



**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](http://www.odwyerpr.com); [jobs.odwyerpr.com](http://jobs.odwyerpr.com)

February 4, 2019 Vol. 52 No. 5

## VANDERMOLEN EXITS WE COMMUNICATIONS

Alan VanderMolen is exiting as international president of WE Communications to pursue other interests in the upcoming weeks.



**Alan VanderMolen**

With his departure, Kass Sells will become global operating officer and Dawn Beauparlant takes on North American president duties on top of her chief client officer responsibilities.

VanderMolen joined WE nearly three years ago from Edelman parent company, DJE Holdings, where he did a two-year stint as vice chair. He also was president of Edelman's global practices & diversified insights businesses for two years and Asia-Pa-

cific chief for nine years.

Earlier, VanderMolen held various jobs at Burson-Marsteller for 13 years.

CEO Melissa Waggener Zorkin said her shop "has reached an exciting inflection point," which is "an opportune time to make strategic changes to our global leadership team."

## BROCKMAN TAKES FINAL BOW AT DISNEY

Kevin Brockman, who has been executive VP, global communications at Disney since 2008, will leave the company following its acquisition of a large portion of Fox's assets. He is staying on until the transition is finalized, at which point his role will be absorbed into the combined company's organizational structure.

Brockman came to Disney from UPN in 1997, and before that he worked at both Fox and Radio City Music Hall Productions. At Disney, he oversaw all communications for assets that included ABC, ABC Studios, ABC News, Freeform and the company's television stations.

His departure comes as a group of Fox execs prepare to take the reins at Disney. Peter Rice, who has been president of 21st Century Fox as well as chairman and CEO of Fox Networks Group, will become chairman, Walt Disney Television and co-chair, Disney Media Networks. Current chairwoman and CEO of Fox Television Group Dana Walden will serve as chairman, Disney Television Studios and ABC Entertainment.

Brockman has not said anything about his future plans. "Here's to the next adventure, whatever that may be," he said in a note issued to the media.



**Kevin Brockman**

## SKDNICK FILLS BURTON'S VACANT POST

Heather Wilson has assumed Bill Burton's California managing director duties at SKDKnickerbocker after the former Obama aide shocked the Democratic firm with his decision to join the independent presidential campaign of billionaire Howard Schultz. Vice president Emily Campbell will head up the firm's political business in the west.

Wilson joined SKDKnick in 2018 after a short stint as as MWWPR's managing director-national strategic communications & crisis management on the west coast. Earlier, she headed Abernathy MacGregor's San Francisco office and spent eight years as executive VP-corporate affairs at Weber Shandwick.



**Heather Wilson**

Campbell spent nearly six years at Emily's List and has worked for the Democratic Congressional Campaign Committee and Democratic National Committee.

## VICE MEDIA FIRES 250 PEOPLE

Vice Media is slashing 10 percent of its 2,500-member workforce as CEO Nancy Dubuc seeks to cut costs and earn a profit. Dubuc, who succeeded Vice founder Shane Smith in May, told staffers the once fast-growing Vice, which had offices in about 40 countries, will concentrate on reaching corporate goals and hitting its marks.

Dubuc, formerly CEO of A+E Networks, is consolidating international units into regions and targeting news, studios, TV, digital and advertising for growth.

Vice cut two percent of its workforce in 2017 and put a hiring freeze in place last year. Walt Disney Co., Fox and TPG have invested more than \$1B in Vice.

## EX-REP. COMSTOCK JOINS BAKER DONELSON

Former Virginia Congresswoman Barbara Comstock, who lost her seat in 2018 to underdog Democrat Jennifer Wexton, has joined Baker Donelson as senior advisor in its government relations and public policy group.

Before being elected to Congress in 2014, Comstock ran Corallo Comstock PA firm with Mark Corallo. Both had worked as spokespeople in John Ashcroft's Justice Dept. Comstock also served 19 years on Capitol Hill, including a stint as chief of staff to then-Senate Majority Leader Bob Dole.

Sheila Burke, who chairs BD's government relations and public policy group, praised Comstock's "in-depth understanding of federal policymaking" and "commitment to bipartisan cooperation."

## TUCKER, GA ISSUES BRANDING RFP

The city of Tucker, Georgia is seeking a branding and marketing consultant as it prepares to embark on a comprehensive branding initiative.

The DeKalb County municipality, which sits in the Atlanta metropolitan area and has a population of 35,000, was incorporated into a city in 2015. Tucker is currently in the process of developing a marketing plan and brand to drive business, relocation, tourism and general perception, and is looking for a qualified consulting firm that can create a new city brand/logo that properly showcases the community.



The envisioned firm will have experience in market research, strategic planning and corporate identity/branding, including logo development and graphic standards, creative, collateral, interactive marketing and promotions, as well as recommendations for implementation and tracking results.

Scope of the services would include conducting an inventory/audit of current graphics and city logo uses; creating a new Tucker brand/logo as well as key messages supporting it; establishing core graphic standards for use of brand/logo; providing color and typography standards and addressing recommendations regarding how the new brand/logo would be applied to printed and digital materials, as well as signage and graphics.

Estimated budget for the work is \$25,000.

Proposals should be mailed or delivered to:

Tucker City Hall Annex  
c/o Procurement  
4228 1st Avenue, Suite 1  
Tucker, GA 30084

Deadline to submit is 2:00 p.m. (EST) on February 8. (Note that a typo on the current RFP document lists the deadline as "January 28, 2018." An email to Tucker's procurement department confirmed that Feb. 8 is the correct RFP deadline.)

Questions should be emailed to [procurement@tuckerga.gov](mailto:procurement@tuckerga.gov), reference RFP #2019-022.

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

## BAE'S DODSWORTH ADDS PA POWER TO H+K

Scott Dodsworth, who was head of strategic planning at British defense giant BAE Systems, has joined Hill+Knowlton Strategies as PA chief in the UK.



**Scott Dodsworth**

He will focus on the defense, energy and industrial sectors.

At BAE, Dodsworth served as chief of staff to the CEO and director of parliamentary relations. He also played a key role in cementing the \$25B frigate deal with Australia.

Prior to BAE, Dodsworth spent six years as senior political advisor at FleishmanHillard.

Simon Whitehead, H+K UK CEO, expects Dodsworth also will counsel clients in the firm's EMEA region and global network.

## MEDIA MANEUVERS

**Trey Gowdy**, former chairman of the House Oversight and Government Reform Committee, has signed on to provide political and legal analysis on Fox News and the Fox Business Network. Gowdy is the latest in a long line of former legislators to snag broadcasting jobs in the wake of the midterm elections. Former Republican senator and vocal Trump critic Jeff Flake was enlisted as an on-air personality for CBS. Mia Love, who represented Utah's 4th congressional district, and former Ohio governor John Kasich, both also Republicans, will appear on CNN, while recently ousted Democratic senator Claire McCaskill is heading for NBC News and MSNBC.



**Trey Gowdy**

**Popular Mechanics** is exiting the Hearst Building in Manhattan for a less high-profile address: Easton, PA, about 70 miles west of its current digs, a report in the *New York Post* says. The move is part of a wave of cost-cutting at Hearst. While a memo sent out last month by Hearst president and CEO Steven Swartz said Hearst's magazine division generates a profit for the company, the *Post's* source said that the division's 2018 profits of \$265 million represented a drop from the 2017 figure.

**Condé Nast** is launching *Vogue Business*, a website and newsletter that will cover the business of the fashion industry. The title will be overseen by Vogue International president Wolfgang Blau—not *Vogue* editor-in-chief Anna Wintour. It will be edited by Lauren Indvik, who was previously head of news and features at Vogue International. Indvik will lead an editorial team in London, where *Vogue Business* will operate as a separate entity.

## NEWS OF FIRMS

**5W Public Relations** has formed a strategic partnership with London-based **The**

**PHA Group**. The partnership will allow the two agencies to share resources across the United States and the UK. Starting in April, an exchange program will be put in place for employees of both 5W and PHA.

The two agencies are already working together on several campaigns for clients in the consumer and tech space.

**Cision** has acquired digital PR platform provider **TrendKite**. Based in Austin, TX, TrendKite harnesses artificial intelligence and analytics to help brands understand the effect of communications programs have on corporate reputation, website traffic and business outcomes. TrendKite CEO Erik Huddleston will become president of Cision following the transaction. The platform will continue to be offered as a stand-alone application.

**Investis Digital** has expanded into Ireland with the launch of a Dublin office. The office will be led by sales director Niamh Tallon, who has relocated back to Dublin after working with the company in London for the last four years. The company says the expansion reflects its commitment to provide integrated, end-to-end communication solutions for its growing roster of clients in Ireland.



## **MANAGING SUDDEN LEADERSHIP CHANGES**

The arrest of Nissan Chairman Carlos Ghosn last year on allegations of understating his income and misusing Nissan's assets is a wake-up call for communications pros who fail to appreciate the importance of having an effective plan to handle sudden executive changes.



**Alex Stanton**

Ghosn's arrest and subsequent ouster has not only disrupted Nissan but also caused a leadership void in the Renault–Nissan–Mitsubishi Alliance because Ghosn reportedly held enormous sway with the business triumvirate.

When corporate reputations ride on one individual or a small group of senior executives and a key person gets into hot water — legal and/or otherwise — the company's reputation could take a severe hit.

It's one thing when a current occupant of the C-suite announces that he or she plans to exit in six-to-12 months and the company has ample time to choose his or her successor and manage what should be a smooth transition (at least on paper).

But, as is in the case of Nissan and so many other companies where senior executives departed following allegations of wrongdoing or under-performance, there's an immediate perception of a leadership vacuum, which stakeholders abhor. And the longer there's a vacancy in the C-suite the greater the odds the media will control the narrative, most likely resulting in a spate of stories questioning the company's future prospects.

### **The known unknown**

While sudden departures from the C-suite ipso facto are unavoidable, there are several steps communicators can take to minimize disruption to the business. By embracing the known unknown — and having a living, breathing communications plan — companies are able to nip reputational damage in the bud.

When you fail to do communications planning around these potential events, you put the organization at a serious disadvantage vis-à-vis competitors. Things are even more challenging in a post-digital age because of the speed with which information moves, the "video witness" reality, and the very real potential that misinformation bubbles up before the real facts are known.

The pace of change and shifting responsibilities in most organizations makes the strongest argument for communications planning around management changes — and for updating your plan and approach consistently. A quarterly brush up on roles and responsibilities is vastly preferable to "we'll plan something next year."

The challenge for PR executives is how to strategically communicate the news to disparate audiences while making the best use of multiple media channels.

Communicators need to start by building a concise, credible set of messages that address the foremost concerns regarding the management transition and help them look forward to your stronger future. Ideally, these messages will connect to crisis management issues to ensure a logical progression.

Employee communications and engagement is the first line of defense in many of these situations. Employees are getting calls, emails and texts and having social media interactions with customers, partners, reporters and friends as these situations unfold. How are they responding?

Make sure your employees — in particular, the influencers in each department and location — have the information and perspective they need to be helpful, not hurtful, concerning a leadership transition. Several companies we have advised in crisis environments have arranged daily calls and/or eBlast updates with key employees so they were equipped to deal with queries from key stakeholders.

### **Disparate audiences, multiple channels**

The media, which will clamor for explanations and back stories following a change in the C-suite, require a different messaging strategy, of course.

For starters, you need to deploy all your social media channels to monitor and manage the reaction to the change. Social media creates a unique challenge and opportunity, but resisting it is a perilous mistake. Align and control your message and be prepared for what critics and advocates will say.

Another way communications executives can mitigate blowback resulting from a sudden departure in the C-suite is to reach out and engage third-parties who can help insert a more balanced perspective into the discussion. The outreach may include specific subject matter experts from universities or think tanks, and knowledgeable bloggers with a legitimate following.

PR pros will do well in crisis situations to reach out to these third-party experts to brief them, maintain an open dialogue about the developments, and help them look smart and informed in their commentary.

While working to mitigate negative attention, when the time is right you should also be filling the pipeline with a consistent and positive flow of communications to your key audiences.

Think about news you can get out, even if not earth-shaking. Identify and develop different pitch topics that can be used to pursue coverage that prominently features the company and its other executives. This might include category, trend and feature stories. Another key element post-announcement is distributing thought leadership content and insights via appropriate media outlets to reframe the company dialogue.

You can't rest unless you're confident that the company has mitigated any damage from a changing of the guard. Post-announcement, step up regular internal updates, town hall meetings and video interactions.

No organization is immune from sudden senior executive departures. But when planning is top of mind — and companies take pains to create a robust media and messaging strategy to support this effort — a sudden departure can be effectively managed to avoid the sense of chaos that accompanies a bona fide crisis.

*Alex Stanton is CEO of Stanton, a communications firm with offices in New York and California. He can be reached at [astanton@stantonprm.com](mailto:astanton@stantonprm.com).*

## **SOLAR NONPROFIT SEEKS RESEARCH FIRM**

Renewable energy nonprofit GRID Alternatives has issued a request for proposal for agencies providing marketing research services.

The Oakland, CA nonprofit, founded in 2001, focuses on bringing affordable solar energy and solar-job training to low-income communities. Working with electric vehicle charging station network Electrify America, GRID is embarking on a statewide awareness and education campaign to inform and motivate low-income communities and communities of color in parts of California about Zero-Emissions Vehicles.



GRID needs an agency skilled in market research, with expertise in low-income communities and communities of color, to help it get a clearer picture of the attitudes and behaviors of disadvantaged communities in California in re-

gards to their car purchasing, driving and ownership habits.

Scope of the project includes analysis of GRID's existing research and marketing materials, and identifying gaps in those materials; conducting additional market research; recommendations for GRID's ZEV awareness campaign; and the creation of focus groups and surveys to test key messages.

According to GRID's RFP, the chosen firm will have experience with multicultural marketing/market research, a multilingual capacity and familiarity with specific ethnic media channels). Minority-owned businesses are preferred, as are firms with experience in the automotive industry.

Total Budget for the project is \$35,000-\$45,000.

Deadline for responses is February 4. GRID expects to announce its selected agency on February 15.

Contact is marketing director Laura Shapiro, [lshapiro@gridalternatives.org](mailto:lshapiro@gridalternatives.org) or 510/735-0729.

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

## **BHFS REPS SANCTIONED CHINESE CHIPMAKER**

Brownstein Hyatt Farber Schreck is lobbying on behalf of Fujian Jinhua Integrated Circuit Co., which has been sanctioned by the Commerce Dept.

The firm's contract is with Kobre & Kim, law firm of the semiconductor company owned by the Chinese government. The \$65K monthly pact is for "policy-related engagement" and runs for a year, according to a draft of BHFS's engagement letter.

Marc Lampkin, co-chair of the BHFS government relations committee, supervises the work. He was strategic adviser for former House Speaker John Boehner and worked on George W. Bush's presidential campaign.



**Marc Lampkin**

In October, Commerce Dept. Secretary Wilbur Ross banned American companies from selling components to Jinhua. He put Jinhua on Commerce's "entity list" because the company "poses a significant risk of

becoming involved in activities that are contrary to the national security interests of the United States."

## **NEXT 15 REPORTS ROBUST ORGANIC GROWTH**

Next 15 Communications Group enjoyed robust organic growth during the second half of fiscal 2018, according to a trading update it issued.

Chairman Richard Eyre said Next 15 topped the industry's organic growth average due to its focus on data and technology to reinforce the company's creative firepower. "With the geopolitical landscape remaining in flux, clients are looking for greater certainty from their marketing programs which our agencies and data businesses are proving able to provide," he said in a statement.

Next 15 supplemented its organic growth with the acquisition of Activate, digitally-driven demand generation consultant, and Planning-Inc., designer and builder of data platforms for marketers.

The company will release its full-year financials in early April.

Next15, which is merging its Text100 and Bite brands, also owns M Booth, The Outcast Agency and TheBlueShirtGroup.

## **LUBMAN DEPOSITS PR SAVVY AT SOFTBANK**

Sarah Lubman, former Brunswick Group partner and *Wall Street Journal* reporter, is joining Japanese telecommunications giant Softbank Group Corp. on Feb. 11 as partner, corporate communications.

At Brunswick, Lubman specialized in the telecom, media and technology sectors, providing counsel on transactions and special situations including cross-border M&As, corporate positioning, media coaching/relations and crisis management.

She spent six of her 17 years as a reporter in Tokyo and Beijing, working for the *WSJ*, *San Jose Mercury News* and *Newsweek*.

Softbank, which is awaiting federal approval of its merger of T-Mobile and Sprint, hired Time-Warner/News Corp. alum Gary Ginsberg on Nov. 1 as senior VP and global head of communications.

Sard Verbinnen & Co. represents Softbank.



**Sarah Lubman**

## **NMR&S PITCHES FOR KOREAN EMBASSY**

Law firm Nelson, Mullins, Riley & Scarborough has signed a pact with the Republic of Korea's Embassy in Washington D.C. to provide advisory services in a bid to strengthen bilateral U.S./Korean relations as well as advance its communication with the 116th Congress.

NMR&S will counsel Korea's embassy on relations with members of Congress and Executive Branch officials as well as non-governmental organizations and the press, according to Foreign Agents Registration Act documents filed with the Justice Department in January.

The firm will additionally provide strategic consulting services on governmental and public policy matters as well as research and reports.

The engagement, which began in January, runs for six months with the possibility of an extension at the Embassy's discretion and fetches NMR&S a quarterly fee of \$75,000.

## **DEALING WITH THE UNEXPECTED**

Many companies will face a crisis and most won't have a communications plan in place when it hits. The most successful strategies manage — and even leverage — the unexpected.

Crisis PR experts love to talk about the value of scenario planning exercises, setting aside time and resources to imagine various potential calamities and how best to handle them. But while it's always great to be as prepared, the people and companies faced with a communications crisis are often not the same as those that happened to invest in planning for just such a scenario.



**Andrew Friedman**

So, when clients reach out for PR help, there aren't existing PowerPoint decks to consult and phone notification chains to kick start.

Culled from our experience with the clients, stakeholders and lawyers we've worked with, as well as years spent working on the journalism side of the game, below are four key learnings from BerlinRosen's Legal Affairs and Crisis Communications practice on what to do when day one of the engagement is also day one — or beyond — of the crisis.

### **Campaign strategies, not just PR strategies**

As the parameters of "crisis communications" expand, crisis PR experts must function as campaign managers, coordinating all facets of a response rather than just flacking. Particularly in high-stress situations, clients need someone who, thinking objectively and even dispassionately, can build and execute a holistic plan very quickly. In addition to media strategy and media relations, strong crisis response strategies account for internal stakeholder (perhaps stockholder) concerns; potential legal, governmental or regulatory problems; validator engagement; digital and social collateral and more.

More than just drafting statements and talking to reporters, crisis strategists should be at the table with clients, offering real-time guidance on how various outcomes will be perceived across audiences, what anticipatory steps clients can take in the moment to stay ahead of a fast-moving story and where the blind spots are.

### **Find a simple theme, fast**

Much like a political campaign, coordination works best when the various workstreams can all stem from a simple message or theme that's digestible for any audience. In most cases, the more succinct, the better; don't use seven words when four will do. Cut the overused buzzwords and, where possible, avoid legalese.

If you can't convey your message in one or two succinct sentences, how can you expect reporters to do the same? Once the team has settled on a central theme, it should guide everything from media relations to internal stakeholder communications to validator statements and background talking points to social collateral.

### **"Fast" is measured in minutes, not days**

The best service you can provide to clients is helping them understand that, today, "rapid" response will almost always need to be faster than they would prefer. It

means getting an initial statement into the earliest write-ups — and in a prominent place within them — because those are the ones that will proliferate on social media and set the tone. It means getting on conference calls at 10:00 P.M. because that's when the next day's *New York Times* story comes online with new comments from an adversary that may — or may not — merit a response. It means strategists keeping separate Tweetdeck columns open on every possible variation of relevant search terms so you catch stories the moment they pop and push reporters for more balance.

As in much of crisis communications work, the window of opportunity to shape a story is simultaneously finite and open around-the-clock.

### **Play a short and long game**

The initial phase of a crisis is not the time to be pushing positive news as a counterbalance. You can't answer an inquiry about a client's just-disclosed data breach last month with numbers on how much money that client gave to charity last year.

The goal of an initial crisis response is simply to take the initial punch and not fall down. To all relevant audiences, communicate understanding of the issue, acceptance of responsibility and determination to fix the problem and stop there. In the short term, counsel clients against shoehorning positive — but unrelated — attributes, accomplishments or intentions into a crisis response.

Instead, once you've stemmed the bleeding, go dark for a period of time. Give the client's customers or stakeholders time to realize that everything is likely resolved; give the client time to recover from the emotional rollercoaster that a crisis can be; give the press time to shift focus to some other crisis-du-jour. Use the downtime to help a client plan a strategic reemergence that, a month or two down the road, you can help roll out.

*Andrew Friedman is SVP of Legal Affairs and Crisis Comms. at BerlinRosen.*

## **PEOPLE ON THE MOVE**

**GCI Health London** has brought on **Kim Walker** as deputy managing director. Walker previously served as head of Liberation Unlimited, a healthcare communication agency that is part of Health Unlimited. She has also been associate marketing manager at the Johnson & Johnson diabetes medical devices company, Lifescan EMEA. Walker will report to new UK managing director Kath Kerry.

**4media group** has named **Laura Pair** its first managing director. The company has also brought on **Daniel Schwartzberg** as senior vice president of media relations and **Matthew Hamilton** as senior vice president of client relations. Before coming to 4media, Pair was senior vice president and group sales director at Atlanta-based Definition 6. Schwartzberg was also previously with Definition 6, serving as senior vp, media relations/products and services. Hamilton joins 4media from Nielsen, where he was associate client director. UK-based 4media group now operates offices in six U.S. cities.



**Kim Walker**

## COMMENTARY

**Max Rose doesn't have the same media star power as fellow Democratic freshman Representative Alexandria Ocasio-Cortez**, but he is bound to create quite a buzz in the \$3.2B lobbying business.



**Max Rose**

The Staten Island/Brooklyn Congressman introduced a bill Jan. 24 designed to close the “infamous lobbying loophole” that allows “consultants” (e.g., ex-Senate Majority Leader Tom Daschle) and “strategic advisors” (president Trump’s former personal lawyer Michael Cohen) to dodge the need to register as a lobbyist.

Rose’s “Lobbyist Loophole Closure Act” requires consultants and strategic advisors who support a lobbying contact with a government official—even if the contact isn’t direct—to register. As Rose puts it: “If someone acts like a lobbyist, and is paid like a lobbyist, then they ought to register as a lobbyist.”

He believes the public is “sick and tired of corrupt loopholes designed for politicians and well-connected insiders to exploit on behalf of special interests and donors.”

AT&T and Novartis probably wish that Rose’s measure was the law of the land last year. Had the Lobbyist Loophole Closure Law been in place, AT&T and Novartis might have thought twice about hiring Cohen for his expertise on how to win favor with the Trump White House.

AT&T boss Randall Stephenson apologized last May, saying it was a “big mistake” to pay \$600K to Cohen’s shell company, Essential Consultants. Cohen had established EC to funnel \$130K to porn star and alleged 2016 Trump sex partner Stormy Daniels.

Novartis general counsel Felix Ehrat decided to retire after news broke that the pharma giant paid \$1.2M to EC.

Rose is confident that his measure will help Congress regain the trust of the American people.

Keep an eye on Max. He’s a former communications executive (director of public engagement for the late Brooklyn DA Ken Thompson) and army veteran who earned the Bronze Star and Purple Heart during his tour of duty in Afghanistan. He’s the first post-9/11 combat veteran to represent NYC in Congress.

Rose, who kept his campaign promise not to support Nancy Pelosi for Speaker, serves on the Home Committee on Homeland Security and Veterans’ Affairs.

The lobbying world has a worthy adversary in Max.

**The ultra-busy tweeter-in-chief probably has not yet gotten to read page 23 of the “Worldwide Threat Assessment” report presented Jan. 29** by Director of National Intelligence Dan Coats, apparently one of Donald Trump’s “naïve” intelligence chiefs.

That’s too bad because page 23 deals with “environment and climate change,” which Trump unfortunately dismisses as a “Chinese hoax.”

From the Report:

“Global environmental and ecological degradation, as well as climate change, are likely to fuel competition for resources, economic distress and social discontent through 2019 and beyond. Climate hazards such as extreme weather, higher temperatures, droughts, floods, wildfires, storms, sea level rise, soil degradation, and acidifying oceans are intensifying infrastructure, health, and water/food security. Irreversible damage to ecosystems and habitats will undermine the economic benefits they provide, worsened by air, water, and marine pollution.”

The intelligence chiefs believe the US will probably have to manage the impact of global human security challenges brought on by the negative effects of environmental degradation and climate change.

But it’s impossible for the US to manage the climate change crisis as long as its leader remains out-to-lunch about its potential threat.

**The Brits are mad as hell and ready to storm the gates**, thanks to the ongoing Brexit mess, according to a survey conducted by Edelman’s London office.

Nearly seven in ten (69 percent) of respondents are “angrier about politics and society” since the June 23, 2016 vote to leave or remain part of the European Union.

Fifty-two percent of Brits voted to exit.

Forty percent of respondents say it’s more likely that people in the UK will engage in violent protest.

Ed Williams, CEO of Edelman UK & Ireland, said the poll results depict a “disunited kingdom.”

The Edelman UK poll, a supplement to its 2019 Trust Barometer, finds trust in Prime Minister Theresa May and Labour leader Jeremy Corbyn is on the skids.

Only 35 percent believe May will do the right thing, while Corbyn checks in at 25 percent. Even supporters of those politicians are throwing in the towels. May’s trust among Conservatives dipped 10 percent. Labour party members’ trust in Corbyn dropped 12 percent to 56 percent.

There is a bright spot.

Though 60 percent of Brits are fed up with Brexit, they are tuning in, not turning off, political news.

Since the referendum, 29 percent read/watch political news more than they used to, and 23 percent are now more vocal about politics.

Why the upswing? It’s because 71 percent say they try to keep up to date on developments. Are they turning to the news for fresh material to fuel their anger?

But of course, the sour Brits aren’t in the mood to toss accolades on the media. More than half (55 percent) believe their views are not represented in the British media.

Edelman says its research shows people in the UK feel betrayed by politics and politicians. They are anxious that the UK is traveling in the wrong direction and have a hunger for more fairness in society.

Doesn’t that sound all too familiar? —Kevin McCauley