



Kevin McCauley
Editor-in-Chief

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

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DENVER DANGLES \$250K 'VISION ZERO' PUSH

Denver Regional Council of Governments is looking for a firm to develop a public education campaign for its "Vision Zero" traffic safety program.



Vision Zero, which focuses on preventing fatal and severe crashes rather than eliminating them, recognizes that humans make mistakes while driving.

It aims to create safe systems prioritizing human life first when designing road networks and establish safety as a social equity issue.

The Council wants a partner to handle PR, social media, advertising and media outreach to promote behavior change to reduce fatalities and serious injuries, according to the RFP.

The firm will have a "solid knowledge" of the Denver region, including geography, transportation and demographics.

Experience in transportation or government communications will be considered but is not required.

The Council has established a \$250K budget for the public education effort to start on or around March 3 and run through the end of the year.

Proposals are due Jan. 15. They must be submitted electronically to www.bidnetdirect.com.

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

EX-WHITE HOUSE PRESS SEC. GRISHAM QUILTS

Stephanie Grisham, who was White House press secretary and communications director, resigned as chief of staff for Melania Trump in the aftermath of the January 6 insurrection triggered by the president.

She joined the Trump presidential campaign in 2015 and moved into the White House as deputy press secretary to Sean Spicer, but then shifted to the First Lady's office as communications director.



Stephanie Grisham

Grisham returned to the White House to succeed Sarah Huckabee Sanders as press secretary in May 2019 and lasted for a year before being replaced by Kayleigh McEnany.

She announced her resignation on Twitter, tweeting:

"It has been an honor to serve the country in the @WhiteHouse. I am very proud to have been a part of @FLOTUS @MELANIATRUMP

mission to help children everywhere, & proud of the many accomplishments of this Administration."

Sarah Matthews, White House press staffer, also quit because she "was deeply disturbed by what I saw."

W2O SCOOPS UP SWOOP, IPM.AI

[W2O Group](#) chief Jim Weiss continues his firm's acquisition binge by adding Swoop and IPM.ai data-driven technology firms to its line-up.

Swoop and IPM.ai use machine learning, artificial intelligence and real-world data to solve healthcare challenges.

Swoop creates precise patient audiences, improves targeting of services and empowers people to take active roles in their treatments. IPM.ai uncovers ideal patients to accelerate R&D and commercialization of therapies.

The addition of the firms will "help our clients move faster and with more precision and efficiency," said Weiss.

W2O has created a health technology business unit to house Swoop, IPM.ai, Symplur and data/analytics software assets under Adam Cossman, group VP and HTB managing partner. The San Francisco-based firm has made nine acquisitions since it unveiled its partnership with New Mountain Capital in 2019.

It is [O'Dwyer's top ranked healthcare firm](#) with 2019 fees of \$218.9M.



Jim Weiss

IBM CMO PELUSO CHECKS IN AT CVS HEALTH

Michelle Peluso, IBM's CMO and senior VP for digital sales, is joining CVS Health on Jan. 25 as chief customer officer, a new position.

At Big Blue, Peluso was responsible for brand strategy & marketing for the \$5B revenue digital sales group, as well as promoting IBM's client experience. Earlier, she was chief consumer marketing and Internet officer for Citigroup and CEO at Gilt Groupe and travelocity.com.

Peluso, who sits on the board of Nike Inc., will direct CVS Health's marketing & brand strategy, digital transformation, and end-to-end consumer experience.

Karen Lynch, who will become CVS Health CEO on Feb. 1, said Peluso's "consumer focus will accelerate our work to ensure a connected health experience across all CVS Health touchpoints."

Based in Woonsocket (RI), CVS, owner of Aetna insurance company, is the biggest retail pharmacy in the US with about 10K outlets.



Michelle Peluso

MIAMI-DADE SEEKS CULTURAL PR PARTNER

Miami-Dade County wants to hire a firm to handle PR and media services for its cultural institutions and programs on an as-needed basis.



The County's Dept. of Cultural Affairs plans to award a five-year contract for work promoting the South Miami-Dade Cultural Arts Center, Miami-Dade County Auditorium, Joseph Caleb Auditorium, African Heritage

Cultural Arts Center, Culture Shock Miami, All Kids Included, Golden Ticket Arts Guide and Art in Public Places.

The PR effort is to be done on a work order basis. The selected firm will handle content development, media relations, community outreach, communications strategy, social media, influencer targeting, website management and crisis support.

Proposals are due Jan. 15. They must be sent electronically to the BidSync procurement site.

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

ACCELERATION ACQUIRES STREAMLINE

Acceleration Partners has acquired Streamline Marketing, a Seattle-based performance marketing agency founded in 2013 by CEO Jon Claydon.

All Streamline employees have joined Acceleration as of Jan. 1, resulting in a combined company with a 200-person team, as well as an expanded presence on the West Coast.



Acceleration Partners says that the acquisition will add Streamline Marketing's strong data analytics and loyal customer base to its global affiliate marketing expertise and resources.

Acceleration founder and CEO Robert Glazer said the company will now be able "to offer leading brands expanded senior-level strategy, increased global coverage, proprietary technology-enabled solutions, and the highest standard of affiliate and partner marketing program management."

The Streamline acquisition is Acceleration's first since partnering with Mountaingate Capital in December.

HEALTHCARE PRO WEINSTEIN TO SKDKNICK

SKDKnickerbocker has hired Erin Weinstein as senior VP in its PA unit and co-lead of its healthcare practice.

Most recently, Weinstein worked as senior VP-marketing & communications at the Greater Washington Partnership, a non-profit that promotes smart growth in the Capital Region from Baltimore to Richmond.



Erin Weinstein

Earlier, she was a senior VP at [FleishmanHillard](#), director of corporate communications & media relations at Stanford Health Care, senior advisor to US Secretary of Commerce Penny Pritzker, communications director for Congresswoman Nita Lowey (D-NY) and spokesperson for Planned Parent-

hood of America.

At SKDKnick, Weinstein will work on issues such as expanding/defending the Affordable Health Care Act and vaccine safety & efficacy.

ACCOUNTS IN TRANSIT

Rudd Resources lands **Cummins'** bid to implement its diversity, equity & inclusion strategy. In addition to helping the company communicate its commitment to equitable and inclusive business practices, Rudd will support the rollout of C.A.R.E. (Cummins Advocating for Racial Equity), which focuses on police reform, broader criminal justice reform, social justice and economic empowerment. "It was clear that with Rudd's innovation and breadth of experience in this area, together we can make a real impact for our employees and communities," said Cummins vice president of marketing and communications Carole Castro.



Mower works with **Iroquois Healthcare Association** in New York state to help it attract candidates to entry-level jobs in healthcare through a multimedia campaign called The Caring Gene. The campaign spanned websites, TV, radio, outdoor, digital, video and social. Mower's IHA team reached out to current caregivers to find out why they choose to do what they do and then challenged job seekers to consider if caring is in their DNA. An online Caring Gene quiz helped candidates identify if they're a good fit, then pointed them to job openings and tips on how to start a career in the industry.

5W Public Relations wins **Vetster**, a pet wellness platform that virtually connects pet owners to a marketplace of licensed veterinary professionals for video, chat and phone appointments. 5W will be responsible for Vetster's media relations strategy, working to build consumer knowledge surrounding the brand's offerings.

Rubenstein Public Relations grabs **Ceros Financial Services**, a brokerage platform and consultative partner to investment management firms, RIAs and hybrid advisors. Rubenstein Public Relations will work to raise awareness of Ceros's affiliated RIA, Advisors Preferred, as well as the services the company provides to financial advisors. Ceros CEO Mark Goldwasser cited the agency's "exceptional financial acumen and demonstrated strong relationships with business and financial media."

Affect adds **Checkpoint Therapeutics**, the **ioXt Alliance** and **Last Mile Talent**. Affect will serve as agency of record for Checkpoint Therapeutics, a clinical-stage biotechnology company. It will provide the company with thought leadership, content and digital strategies. For the ioXt Alliance, Affect will develop a strategic program, focused on media relations, thought leadership and content creation, that is designed to educate, engage and influence companies to join the secure IoT movement. Affect is also taking on Last Mile Talent, a nonprofit organization dedicated to bringing more diverse talent into cloud computing, as a pro bono client, part of its commitment to DE&I.



The Brandman Agency lands **Grande Lakes Orlando**. It will work with the property to set its 2021 programming and plans. Grande Lakes Orlando has a Ritz-Carlton hotel and the JW Marriott Orlando, as well as an 18-hole golf course, luxury spa services and such outdoor activities as kayaking and mountain biking and eco tours. It will launch a Curated Experiences series, with weekend-long programs, master classes, guided workshops, and immersive demonstrations.

TECH NEEDS TO TAKE CRISES SERIOUSLY

Far too many tech companies don't have a crisis communications playbook. Which is counterintuitive, because tech companies are particularly vulnerable to crises.



Curtis Sparrer

No matter that technology is an integral part of our lives, the “ick” factor looms large over Big Tech's essential services, from [fears of bias in artificial intelligence](#) to [worries of being spied on 24/7](#) and [resentment that algorithms decide what we see on social media](#).

Consumers don't have a “soft spot” for Facebook, Twitter or the smaller players they haven't heard of. In fact, it's typically the opposite.

Besides general negative sentiment, there are several specific crises that tech companies may encounter. Some of the more common are:

- Hackers breach a network and access corporate and/or customer confidential information.
- Product or service liabilities are exposed.
- Antitrust suits can follow.
- Fraudulent sales and marketing practices lead to litigation.
- Executive personal misbehavior makes headlines.
- Social media is flooded with customer complaints.

A detailed crisis communications plan is a must-have for every tech company, no matter its size. What follows are five recommendations tech companies should consider.

Lesson 1: be proactive, not reactive

What continues to surprise our agency is that many tech companies are still unprepared for managing a crisis that is bound to go public.

Have your PR agency or internal team develop a step-by-step crisis communications plan before you are hacked or find yourself on the wrong side of the social or political divide.

Lesson 2: accept responsibility

You may get away with mishandling or ignoring a crisis one time—or maybe even several times—but eventually you will be faced with a crisis that can't be ignored.

Companies have always been reluctant to apologize when they screw up. Especially tech companies like Twitter and Facebook. Taking responsibility takes courage, but it's always the better path forward. Your clients, employees and the public at large will applaud you for doing so.

Lesson 3: social media is your frenemy

Social media is your best friend when all's right in the world. But social media feeds off bad news and details of your crisis can go viral in nanoseconds. Social media monitoring is always important but even more so during a crisis.

Have engagement strategies and tactics in place for activation when a crisis happens. Scrutinize the brand's entire set of stakeholders, paying special attention to any red-hot issues that are gathering attention. Which leads to ...

Lesson 4: engage in authentic two-way communication

For tech companies, listening and responding appropriately to the public and your stakeholders are essential. Active listening will keep you informed as to your stakeholder's concerns. Make sure your stakeholder group extends to employees and brand managers. Take note of what happened when Facebook and Salesforce didn't acknowledge employees' concerns over corporate decisions. [Facebook's employees](#) held a virtual walkout and [Salesforce's employees](#) held an actual walkout.

Lesson 5: trust and integrity are key

If your brand isn't considered trustworthy or viewed as having integrity, you could apologize 24/7, but it might not help alleviate the situation.

Consumers want to feel aligned with the brands that they interact with—yes, even their tech brands. [Recent studies](#) show that trustworthiness is the top trait that makes consumers feel aligned with a brand. Integrity is next. Being recognized as trustworthy and having integrity provide you with some capital when something does go wrong.

Having a communications plan in place is the most effective method to offset the perils of a crisis. It's not the time to be learning on the fly. To ensure the plan is vigorously and expertly executed, engage the assistance of a public relations crisis management professional.

Curtis Sparrer is Co-Founder and Principal at [Bospar](#) in San Francisco.

THREE WEEKS ON, WHERE'S THE BEEF?

Last week, Louisiana's governor announced that 10,000 doses of the Moderna vaccine would be available at 107 pharmacies around the state to persons 70 years and older. More than 600,000 were eligible.

Most pharmacies reported running out of vaccine on the first day, some in an hour or less. “I've never seen demand like this for anything,” said one pharmacist, who stopped his list at 500 despite having only 100 doses

The vaccination program bids fair to become the biggest government cock-up since the 2013 rollout of Obamacare and a textbook case of the worst offense in marketing: Creating demand that you aren't prepared to meet.

So we have this genius vaccine development effort in record time, but at this writing only 15 million people have gotten “the jab.” As one public health expert put it “we had a wonderful vaccine program, but no vaccination program.”

If the vaccine were a free app, there would be tens of thousands available at thousands of locations. Why can't we do at least a fraction of that with a life-saving vaccine?

The 45th president, of course, takes no interest at all, because there's nothing in the task of getting vaccines into arms that he can use politically. All of his energies are being poured into trying to overturn the election, punish his enemies, reward his friends with pardons or appointments, and generally pour fresh concrete into the engine and gears of government and the political party he hijacked in 2016.

Fingers are pointing in every direction, but everything points to lack of a national rollout plan that included a robust communication program about vaccine availability, vaccination locations, special restrictions or requirements, and progress toward the goal of vaccinating 70-80 percent of the population. This is left largely to the states, and many of them aren't up to it. I wish that some institution like Johns Hopkins would take that on with government funding, as a follow-on to its excellent [Coronavirus Resource Center](#).

Bill Huey is founder and president of Strategic Communications, a corporate and marketing communication consultancy. He is the author of two novels and a new one-act play dealing with the #Me Too Movement, “The Tiger of the Flesh.”



Bill Huey

IRISH FOOD BOARD WANTS PR FOR WEBINAR

The Irish Food Board (Bord Bia) is looking for a New York-based PR firm to handle a virtual communications event slated for late February or early March.



The webinar will be tied to the launch of the Board's grass-fed standard for beef and dairy and help position Ireland as a leader in sustainability from farm to fork.

The PR firm will recruit eight to 10 food and beverage journalists to participate in the webinar and line up a keynote speaker with credentials in the food sustainability space to conduct a "fireside" chat with the Board's CEO, Tara McCarthy.

Louise Healy, international media manager, is coordinating the search for a PR partner. She is at Louise.Healy@BordBia.IE.

LIGHTFOOT'S PRESS SEC. RUIZ TAKES PA POST

Anel Ruiz, who stepped down as press secretary to Chicago mayor Lori Lightfoot last month, has joined public affairs and crisis management firm Culloton + Bauer Luce as senior VP.



Anel Ruiz

Ruiz previously served as public affairs director for the Chicago Department of Public Affairs and deputy chief of staff for Cook County Board president Toni Preckwinkle. She has also been director of development at Free Spirit Media and communications manager at the National Museum of Mexican Art.

In addition to working with clients in the firm's portfolio of healthcare providers, Ruiz will advise CBL clients on issues management.

"Anel's hands-on experience in policymaking and her sense of how fast an issue can take shape in today's digital-first environment makes for a uniquely skilled counselor," said Natalie Bauer Luce, CBL partner and executive VP.

Culloton + Bauer Luce's practice serves such industries as healthcare, energy, gaming, manufacturing, sports, education, cannabis, technology and transportation.

HAGER SHARP'S BROWN TO NAT GEO

Crystal Brown, executive VP at Hager Sharp, is joining the National Geographic Society as chief communications officer on Jan. 11.



Crystal Brown

Her job is to develop marketing communications campaigns that promote the Society's vision, people and programs so they impact audiences throughout the world.

Brown will join the Society from Hager Sharp, where she served as executive VP in charge of its education, labor and economy practice.

Earlier, she held the chief communications officer post at both Howard University and the University of Maryland.

MEDIA MANEUVERS

Quibi, the short-form entertainment platform that was recently shuttered by Jeffrey Katzenberg and Meg Whitman, will soon be available to stream for free on the ad-supported Roku Channel. The sale price for the more than 75 shows and documentaries produced for Quibi was less than \$100 million, according to Deadline. While Quibi started out strong, raising \$1.75 billion in funding, it sputtered out less than six months after its launch. The company has pledged to return \$325 million to its early shareholders.



Meredith has sold *Travel + Leisure* to Wyndham Destinations, a company that manages 230 timeshare resorts, for \$100 million. Wyndham has also agreed to buy \$30 million worth of ads in Meredith publications over a five-year period. The company will rename itself as Travel + Leisure Co. and control the publication's travel clubs. Under a 30-year renewable licensing agreement, Meredith will continue publishing the magazine with its staff remaining Meredith employees.

The Tampa Bay Times is closing and selling its printing plant in March. The closure will result in pink slips going to 150 employees, 90 of whom are full-timers. The paper's remaining full-time staff will have their salaries cut by 10 percent for the next six months. In April, the Times, which was printed daily up until that time, cut five days a week from its schedule, only printing a paper on Wednesday and Sunday.

The New York Post Group has named Keith Poole editor-in-chief. Poole is currently deputy editor-in-chief of the News Corp.-owned U.K. tabloid *The Sun*. Col Allan, who returned to the *New York Post* last year after having served at its editor from 2001 to 2016, will retire in early March after Poole comes on board. In his new post, Poole will oversee the Post and the Post Digital Network, which includes NYPost.com, PageSix.com and Decider.com as well as Post Studios and the related apps and social media accounts.

The BBC is set to name Richard Sharp as its new chairman. He replaces David Clementi, who is stepping down next month. Sharp, who was once chairman of Goldman Sachs' principal investment business in Europe, has most recently served as an unpaid adviser to Chancellor of the Exchequer Rishi Sunak on the UK's economic response to COVID-19. He was also an adviser to Boris Johnson during his term as mayor of London. A donor to Britain's Conservative party, Sharp comes on as the BBC negotiates with the government over the future of the license fee (currently about \$215 annually) that funds it.

McClatchy has promoted Colleen McCain Nelson to executive editor of the *Sacramento Bee* and regional editor for California. Nelson was previously McClatchy's opinion editor and editorial page editor for the *Kansas City Star*. In addition to heading the Sacramento Bee newsroom, she will oversee the *Fresno Bee*, the *Modesto Bee*, the *Tribune* in San Luis Obispo and the *Merced Sun-Star*. Before coming to McClatchy, Nelson was at the *Wall Street Journal*, where she covered the 2012 and 2016 presidential campaigns and served as White House correspondent.



Colleen McCain Nelson

BRUNSWICK ADDS FACEBOOK ALUM YU

Larry Yu, who did a nearly five-year stint as Facebook's director of corporate communications, has joined Brunswick in San Francisco as a partner focused on technology clients and issues.



Larry Yu

Most recently handling marketing communications duties at venture capital firm Accel, Yu also held posts at Pramana Collective (partner), Google (senior manager product communications for Google Earth and Maps), [MWWPR](#) (group VP) and Cisco (manager, executive communications).

Ash Spiegelberg, Brunswick's SF office head, called Yu "an outstanding operator" who brings a "strong network and seasoned perspective that will be hugely additive to our team and our clients."

HEALTH NONPROFIT ISSUES COMMS RFQ

Health philanthropy organization Group Health Foundation is requesting qualifications from consultants that can support its communications team.

The Washington-based foundation, which is dedicated to ensuring health equity in the Evergreen State, is looking for an agency that can provide general, day-to-day communications support and help communicate its priorities for the communities it serves.



Long term, the foundation also needs an agency that can facilitate meetings, provide project support and make ongoing narrative suggestions and recommendations.

Qualifications are due by EOD on Jan. 15, and should be submitted electronically to communications@grouphealthfoundation.org. All responses should be in PDF format and no longer than 10 pages.

Questions should be directed to communications director Diana Huynh, communications@grouphealthfoundation.org. [Download the RFQ \(PDF\)](#).

AFGHAN GROUP MAKES CALL TO BULLPEN

The Afghanistan-US Democratic Peace and Prosperity Council has hired Bullpen Strategy Group for strategic communications and media monitoring services.

The Arlington, VA-based firm will focus on US-Afghan relations and policies that improve governance, economic development and human rights in Afghanistan.



BSG's three-month contract kicked off Dec. 21. The firm receives a \$25K monthly retainer from the DC-headquartered Council.

Joe Pounder, former research/deputy communications director of the Republican National Committee and aide to Florida Senator Marco Rubio, is CEO and co-founder of BSG.

Under president Trump's troop drawdown plan, the US is slated to have 2,500 soldiers in Afghanistan on Jan. 15.

ON THE MOVE

LaVoieHealthScience promotes **Lisa DeScenza** to VP, integrated communications and head, business development & marketing. DeScenza has been with the agency since 2012, and has held a variety of roles, including assistant vice president, recruiting, diversity & inclusion and director, human resources & talent. **Sharon Choe**, who joined LHS in early 2019, has been promoted to senior vice president and head, outreach & corporate access, a newly created position. The agency has also brought on **Barrett McGrath** as business development advisor and **Elizabeth Aguiló** as talent acquisition consultant.

BlueGrace Logistics names **Mark Derks** chief marketing officer. Derks comes to the company from content marketing agency Words at Work, where he served as partner and CMO. He was previously director of global marketing at logistics and supply chain company C.H. Robinson. At BlueGrace, Derks will lead brand development, marketing strategy and public relations. He'll also play key roles in sales enablement, product innovation and customer experience.



Mark Derks

WineDirect recruits Andrea

Smalling for VP of marketing and sales slot. Smalling comes to the company from McBride Sisters Wine Collection, where she was senior vice president of marketing. She was previously vice president of marketing, wines at Mark Anthony Group and has held executive marketing positions at Foley Family Wines, Constellation Brands and E&J Gallo Winery.

Ogilvy taps **Emily Poon** president of public relations & influence in Asia, effective Jan. 1. Poon has been with the firm since 2008, most recently serving as managing partner of Ogilvy PR & influence in Singapore. In addition to remaining in that position, she will now be tasked with expanding Ogilvy's PR & influence division across the region. Poon succeeds Scott Kronick, who will become a senior adviser at the company.

Taysha Gene Therapies appoints **Kimberly Lee** senior vice president of corporate communications and investor relations. Lee joins Taysha from Lexicon Pharmaceuticals, where she served as head of corporate strategy and investor relations. She was previously vice president of corporate strategy, corporate communications and investor relations at Raptor Pharmaceuticals, and been a biotechnology sell-side analyst at such investment banks as Jefferies and Wedbush Securities.



Kimberly Lee

Scenthound, a membership-based dog grooming business that has been franchising since 2019, hires **Christian Betancourt** as vice president, marketing. Betancourt comes to Scenthound from Anytime Fitness, a Woodbury, MN-based franchise of 24-hour health and fitness clubs, where he was director, demand generation. He has also served as head of digital at Brave New Media. At Scenthound, Betancourt will drive marketing initiatives aimed at further launching the brand nationally and helping expand the franchise to 250 units within the next three years.

COMMENTARY



Let's stop using the bland, weaselly word "events" when issuing statements to comment on abominable activities such as the January 6 ransacking of the US Capitol.

Events are weddings, birthday parties and ball games. They are not riots, insurrections and coup attempts.

I first became aware of the misuse of "events" in the aftermath of the World Trade Center/Pentagon terror attacks. Those acts of murder were often called "the events of 9/11," a description that did not do justice to the horror of that day.

The Business Roundtable issued a scant one-paragraph press release on January 6 that it called a "statement on events in the nation's capital."

BR played down the trashing of the Capitol by calling in "the chaos unfolding in the nation's capital," which could very well have been a reference to Trump's four-year reign.

Public Relations Society of America chimed in on January 7 with "A Message from the PRSA Chair on the Events on January 6, 2021."

Michelle Olson began her eight-paragraph statement with: "As communications professionals, we take pride in our ability to know what to say, and when and how to say it." That is questionable.

She admitted searching for the "right words as I try to make sense of the unfathomable chaos that took place yesterday."

The statement buried the lede. Olson hit her stride in the last graph: "We all know that mob mentality is never the right answer and is dangerous, destructive and, tragically, sometimes deadly." I hope readers of the PRSA's release made it to the final graph.

The National Association of Manufacturers got it right. Its January 6 release is headlined: "Manufacturers Call on Armed Thugs to Cease Violence at Capitol."

CEO Jay Timmons issued the statement "in response to large groups of armed Trump adherents who have violently stormed the US Capital building as members of Congress meet to count the electoral votes."

Timmons said: "Armed violent protestors who support the baseless claim by outgoing president Trump that he somehow won an election that he overwhelmingly lost have stormed the US Capitol today, attacking police officers and first responders, because Trump refused to accept defeat in a free and fair election."

He said elected officials cheering Trump on are "violating their oath to the Constitution and rejecting democracy in favor of anarchy" and urged VP Mike Pence to seriously consider invoking the 25th Amendment "to preserve democracy."

Hats off to NAM and Timmons for pulling no punches.

Profiles in courage, cowardice. Former president George W. Bush minced no words in calling the January 6 Washington riot "a sickening and heartbreaking sight" and something that occurs when "election results are disputed in a banana republic, not our democratic republic."

The rioters took their cue from the "reckless behavior of some political leaders since the election" and were "undertaken by people whose passions have been inflamed by falsehoods and false hopes."

Bush's criticism is aimed at Trump and political opportunists like Texas Sen. Ted Cruz, one of the leaders of the Sedition Caucus.

Loathsome Ted issued his own statement on January 7, attacking "the despicable act of terrorism and shocking assault on our democratic system." Cruz claims he was fighting for those who "expressed their deep concerns regarding election integrity."

That's so rich. Ted has been trafficking in lies that the presidential election was rigged, which has undermined faith in the election, in the hopes of scoring political points with the president's base of supporters.

You can forget about getting that support, Rafael Edward. The Trumpers remember how you shamelessly groveled before their leader after he directed insults at your dad and wife during the presidential campaign.

They also will recall that Tough Talking Ted ran for the hills as the Trump cultists trashed Capitol Hill. Didn't you want to meet your future constituents, Ted?

Donald Trump fired off one of his most unhinged tweets on Jan. 4, hours before he departed to Georgia for an off-the-wall rally in which he urged Georgians to join his fight to throw out the votes of their fellow citizens.

Taking a break from the attempt to destroy America's democracy, the president took aim at the positive coverage earned by Dr. Anthony Fauci, a rare truth-teller in the administration.

Trump unleashed this gem:

"Somehow Dr. Fauci is revered by the LameStream Media as such a great professional, having done, they say, such an incredible job, yet he works for me and the Trump Administration, and I am in no way given any credit for my work. Gee, could this just be more Fake News?"

Fauci, of course, is a longtime fixture on the national public health scene. He was in the trenches fighting the AIDS scourge, while Trump was bankrupting casinos and playing the role of a successful businessman on reality TV.

The president fought Fauci's COVID-19 recommendations about mask-wearing and social distancing every step of the way.

He even threatened to fire the infectious disease expert. At a November 1 campaign rally in Pennsylvania, where the crowd chanted "Fire Fauci," Trump said:

"Don't tell anybody but let me wait until after the election ... he's a nice man, but he's been wrong on a lot."

Fauci has led the National Institute of Allergy and Infectious Diseases through six administrations.

He will continue to combat the COVID-19 plague under Joe Biden, while Trump stewes and plots his campaign of revenge against Republicans who finally developed a spine and stood up to his desperate effort to remain in power.

—Kevin McCauley