journal*.

Meanwhile, China's government has "severely limited the ability of US and western media outlets to conduct normal newsgathering activities within China, much less to provide news feeds directly to Chinese listeners, viewers and readers in China."

The country also has stepped up efforts to silence critical voices in the Chinese-American community, by dispatching officials to the US to pressure them or family members living in China.

Hoover calls on the Trump administration to demand reciprocity for American journalists attempting to do their professional work in China. It recommends that media advancing the Chinese government line be required to register under the Foreign Agents Registration Act, and suggests that employees of "these organizations should be given a disclosure package making them aware that they are working for a foreign agent institution."

The US also should help independent Chinese media survive by "using grants via the Fulbright program or other vehicles, such as the State Department International Visitors or Speakers' Bureau."

Hoover stresses the need "to strike a balance between passivity and overreaction, confidence in our foundations and alarm about their possible subversion, and the imperative to sustain openness while addressing the unfairness of contending on a series of uneven playing fields."

—Kevin McCauley