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The Inside News of
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JAMAICA TOURIST BOARD REVIEWS PR

The Jamaica Tourist Board is reviewing its global PR and corporate communications effort and inviting firms with proven track records of working with governmental entities in the travel & tourism industry to present their credentials. Finn Partners handles Jamaica.



The JTJB is looking for a mix of mainstream and new media channels to promote brand Jamaica as a premier warm weather destination.

The desired firm will "enhance the country's reputation to attract customers, visitors and residents" and "encourage investment from business and other levels of industry and commerce," according to JTJB's document.

It also will "leverage technology including artificial intelligence and predictive analytics to identify new opportunities to expand mind share and share of wallet for brand Jamaica."

The JTJB requires its PR firm to have offices in the US, Canada, UK, Germany and a South American country.

Interested firms must present their credentials by Jan. 20 to prfirm.review2020@visitjamaica.com. The JTJB will then issue an RFP to the short-listed agencies.

[Click here](#) for the JTJB document.

BRISTOL-MYERS SQUIBB HIRES CVS' METCALFE

Bristol-Myers Squibb has named healthcare PR veteran Kathryn Metcalfe executive VP, corporate affairs, effective Jan. 6.

Metcalfe goes to BMS from CVS Health, where she was chief communications officer. She previously served as CCO at both Aetna and Deloitte, held VP posts at Pfizer and Novartis and helmed Cohn & Wolfe's New York office.



Kathryn Metcalfe

Metcalfe "will play an important role on the leadership team as we engage with a broad range of stakeholders around our business, the promise of our pipeline and the exciting opportunities we are pursuing for patients," said BMS chief and CEO Giovanni Caforio.

Metcalfe's appointment follows the announcement that BMS executive VP, corporate affairs & investor relations John Elicker will be retiring on March 31.

Tim Power, who is currently lead for IR, will take on the position of VP & IR chief upon Elicker's retirement.

IPG JUNKS GOLIN'S CO-CEO TRIO MODEL

Interpublic has junked Golin's three co-CEO model that it put into effect Jan. 2017 with the exit of chief Fred Cook. Matt Neale assumes CEO slot.

Under the "CEO+" structure, Neale handled thought leadership, reputation, new products; Gary Rudnick managed North America, finance, HR; and Jon Hughes supervised international activities.

Rudnick now slides into the president & COO position, reporting to Neale. Hughes is leaving Golin.

Neale reports to Andy Polansky, CEO of IPG's constituency management group.

The former Weber Shandwick CEO looks forward to working with Neale, Rudnick and Golin's leadership team as they "continue to drive off the momentum we are seeing in the business."

Cook continues as chairman.



Matt Neale

CLS JUMPS INTO BOLIVIA'S POLITICAL MESS

CLS Strategies has picked up a 90-day assignment to provide strategic counsel to the government of Bolivia, which has been rocked by political upheaval.

Former president Emo Morales, who ruled the country for 14 years, has been granted refugee status in Argentina.

He fled to Mexico following a contested election in October after his government was charged with manipulating the results.

Bolivia's interim president Jeanine Anez issued an arrest warrant for Morales, charging him with treason.



Emo Morales

The job of CLS is to advise the government on strengthening democracy and human rights. It will work to ensure that the 2020 election is free and fair.

CLS's representation is worth \$90K over the three-month assignment. It is in the process of finalizing a written agreement.

Partner Juan Cortinas, former press secretary for Florida Republican Congresswoman Ilena Ros-Lentinen & communications director for Puerto Rico federal affairs administration, and William Moore, who did PR work in Colombia, handle the Bolivia effort.

Omnicom owns CLS.

ACTIVISM IS NEW NORMAL, SAYS RF STUDY

Activism is becoming a regular activity for an increasing number of Americans, and that has a ripple effect on how they view a company's activities and behavior, according to a study from Ruder Finn.

More than half (53 percent) of the almost 9,000 people surveyed for the study said they have taken actions to support a social issue in the past six months. For many of them, the level of commitment was even greater, with 13 percent saying they took such actions once a month, nine percent saying they did so several times a month, and four percent each saying they got involved once a week, a few times a week or daily.



Companies are taking a big part in how that activism is being carried out, the study found. While social media (31 percent) or news stories (26 percent) were the biggest influencers on actions, 25 percent were most influenced by either a company they work for or one that they like. Friends and family came in at 21 percent.

The companies that gained the most support for their stands on issues were Nike, Chick-fil-A, Apple, Amazon and Patagonia.

A negative reaction to a company's social stance, however, need not be permanent. Almost three-quarters of respondents said they would forgive a company for its stand if a company executive explained why that stand was important, if they could see how that stance was related to a company's products and services, or if they believed the stance was an essential part of the company's history, with its employees being on board.

LA'S FAIRMONT WANTS TO BOOK PR FIRM

Los Angeles' Fairmont Century Plaza hotel, reopening in 2020 as part of a \$2.5B mixed-use redevelopment project, wants to hire a hospitality/entertainment firm to generate "targeted PR exposure and drive external communications capability," according to its RFI

Since opening in 1966, the FCP has positioned itself as the "center where business meets Hollywood." The re-designed facility features 400 guest rooms, 63 private residences, 14K sq. ft. Fairmont Spa Century Plaza and more than 35K sq. ft. of private event space.

Working with the in-house PR/digital/marketing teams, the desired PR firm will elevate awareness and understanding of the FCP luxury brand throughout North America via content development; maintenance of high-profile influencer, celebrity relationships; coverage in top-tier travel, lifestyle, niche and trade media outlets; and event management.

The PR budget is \$6,500 per-month plus \$250 for out-of-pocket expenses. An event budget will be based on the "big ideas" presented by the selected firm.

Brenda Urban, PR director, at brenda.urban@fairmont.com is accepting credentials/proposals until Jan. 13.

[Download RFI \(PDF\)](#).



PEOPLE ON THE MOVE

The American Wind Energy Association has named **Stacey Kerans** senior director of communications. Kerans was previously senior vice president, brand marketing at Ketchum. Before that, she was senior vice president, corporate communications and consumer marketing at Fleishman-Hillard. In her new post, she will lead all strategic integrated communications efforts and oversee the day to day communications operations for AWEA.



Stacey Kerans

Investment management firm Citadel has appointed **Tripp Kyle** as chief corporate affairs and communications officer. Tripp joins Citadel from Millennium Management, where he served as chief communications officer. He also led communications and branding for Millennium's affiliated global quantitative investment firm WorldQuant. Kyle was previously a partner at Brunswick Group, and has also served as head of alternative investments at Finsbury. At Citadel, he will oversee corporate affairs, communications, branding and philanthropy for the Citadel and Citadel Securities businesses.

Cornerstone Public Affairs has brought on **Armando Diaz** as vice president. Diaz comes to the agency from Ernst & Young, where he led public and media relations for several of the firm's c-suite leadership teams. Before that, he was public affairs specialist at the GED Testing Service and worked for Widmeyer Communications and the Congressional Hispanic Caucus Institute.

FTI Consulting has appointed **Julia Harrison** to lead the global public affairs practice within its strategic communications segment. Harrison is currently managing partner of FTI Consulting's Brussels office. **Hans Hack**, a senior managing director who has been part of the Brussels leadership team for six years and has run day-to-day operations for the past year, will succeed Harrison as head of the Brussels office.

Mower has hired **Doug Kamp** as chief creative officer. Kamp joins Mower from Gyro, where he served as head of creative. Prior to joining Gyro, he was group creative director at Bagby and Company and has also held creative positions at J. Walter Thompson and TBWA.



Doug Kamp

LLYC has named **Emigdio Rojas** chief executive director of the firm's Miami office. Rojas was previously a senior director. He has also served as regional client leader and business unit director for many of the agency's Miami clients. Before coming to Spain's LLYC, Rojas was an account director at consulting firm Newlink and a partner and account director at Avatar Creative Studios. In his new role, he will be responsible for team oversight, customer service, resources management, new business development and promotion for the LLYC brand in the United States. Rojas will report to LLYC partner and CEO Americas Alejandro Romero.

IS DIGITAL MEDIA A HEALTH HAZARD?

A growing number of North American consumers now believe they're suffering from "digital overload," and many are thinking about what potential negative effects their daily use of electronic devices is having on their lives, according to a consumer survey commissioned by graphic communications non-profit Two Sides.

The survey, which sought to uncover the print and electronic communications habits of consumers living in the U.S. and Canada, found that nearly half of respondents (48 percent) believe they spend too much time on electronic devices. More than half of those polled (53 percent) are now concerned that their personal overuse of electronic devices could be damaging to their health.



Recent research shows that U.S. adults now spend more than six hours per day using digital media, more than half of which is spent on their smartphones. For teens, that number is as much as nine hours per day.

Health experts have attributed too much screen time to everything from eye strain to shortened attention spans to anxiety and depression to disrupted sleep patterns.

However, less than a third of the Two Sides survey respondents (29 percent) said they currently feel they're suffering from "digital overload" (31 percent of U.S. respondents and 27 percent of Canadians).

That said, an overwhelming majority (70 percent) said they value the importance of "switching off" and reading more in print.

The Two Sides survey found that a majority of Americans still prefer print over digital when it comes to reading everything from books (68 percent) and magazines (65 percent) to newspapers (53 percent).

Two Sides' report was conducted by marketing research firm Toluna and polled nearly 2,100 North American consumers in February.

MAURICE SAATCHI RESIGNS M&C SAATCHI

Maurice Saatchi and three independent directors have resigned M&C Saatchi as an accounting scandal rocks the London-based shop.

The resignations stem from disagreements over how the firm, the go-to shop for Britain's Conservative party, should reorganize its corporate governance following the disclosure of incorrect statements on revenue and costs.



Maurice Saatchi firm for the past five years, should stay on.

An external review by PricewaterhouseCoopers found the problems were more extensive than previously thought and reduced its profit forecast.

The resignations point to "how contentious the process of restoring trust in M&C management has become within the company," according to the FT.

AUSTIN ISSUES COMMUNITY OUTREACH RFP

Austin, Texas is looking for an agency that can provide marketing and communication services to raise awareness of several programs currently being implemented by the City's transportation authority, The City of Austin Transportation Department.

The selected agency will work with ATD to design, develop and implement public relations campaigns and strategic advertising in an effort to boost educational outreach and awareness of multiple ATD goals and programs.

Total budget for the first year of the contract shouldn't exceed \$800,000 to cover all expenses. Two year-long contract extensions are possible.

Deadline for proposals is 2:00 p.m. (CST) on Jan. 7.

Proposals being delivered via U.S. mail should be sent to: City of Austin; P.O. Box 1088; Austin, TX 78767-8845, Proposals sent via FedEx, hand delivery or a courier service go to: City of Austin, Municipal Building; 124 W 8th Street, Rm 310; Austin, TX 78701

Bidders should mark packages: Purchasing Office-Response Enclosed for Solicitation # RFP 2400 JSB3003. One original hardcopy of their proposals plus an electronic copy on a USB flash drive should be submitted.

Questions go to procurement specialist John Besser, 512/974-2261 or john.besser@austintexas.gov.

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

FINN SNAGS WEBER'S SCHUENEMAN

Finn Partners has lured Andy Schueneman for the senior partner and GM spot at its Detroit outpost.

The 12-year Weber Shandwick pro was running its greater Detroit outpost, overseeing 90 staffers.

He will report to Dan Pooley, founding managing partner of Finn Midwest. Pooley praised Schueneman as a "proven leader with a track record of delivering the highest caliber work and creating a culture that attracts and keeps top talent."

Finn also added digital strategy pro Sam Mertins as a VP in Detroit. She worked in Fleishman-Hillard's Detroit, DC and London offices.



Andy Schueneman

KANTAR CEO STEPS DOWN AFTER STABBING

Eric Salama has decided to step down as CEO of Kantar, now that WPP has completed the sale of a 60 percent stake in the data business to Bain Capital.

He called the move a "personal decision" made following an attempted robbery and stabbing last January outside a café in the tony Kew section of London.

Salama, who suffered a punctured lung during the attack, told the *Financial Times* the incident has made him think "on what to do over the next few years."

He discussed his decision to retire with Bain and WPP and said they were surprised as anyone, and gracious.

Salama, who was among candidates to succeed former WPP CEO Martin Sorrell, will help in the search for a new CEO at Kantar and join the board as part-time non-executive director.

FBI NEEDS PR

The FBI needs PR. And it needs it now to start restoring its once prestigious image. President Trump has criticized the agency from the day he took office. This past week the Inspector General of the Department of Justice issued a scathing report. And now Hollywood is in the act.

Testifying before the Senate Judiciary Committee last week, Inspector General Michael Horowitz justified the FBI's investigation of Russian interference in the 2016 presidential election but told of his concern regarding the FBI's failure to adhere to its standards of accuracy and completeness. President Trump said the report revealed "outrageous, scandalous and unprecedented abuses of power," but Attorney General Bill Barr disagreed.

Based on the IG report, FBI Director Christopher Wray has ordered more than 40 changes in the way it handles secret surveillance warrants and other matters.

Three movies in release now are based on true events and negatively portray the FBI. Clint Eastwood directed "Richard Jewell," the story of how the reputation and life of a security guard at Atlanta's Centennial Park during the 1996 Olympic Games was destroyed by the FBI and the media. Jewell discovered a suspicious backpack under a bench with a bomb and immediately alerted the police. He then began to evacuate the area before the bomb exploded, killing two and injuring 111 people. His action saved hundreds of others from harm.

An early movie scene shows Jon Hamm of "Mad Men" fame as the FBI field officer leaking Jewell's name as the prime suspect to a girlfriend reporter from the *Atlanta Journal-Constitution* played by Olivia Wilde. The newspaper's page one story the next day set off a media firestorm and ruined Jewell's life.

Warner Bros., the writers and producers and those involved with the movie soon may be in litigation with the newspaper calling the portrayal of its reporter as false. The movie identified reporter Kathy Scruggs but did not use the real name of the FBI agent.

"Seberg" is the story of actress Jean Seberg whose performance in Jean-Luc Godard's 1960 classic movie "Breathless" made her an icon of French New Wave cinema. Born in Iowa, she lived most of her life in France and was targeted by the FBI in the 1960s because of her support of the civil rights movement and her romantic involvement with Hakim Jamal, a leader of the Black Panthers.

The Amazon movie shows J. Edgar Hoover deliberately planting lies to destroy her image and ruin her movie career. The overwhelming surveillance and harassment so impacted her life and career and that she filmed her last movie in 1974.

"The Report" reveals collaboration between the FBI and CIA to cover up the detention and torture of suspected 9/11 terrorists. Also an Amazon release, the movie chronicles the investigation by Senate Intelligence Committee staffer Daniel J. Jones, played by Adam Driver, and a seven-year project, when George W. Bush was president, as well as a struggle with the Obama adminis-

tration to release his findings.

Annette Bening plays California Senator and Committee Chair Dianne Feinstein and Jon Hamm plays Obama's Chief of Staff Denis McDonough, who worked to undermine efforts to make the report public. Jones and his team reviewed about 6.3 million pages of internal CIA documents and wrote a 6,700-page report on their findings, commonly called "The Torture Report," which is still classified today.

The film shows how justice was obstructed with pages of blacked-out redactions. In 2009 the FBI, CIA and Department of Defense established the High-Value Detainee Interrogation Group to bring together intelligence professionals to conduct interrogations that strengthen national security and are consistent with the rule of law. An FBI representative heads the HIG.

Today many movies last for years being replayed on cable channels and streaming networks. People who did not see these movies when first released will have a chance to do so many times in years to come.

I have always had the greatest respect for the FBI. To be an agent once required a college degree in law or accounting. Hoover had a dress code of suit, tie and hat. It now will take years for the agency and those in intelligence to regain the public's trust and respect.

Rene A. Henry spent more than six decades of his career as a public relations executive. He is the author of 10 books and has been a member of the Academy of Motion Picture Arts & Sciences.

ACCOUNTS IN TRANSIT

Babbit Bodner has added **Tailgate Guys** and **The Hub** to its roster of clients in the hospitality industry. The Atlanta shop will be handling media relations and influencer identification and engagement for both clients. Tailgate Guys is a turnkey tailgating service with over 50 collegiate and professional partnerships. The Hub is a family-friendly food hall and music venue located on Highway 30 in the Florida panhandle.

The Brandman Agency has added **Cathay Pacific Airways** to its roster of luxury travel and lifestyle clients. The agency is tasked with elevating Cathay Pacific's profile amongst consumer and business travelers in North America, as well as raising awareness of the airline's leadership in sustainability initiatives and developing content for the airline's new brand campaign, Move Beyond.



The Pollack PR Marketing Group has been retained by **Advanced Symbolics, Inc.**, a Canada-based artificial intelligence-driven market research company, to raise awareness for the company's AI based-market research in the U.S. ASI's patented AI, named "Polly," uses publicly available online information to create representative samples of any population or target audiences. It is typically tasked with scenario testing, message testing, topic discovery, ad tracking, sales forecasting and brand health.

MERCURY PA TARGETS NGOS FOR QATAR

Omnicom's Mercury Public Affairs unit has landed a \$360K one-year contract with Qatar for research, advice and assistance regarding the work of nongovernmental policy institutions and academic institutions active in studying Middle East issue.

The firm works under the auspices of the public diplomacy office of Qatar's Washington embassy.

The Arab state remains under an economic/political boycott by Saudi Arabia, United Arab Emirates, Egypt and others for its cozy relations with Iran and hosting the Al-Jazeera satellite TV network.

Mercury's fee of \$30K per-month could be bumped up to \$40K in the event that the client requests that it plan, organize, staff and attend two separate thought leadership events in Qatar.

Senior VP Katherine Lewis (BGR alum) and director Kaylee Otterbacher (former aide to Wisconsin Republican Congressman Jim Sensenbrenner) are key personnel on the Qatar business.

EX-HEARST MAG PREZ RETURNS AS PR CHIEF

David Carey, who stepped down as president of Hearst's magazine unit last year and headed off to Harvard as a visiting fellow, is returning as its full-time PR chief.

Steve Swartz, Hearst president & CEO, said Carey's new remit will be to "lead efforts to enhance our contribution to our communities through our core business mission, through philanthropy and through our participation in key civic groups."



David Carey

His return comes as the company undergoes upheaval. *Marie Claire* editor-in-chief Anne Fulenwider recently resigned to launch a women's-health related venture. In addition, Hearst Magazine staffers have announced their intention to unionize, with the company saying it will refuse to recognize an employee union.

Before joining Hearst in 2010, Carey was group president at Condé Nast, and served as publisher for *The New Yorker*, *House & Garden* and *SmartMoney*.

INSTINCTIF REPS FRONERI'S ICE CREAM DEAL

London's Instinctif Partners is handling Froneri's \$4B acquisition of Nestle USA's ice cream business to power its foray into the \$10B American market.

Created in 2016 with the merger of some of Nestle's European ice cream business with R&R Ice Cream plc owned by French private equity firm PAI partners, Froneri is now acquiring brands such as Häagen-Dazs, Dreyer's, Skinny Cow, Edy's, Nestle Ice Cream, Outshine and Drumstick.

"We're delighted to be bringing such well-loved US brands into the Froneri family," said CEO Ibrahim Najafi in a statement. He promised to "continue to invest, innovate and develop the business further."

Instinctif's Victoria Cross, Floyd Jebson, Guy Scarborough and Matthew Smallwood are working the deal.

KETCHUM'S SCHOENEMAN SKIPS TO CURLEY

KayAnn Schoeneman, Ketchum senior VP, PA director and DC marketplace leader, has joined Curley Co. as senior VP and corporate/PA director.

Prior to assuming command of Ketchum's nearly 100-member Washington outpost, Schoeneman was part of the Omnicom unit's global research & analytics team, overseeing staffers in DC, Atlanta, Dallas, Chicago, Los Angeles and San Francisco.

Schoeneman also did stints as VP-communications for the Northern Virginia Chamber of Commerce and PA director at Weber Merritt, campaign field analyst for the National Republican Congressional Committee and public information officer for the US Court of Appeals.

CEO Jennifer Curley praised Schoeneman's knack for "devising sophisticated, data-driven solutions to the challenges faced by C-suite leaders, policymakers, trade association leaders and other influential stakeholders."

FORMER NPR CEO SCHILLER GOES TO ASPEN

The Aspen Institute has hired media veteran Vivian Schiller to lead its media and technology programs, which are being combined in 2020.

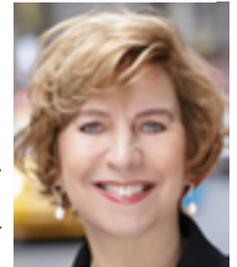
Schiller has held top jobs at CNN Productions (exec VP), New York Times (GM), NPR (president/CEO), NBC (senior VP & chief digital officer) and Twitter (head of global news).

She also did a three-year stint at Weber Shandwick as executive editor-in-residence. Most recently, Schiller headed the Civil Foundation.

Aspen is folding its communications & society and cybersecurity & technology programs, as well as its center for urban innovation, into a single offering.

Dan Porterfield, CEO of Aspen, said Schiller has spent her career at the intersection of journalism, media and technology, helping to ensure the public has access to reliable and high-quality information.

Schiller will join Aspen early next year.



Vivian Schiller

CHEROKEE NATION CALLS VENABLE

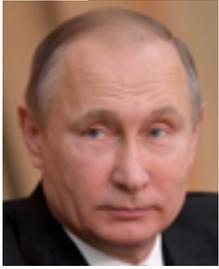
The Cherokee Nation, the federally recognized government of the Cherokee people, has retained Washington, D.C.-based Venable LLP to assist with Indian and Native American affairs issues on Capitol Hill.

The Tahlequah, Okla.-headquartered tribe, the largest of three Cherokee tribes recognized by the U.S. government, has retained Venable for assistance on general tribal and Indian matters, as well as tribal sovereignty and land-into-trust issues, according to lobbying registration documents filed with Congress in December.

Venable partner David Mullon manages the account. A Cherokee Nation citizen, Mullon was formerly chief counsel to the Senate Committee on Indian Affairs and chief counsel to the National Congress of American Indians, the nonprofit representing the interests of Native American and Alaska Native tribal governments and communities. He also previously served as the Cherokee Nation's first in-house attorney.

COMMENTARY

Vladimir Putin's reliance on disinformation and propaganda to burnish the image of Russia in the west appears to have hit pay dirt, according to the results of the second annual Reagan National Defense Survey released in November.



Vladimir Putin

The poll found that 46 percent of US armed services' households view Russia as an ally rather than an enemy of the US.

That figure compares with 28 percent of the overall population having a favorable image of Russia.

In the executive summary of the report, the Ronald Reagan Presidential Foundation noted that the upbeat view of Russia is predominantly driven by those "who responded to positive cues from president Trump about Russia."

The Pentagon is concerned about the rising pro-Russian sentiment in the military.

"There is an effort, on the part of Russia, to flood the media with disinformation to sow doubt and confusion," DOD spokesperson lieutenant colonel Carla Gleason told the Voice of America. "This is not only through discordant and inflammatory dialogue but through false narratives designed to elicit sympathetic views. We are actively working to expose and counter Russian disinformation whenever possible."

Russia has been targeting the US military with a ramped-up influence campaign since 2017, according to the VOA. The goal: "seed US military personnel with the right type of disinformation so that they would be predisposed to view Russia and its actions in a more favorable way in the future."

Putin seems to have sown some successful seeds.

The Reagan survey also found that "launching cyberattacks on the US," cited by 24 percent of respondents, is the No. 1 concern about Russia. "Aiding Iran and other rogue regimes" (21 percent) and "interfering in our elections" (20 percent) ranked next.

How polarized is the US? President Trump took top honors in the tech PR firm Bospar's survey of the biggest PR winners and losers of 2019.

The poll found that 21.9 percent of respondents cited Trump as the biggest winner, while 32 percent believe he was PR's biggest fail.

"The president is a Rorschach test for the United States, especially when it comes to PR," according to Curtis Sparrer, principal of Bospar. Trump's positive/negative PR numbers remind Sparrer of the wisdom of Star Wars Jedi Obi-Wan Kenobi, who observed, "You're going to find that many of the truths we cling to depend greatly on our own point of view."

Other losers: Hillary Clinton (9 percent), Nancy

Pelosi (5.8 percent), Mark Zuckerberg (5.7 percent), while top winners were Michelle Obama (7.6 percent), Barack Obama (6.6 percent) and Taylor Swift (5.3 percent).

The strong US economy will drive US advertising outlays up 6.2 percent to \$244B during 2019, according to WPP's GroupM ad-buying unit.

It projects 4.0 percent growth next year as spending for the Olympics and presidential election offsets a slowing of the economy.

The ad market also will get a major boost by the influx of streaming services, especially from newcomers such as Disney+ and Apple TV+.

GroupM expects new and existing streaming video services to "account for multiple billions of dollars in domestic advertising spending by the time these services are all operating at scale."

If a career in environmental activism doesn't pan out, 16-year-old Greta Thunberg might take a crack at PR. She knows spin or greenwashing when she sees it.

Speaking at the United Nations climate summit in Madrid on Dec. 11, Thunberg ripped Big Business, global banks and political leaders for "misleading" the world about the climate crisis and finding "clever ways" to dodge responsibility, including "outsourcing" pollution to developing nations.

She blasted movers & shakers for using high-profile platforms, such as the UN conference, as a smokescreen to cover up their inaction on climate change.

"The real danger is when politicians and CEOs are making it look like real action is happening, when in fact almost nothing is being done, apart from clever accounting and creative PR," she said.

Thunberg addressed the UN session on the same day that *Time* announced her selection as its "person of the year."

The magazine noted: "She has addressed heads of state at the U.N., met with the pope, sparred with the president of the United States and inspired 4 million people to join the global climate strike."

O'Dwyer's readers have mixed feelings about *Time*'s selection of Thunberg for its annual honor.

Half of them told the O'Dwyer's poll that *Time* selected Thunberg as a marketing move to appeal to a younger audience. Forty-two percent believe she was a good choice, while eight percent consider her a poor choice.

There's no plan to query readers about *Forbes*' decision to put Thunberg in the 100th spot on its roster of the world's 100 most powerful women of 2019.

German chancellor Angela Merkel, European central bank chief Christine Lagarde and House Speaker Nancy Pelosi topped the *Forbes* list.

—Kevin McCauley